

1940

BE A BUCK HUNTER

Each Week Five Names and Addresses Are Published In The Sun Between The Ads. Come to the Sun Office For A Dollar Bill When Your Name Appears.

The Rochester Sun

TRUTHFUL NEWS TRUTHFUL ADVERTISING

ROCHESTER'S WEEKLY SHOPPING GUIDE

Delivered to 75,200 Rochester Homes Every Thursday

Vol. III, No. 36

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

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

Veterinarians Of State To Convene Here July 18th

Celebrating their Golden Jubilee in Rochester July 18, 19, 20 will be more than 350 members of the N. Y. S. Veterinary Medical Association. The Convention Bureau announced this week that it was just 50 years ago that sectional members of the organization, broadminded enough to foresee the future of the veterinary profession and the many fields into which its branches have now reached, first instituted the regular meetings of the group.

Jitterbug Contest To Feature Community Political Picnic

More than 100 couples are expected to participate in the jitterbug contest to be conducted at the community day and outing of the North Democratic Club and the Women's Democratic Auxiliary of the 22nd Ward, scheduled for July 21st, at Costich Park, in Norton St. This celebration marks the tenth anniversary of the founding of the organizations. Starting with a handful, the clubs today number more than 800 members on their rolls. Joseph Vecchio is general chairman of the outing with Miss Ann Vecchio leading the women's division.

WANT MONEY?

FOR A VACATION, AUTOMOBILE, ETC.

Investigate OUR LOW COST LOANS

If you are steadily employed and need money for any purpose SEE US FIRST. No collateral or co-maker required. Small monthly repayments. Private rooms for consultation!



GENESEE VALLEY TRUST CO.

Exchange and Broad THE BANK OF PERSONAL SERVICE

Member of F.D.I.C.

Well, Gosh -- Can't A Fella Dream?



Here is Hugh Turner, 96 Lafayette Rd., depicting the attitude of Johnny who will have to content himself with ice cream cones, picnics and family outings today. But you just can't blame him if he dreams a bit of Hugh Turner had he

been a lad in 1900. He sees himself loaded down with firecrackers and a full day ahead. Maybe some of us oldsters dream of the boom bang biff days, too.

Fireworks Mainstay Of 4th Celebration At Turn Of Century

"Well, gee dad, I'll bet you had a lotta firecrackers when you were a kid."

Thousands of Rochester youngsters are putting that proposition up to their dads in one form or another, today. And correct they are, too. When dad was a kid, the Fourth of July meant firecrackers and more firecrackers.

Back at the turn of the century Rochester heard the crackle of explosives from before sunrise until after dark, despite the fact that an official proclamation has been issued at city hall making it illegal to shoot firecrackers before 7 a. m.

But there were plenty of other activities to occupy the attention of the city folks.

Out at Culver Field Rochester played Toronto in an Eastern league game. And won. Toronto forfeited the morning game because the team failed to show up at the field. They thought it was too rainy to play. Incidentally the papers of that day tell of the fistic encounter between manager Barrows of Toronto and Manager Buckenberger of the Rochester.

Barrows' wrath was aroused when he met Buckenberger on the porch of the Livingston House after the morning forfeit and the result was a third degree assault charge against the man who later became famous as front office man for the New York Yankees.

Providence was in first place on July 4, 1900 with Rochester second. In the National league Brooklyn led the parade and Chicago occupied top spot in the American league. Down in eighth place in the same league was our old friend Buffalo.

Glen Haven reported a record crowd at the bayside resort, and the people didn't get there by automobile either. "Trolleys were jammed

throughout the day," said next day's newspaper report.

The good ship J. D. Scott made half-hourly trips between Sea Breeze and Ontario Beach Park, where outdoor vaudeville acts were highlighted in the day's program.

On that day, the nation was talking about William Jennings Bryan and his 16 to 1 campaign cry. He was scheduled for nomination on the democratic ticket then meeting at Kansas City. William McKinley already had been nominated by the Republican.

On the stage in Rochester, Miss Jessie Bonstelle was starring in "The Lady of Lyons" at the Lyceum Theatre. A stock company was holding forth at the Baker theatre then playing "The Sporting Duchess."

But despite all the planned activity it was still firecrackers that held sway for the day. This is best evidenced by a notice in that day's Democrat & Chronicle:

"If you miss your dog today, look for him under the bed. Some dogs never can enter into the spirit of the American national holiday."

But maybe your memory doesn't stretch back to 1900. Well, skip 20 years and let's see what happened in Rochester on July 4, 1920. The world war had been fought and settled (oh yeah!) the automobile was coming into its own and the movies were gaining increasing attention.

The Fourth fell on a Sunday

Continued on Page 2

Here's A Story About An Advertisement

Something new in the way of concrete evidence of patriotism, will be found on page 3 of today's Rochester Sun. While we don't make it a practice to editorialize on the Sun's advertising or advertisers we feel that reproduced on that page is something of which every citizen of Rochester, every American can be justly proud.

Linus Weis, president of Weis & Fisher Co. has purchased an entire page to reproduce a picture of the nation's flag. The caption beneath the picture, "God Bless America", is the fervent plea, the triumphant shout on the lips of every patriot today. Mr. Weis has announced that

reprints of the page are available for the asking. These reprints will be made on high grade printing paper, suitable for framing. They are free for the asking, simply go to the store and ask for one of these beautiful reproductions. It is understood, however, that the supply is limited.

Republican Group To Picnic July 18

Upper Tenth Ward Republican women will meet for their annual picnic Thursday, July 18, at Ontario Beach Park. Grounds No. 2 Luncheon will be served at 1 P. M.

Mrs. Harold Perry has been appointed chairman.

A Chance In A Lifetime To Buy Roofing! SUMMER CLEARANCE AND REMOVAL SALE

REROOF NOW and SAVE WITH
LOGAN LONG LONG LIFE ROOFING

\$95⁰⁰ VALUE **\$150⁰⁰** VALUE **\$250⁰⁰** VALUE

NOW **\$79⁰⁰** NOW **\$119⁰⁰** NOW **\$187⁵⁰**

Above is approximate saving on complete job, labor and material. Your roof may be a little more or less according to size. We have expert insured workmen, many who have been with us over 10 years. Your job is protected and guaranteed by an old established company.

We have 200 Tons of Roofing to move this month before going into our new Warehouse, and will close out at Carload Prices and less in any quantity.

We recommend Logan-Long Storm-tite and Logan-Long Mica Monarch Shingles. The Storm-tites cannot blow or curl up. The Mica Monarch shingles have 3 layers of mica which insulate the roof against heat and cold.

Roofing prices are advancing. It is our belief that we will never be able to sell roofing again for the next ten years at so low a price. The above prices are the lowest we have ever quoted and the lowest they have been advertised this year.

MATERIAL ONLY AT BARGAIN PRICES
90 lb. Slate Roll Roofing **\$1.79**
35 lb. Smooth Roofing **79c**
Storm Tite Shingles Bundle **\$1.79**
Standard Hexagon Shingles **\$1.79**

Roll Covers 100 Square Feet. — Bundle Shingles Cover 50 Square Feet. Prices Guaranteed One Week Only.

Phone Today For Free Estimate. — Easy Terms \$5.00 a Month.

KEMP ROOFING CO.

331 WEST MAIN STREET

Phone MAIN 1786

ATLANTIC SUPPLY FEATURES THESE

COOL SAVING SPECIALS for Summer
As Wholesale and Retail Supply Specialists, Atlantic can guarantee you FRESHNESS and QUALITY at LOWEST Prices!

Ready-To-Serve
HEINZ SOUPS
2 for 25c
This price applies to most kinds.

CANNING SPECIAL!
PURE CANE **SUGAR**
100-LB. BAG **\$4⁷⁰**
10c Extra If Delivered

Hershey's
Chocolate SYRUP
1 LB. CAN **9c**

PICNIC NEEDS PRICED RIGHT!

- PAPER PLATES, china-like finish, 100 for **65c**
- COMPARTMENT PLATES, each **1c**
- ROASTED PEANUTS, 2 for **21c**
- CORNED BEEF, 12-oz. can **21c**
- JUMBO QUEEN OLIVES, large 15c, 2 for **29c**
- WORCESTERSHIRE SAUCE, bottle **15c**
- CHILI SAUCE, bottle **25c**
- SWEET RELISH, jar **13c**
- SWEET PICKLES, jar **13c**
- SWEET PICKLES, gal. **98c**
- STUFFED OLIVES, jar **10c**
- RIFE OLIVES, can **17c**
- MUSTARD, jar **8c**
- NIPPY MUSTARD, jar **10c**
- VEGETABLE JUICE, 2 cans **25c**
- COCKTAIL, 2 lbs. for **27c**
- BLUE LABEL KETCHUP, bottle **15c**

Libby's
Corned Beef HASH
15c
2 cans, 27c
Get content entry blank. — 1st price, 15000; 2nd price, 1500.

Selected, Whole
PITTED DATES
lb. **19c**

Jumbo
Pistachios Salted
NOW ONLY **43c**

A Better
ORANGEADE CONCENTRATE
\$1²⁵ Gal.

For a deliciously refreshing drink, merely mix with 5 or 6 gallons of water and serve.

QUART 40c

EXCELLO Makes Tasty

ICED COFFEE
NOW ONLY **25c** lb.

FREE! LARGE GLASS PLATTER

With each purchase of this rich coffee, you receive a large glass platter at no extra cost to you.

Full stocks all year round of Nuts, Nut Meats, Candied Fruits and Peel.

Atlantic Supply

79 St. Paul St. — HOUSE — MAIN 4173

Free City Delivery On Purchases of \$2 and Over.

Free Parking on 50c Purchase



Insurance Proves Worth
Pictured here is Arthur M. Loewenthal, president of the Rochester Hospital Service Corp. and Mrs. Mabel Seaver, 149 Adams St., who participated in a recent radio program depicting the service of the corporation to the community.

Radio Programs Depict Work Of Hospital Group

Last in a series of radio broadcasts dramatizing the work of the Rochester Hospital Service Corp. will be heard over Station WHAM next Wednesday at 7:30 P. M. when Frank W. Lovejoy, president of Eastman Kodak Co. will speak in behalf of the service. This series is heard each Wednesday evening. This program is built around a two-minute talk regarding benefits of the service and a dramatization of actual cases in Rochester. Policeman Carl York will tell the story of what the R. H. S. C. meant to him recently. Mrs. Mabel Seaver, 149 Adams St. took part in a recent broadcast and told her story. She related how, on March 15, 1940 she became a subscriber to the Hospital service plan and twelve days later slipped on an icy sidewalk fracturing her left leg. Through the plan, Mrs. Seaver received a credit of \$82.50 on her hospital bill.

Noisy 4th Greeted In Rochester' At Century's Turn

Continued from Page 1
in 1920 so almost all celebration of the date was made on Monday, July 5th. A ball game was scheduled for the holiday, but this time at the Bay St. ball park. Again Rochester was facing Toronto, and the Canadians won, 7 to 4. Incidentally, the day before, Toronto beat Rochester 24 to 4. Rochester was by then in the International league, and rested in seventh place. Jack Dunn's Baltimore Orioles were leading the league with Akron, O. in fourth place. Cincinnati headed the National league and Cleveland was at the head of the parade over in the American league. Cox and McAdoo were fighting it out at San Francisco for the Democratic presidential nomination. They were then on their 22nd ballot. Al Smith's name had been mentioned and then dropped. As it turned out, the honor of running was an empty one as the Republicans captured the office with Warren G. Harding, who had been nominated just a short time before. Jack Dempsey was heavy-weight champ and Ralph De-

Palma set a new record for stock cars on Long Island driving a Rochester-made Cunningham car. Here in Rochester Phoebe Foster was playing in Vaughan Glaser's stock company at the Temple Theatre. Julian Eltinge, famed female impersonator was at the Victoria. On the screen Rochesterians saw Charles Raye at the Piccadilly. Noah

a complete selection of "Q. R. S. player piano music rolls. In 1920 community celebrations, which they are now trying to bring back, were in their heyday. Celebrations were held

Continued on Page 4

Clip This COUPON

GRANTS....
SILVER SHADOWS STUDIO

YOU Can Have a FREE SITTING
FRI. and SAT. Only

* See proofs of yourself in our new cameo portrait.
* You may select a pose and have a beautiful 8x10 Cameo Photograph For Only **98c**

No Appointment Necessary

* There is no obligation to buy if you are not entirely satisfied.

We know you will be delighted with these new attractive Cameo Photographs and amazed at the unusually fine quality.

W. T. GRANT CO.
MAIN ST. E. at EAST AVE.
KNOWN FOR VALUES

WHEN WHISKEY IS SMOOTH AS SILK, IT MAKES AN AWFUL FUSS—

Smooth as Silk
but not HIGH HAT

JUST ORDER KESSLER'S PRIVATE BLEND AND YOU'LL GET SMOOTHNESS—PLUS—

Try It Today

KESSLER'S AMERICA'S GREATEST WHISKEY VALUE

KESSLER'S PRIVATE BLEND—A BLENDED WHISKEY. 75% Neutral Spirits distilled from Grain. 90 Proof. Julius Kessler Distilling Co., Inc., Lawrenceburg, Ind.

Mrs. Tillie Shulman, 15 Faraday St.

EVER SHIVER IN A SHOWER

WATER RUN HOT... THEN COLD?

No Obligation To Buy

RENT AN AUTOMATIC GAS WATER HEATER
Only \$1 A MONTH

Pennies-a-day keep hot water always on tap. Copper, rustproof heater installed FREE. Only \$1 a month rent and the small amount for gas used. Removed FREE if not satisfied.

Rochester Gas & Electric Corporation

For trouble and service calls Telephone MAIN 3566 For Sales Dept. and Personal Calls Telephone MAIN 7076

"ENJOY OUR SUPERIOR MEATS"

AN IDEA FOR TODAY LOIN LAMB CHOPS WITH ASPARAGUS

MEAT... King of Foods

Loin Lamb Chops—Asparagus With Hollandaise Sauce

Have lamb chops cut thick. Set regulator for broiling. Place chops on broiler rack so that there is a distance of about three inches between top of chops and source of heat. Allow to brown on one side, season with salt and pepper, turn and finish the cooking on the second side. Chops cut one-inch thick require about twelve minutes for cooking. Serve with asparagus tips topped with Hollandaise sauce.

Hollandaise Sauce
1 cup butter 3 tablespoons lemon juice
4 egg yolks salt Dash of cayenne

Divide butter into three equal parts. Place one piece in top of double boiler. Add egg yolks and lemon juice. Place over water that is just below the boiling point and stir constantly. When butter is melted, add second piece of butter, and as mixture thickens, add a third piece, stirring constantly while cooking. Cook only until thick. Remove from hot water, add seasonings, and serve at once with hot asparagus tips.

Genuine KENTUCKY SPRING LEG-O-LAMB 25c

Home Grown Extra Fancy ASPARAGUS 19c
Large 1 1/2 lb. bunch

Carolina Potatoes, U. S. No. 1, 29c

Armour Star Cooked Hams 21c
Whole or String-End

Arpeako Roll Butter 29c

Dozens of other specials in all departments

LAKE AVE. FOOD MKT. LAKE AVE.
556-564
OPEN NIGHTS & SUNDAYS. GLEN. 3002

COUPON CORNER

Whiting & Davis
MESH BAGS 59c Values up to \$25.00!

ROYAL JEWELRY
62 E. Main cor. Front

BREAST-O-CHICKEN TUNA 15c FREE DELIVERY Phone GEN. 7700

WHITE STAR 10c 283-311 Congress Ave. Credit To Reliable Patrons

1-Lb. Club Steamers 10c Reg. 15c in Complete line of Meats and Groceries

PAYONE'S MARKET
523 E. Main St. Phone St. 1161

CHAMBRAY'S 20c Reg. 49c Lowest Prices 7th GENESEE MILL ENDS 918 W. Main opp. St. Mary's

CLUB PICNIC
Members of the Friendly Card Club, which meets each Tuesday afternoon at 48 Hollister St. will hold their annual picnic at Ontario Beach Park on Wednesday, July 31. Dinner will be served and a sports program conducted.

EDWARDS BARGAIN BASEMENT
LOWEST PRICES ALWAYS EVERY DAY A BARGAIN DAY SHOP DOWNSTAIRS AND SAVE

TOMMOROW and SATURDAY
Our Greatest Sale to Date
MEN'S SLACKS
Fabric Value to 1.98

1.19

- Crashes!
- Stripes!
- Coverts!
- Plain Shades!
- Checks!
- White Ducks!

A fortunate purchase makes this remarkable sale possible! 900 pairs of men's sanforized shrunk wash slacks to go at 1.19 a pair! All woven fabrics. In the season's most popular colors. Sizes in the lot from 29 to 50! Don't stop at buying one pair... buy several for work, dress or play!

Companion Sale!

1200 Men's Polo Shirts 59c

Made to sell at 79c to 1.50! Cut and sewn and knit polo shirts. Natural, plain colors and stripes. Many famous makes in the knit style. Small, medium and large sizes. Buy your summer supply now at savings you can't afford to miss.

Edwards Bargain Basement

Sears ★

WAREHOUSE CLEARANCE

SAVE TO 25% CABINET SINKS AND UNDER SINK CABINETS 25% TO SAVE

- Some pieces slightly marred!
- All pieces sold "as is"!
- Buy on our easy pay plan!

QUANTITY	ITEM	Former Price	Sale Price
4	42 Inch Cabinet Sink	\$34.50	\$27
4	42 Inch Cabinet Sink	\$39.95	\$29
5	42 Inch Cabinet Sink	\$44.50	\$33
1	54 Inch Cabinet Sink	\$44.50	\$37
1	54 Inch Cabinet Sink	\$49.50	\$39
1	60 Inch Cabinet Sink	\$49.95	\$43
1	48 Inch Cabinet Sink	\$52.50	\$43
7	21 Inch Steel Cabinets	\$ 7.95	\$ 5
1	30 Inch Steel Cabinet	\$22.95	\$17
2	Recessed Bath Tubs	\$43.50	\$29
1	Recessed Bath Tub	\$52.50	\$37

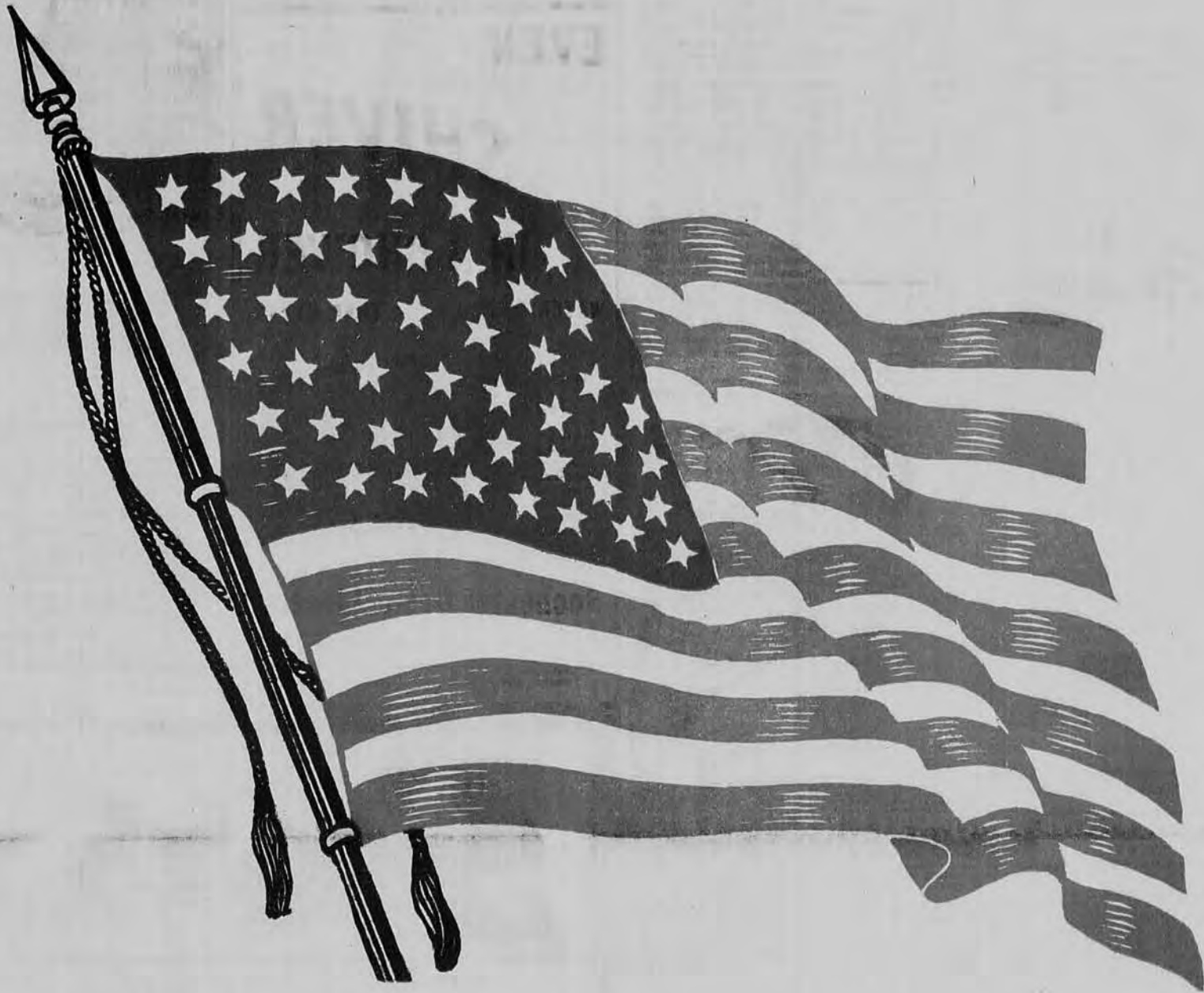
★ SALE AT MONROE AVENUE STORE ONLY
IN SHED AT SIDE OF FARM STORE!

The Rochester Sun
Published every Thursday by the Rochester Sun Corp., 425 Bucks Bldg., G. Curtis Collins, pres.; Frank B. Kelly, v. pres.; Wm. A. Platt, Sec.; Wm. G. Bradley, Treas.

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James A. Coyne Co.
New York Chicago
444 Madison Ave. 30 S. State St.

The Rochester Sun welcomes communications from Sun readers. All news items must be in the hands of the editor by Tuesday night for Thursday's publication.



God Bless America!

INDEPENDENCE DAY

JULY 4, 1940

weis & fisher

SINCE 1889

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Page 4

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lb **21c**
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%

FALSE TEETH WEARERS
often worst breath offenders

Don't let Denture Breath and stains shout "False Teeth"
KEEP PLATES LIKE NEW WITH POLIDENT

A thin dark film collects on plates and bridges. This film soaks up odors and impurities like a sponge! It holds germs and decay bacteria... gets into every tiny crevice where brushing can't even reach. And it's so tough that ordinary brushing seldom removes it.

Polident, a powder that dissolves away all scum, stains, tarnish and odor.

Polident makes breath sweeter—plates or bridges look better and feel better. Tens of thousands call Polident a blessing for comfort, convenience and hygiene.

Long-lasting can only 30¢, any drug store. Money back if not delighted. Approved by Good Housekeeping Bureau and dentists everywhere. Hudson Products, Inc., New York, N. Y.

POLIDENT
Cleans, Purifies Without Brushing!
Do this daily: Add a little Polident powder to 1/2 glass water. Stir. Then put in plate or bridge for 10 to 15 minutes. Rinse—and it's ready to use.

"I like nice things, but I have to watch pennies too! That's why I shop at

GRANTS

Very Special!

Made to Sell for 2.98 to 4.98! FRIDAY and SATURDAY

Full bed size! Tubfast! Bedspreads

There's a "hand-done" hang and feel to these handsome cotton Jacquard loomings! Vivid damask stripes, "County Fair Prize" croch patterns—all expertly, brightly dyed! A very few twin-bed sizes—hurry for best choice!

1.98

Mrs. Sophia Schrader, 99 Long Acre Rd.

WANT ADS
FOR SALE
CINE KODAK movie camera and case, portrait lens attachment. Good condition. \$40.00. Phone Monroe 0931.
UPRIGHT piano \$35.00. 498 Conkey Ave. Phone Glen. 6312-7.

WANTED TO BUY
BEST prices paid for coal ranges, bungras, ranges, combination racks, gas stoves, baby cribs, metal beds and springs, cotas, dressers, chests of drawers, also complete household. Phone Mr. Carter, Main 8926.

HOUSEHOLD GOODS
BEAUTIFUL modernistic walnut dining set, \$55.00! Gorgeous walnut dining room suite, \$40.00; 2-toned walnut dining room suite \$35.00. Faber Furniture, 124 No. Plymouth Ave.

ROUND oak tables, \$20.00; dressers, \$25.00 and up; vanities (walnut) \$10.00; kitchen chairs \$5.00 and up; occasional chairs \$2.50 up; easy lounge chairs \$3.50; living room suites, \$10.00 up. Faber Furniture, 124 No. Plymouth Ave.

LIVING ROOM SUITES, \$10.00; unfinished chest of drawers \$25.00 and up; washing machines \$10.00 and up; used Asminder and Wilton rugs (6x12) \$4.00 and up. H. P. Faber, 124 No. Plymouth Ave.

UNFINISHED chests and book shelves, \$2.45 and up; Only 2 beautiful paneled walnut beds, \$4.99 and up; Mirrors \$2.00 and up; Good old solid oak dining room tables, the best bridge and poker table inside, just the thing for your cottage, \$1.00 to \$2.00. H. P. Faber, 124 No. Plymouth Ave.

3 PC. BREAKFAST sets, \$4.00; breakfast tables, \$2.99; porcelain breakfast sets, \$2.75. Faber Furniture, 124 No. Plymouth Ave.

ANYTHING for your home at lowest prices in Western New York. Liberal trade-in allowance on your old furniture, stoves, beds, cribs, ice boxes, refrigerators, or what have you. Faber Furniture, 124 No. Plymouth Ave.

BEAUTIFUL WALNUT bed room suite 4 pieces, fine condition \$27.50; 3 piece maple bedroom suite (new) \$28.50; oak dining room suite, \$15.00. Beautiful Heppelwhite walnut living room suite, \$20.00. H. P. Faber, 124 No. Plymouth Ave.

DRESSES
SIZES 16 to 66 Summer dresses, aprons, housecoats. Dresses made to order. 67 Flourentin St. (off Humboldt St.)

ODD PIECES
SOLID MAHOGANY Colonial dresser \$8.00; old comodes, \$1.00 each; standing lamps \$2.00 and up; Corsete radius, \$1.50 each; Mahogany walnut maple and oak dressing tables and vanities, \$4.00 and up; Birch eye maple dresser, \$8.00; large cedar chest \$5.00; odd tables \$1.00 up; rocking chairs, \$1.00 up; vanity \$6.00 and up; desks, \$4.00 and up. H. P. Faber, 124 No. Plymouth Ave.

MOVING
3 ROOMS \$5 FOR
4 ROOMS for \$7.00
Large refrigerators and heavy combination ranges extra. Large covered vans, plenty of pads, capable handlers. Old furniture, rugs, stoves, etc. taken as payment for moving.
Phone Mr. Carter
MAIN 8926

Noisy 4th Greeted in Rochester' At Century's Turn
Continued from Page 2
at Schuetzen Park, at No. 7 School in the 10th Ward, at Webster Park in the 18th and at the Apple Orchard where the Consolidated Machine Tool Co. now stands in the 21st ward.

Agitation for the ban on fireworks was still in the realm of things to come, except in the minds of a few of the older members of the community who had had their whiskers burned by the younger generation. In fact, the Democrat & Chronicle of that day, in an editorial, advised against banning fire-

works. The editorial said in part, "To cut out the proper, or as some say the noisy, observance of the 4th of July would be a step backward."

My, how times change! This year hundreds of lives will be saved because of the fireworks ban, only to be lost in automobile accidents. So we're still pretty much where we were by firecrackers. Now we lose before. We used to lose them by automobile.

HOLIDAY SPECIAL
MEN'S SUITS or PLAIN DRESSES
BEAUTIFULLY CLEANED AND PRESSED
48¢ Cash and Carry
2 for 95¢
LOMBARDO DRY CLEANER
Call MAIN 2774 For Call & Delivery
PLANT - 87 FORD ST. STORES - 432 MAIN ST. WEST 312 DRIVING PARK - 499 LYELL AVE. - 647 CHILI AVE.
Mrs. Sadie Price, 46 Rosemary Dr.

HOME GROWN CHICKEN
DRESSED AS YOU ORDER AND DELIVERED
SMALL FOWL FOR FRICASSEE **22¢** BROILERS 27¢
ROASTING 27¢
LB. FRYING 28¢
PHONE MAIN 2966
MONROE COUNTY POULTRY CO.
BILL DEFIELD & ROY MESTLER 68 FRONT ST.
Mrs. Mary McConnell, 231 Beresford Rd.

Sibley, Lindsay & Curran To Save You Money On Things You Need Right Now!

20 SPECIAL VALUES

<p>White Turbans \$1.19 A splendid collection of the season's important turbans to wear for dress or sports. All of light weight, WHITE rayon jerseys and crepes. CASUAL HAT SHOP, MAIN FLOOR</p>	<p>"Protecto" Bag \$1.69 Stunning white bag of simulated leather in interesting "serge" grain. WASHABLE! And inside, the complete zipper compartment... a "Protecto" feature. AISLE M</p>	<p>Cotton Spectator 44¢ Cool cotton chambray, in attractive stripe; won't shrink over 1%. Action-free pored skirt. Latex belt. Red, blue, green. 12 to 20. DAYTIME DRESSES, THIRD FLOOR</p>	<p>Rengo Belt \$2.24 This rayon brocade batiste "Rengo" hooks down the front in a flash. Back lace for ease of adjustment. — Rayon swami bra. CORSET SHOP, SECOND FLOOR</p>
<p>Lastex Swim Suit \$2.99 Wonderful suit of woven stripe rayon satin. Fashionable ballerina style, well-cut bodice. Red and blue. Sizes from 34 to 39. SPORT SHOP, SECOND FLOOR</p>	<p>Boys' Knit Suits 89¢ 2-Pc. cottons with suspender shorts and striped shirts — crew neck or collar. Full cut. Washable. Navy, brown, copen. Sizes 2 to 6. BABY SHOP, THIRD FLOOR</p>	<p>Girls' Playsuits \$2.19 Rick-rack trim pique wide skirted ballerina playsuit with separate jacket and separate panties. White. 7 to 12. CAMP CENTER, THIRD FLOOR</p>	<p>Cotton Shorts 39¢ Tailored by Globe with "tailored-in" comfort! Knit to fit the true lines of the body. Will not bind. All sizes included, from 22 right up to 34. BOYS' DEPT., THIRD FLOOR</p>
<p>Tuck-Away-Kit \$1 The new fitted handbag kit designed by Rex. Inside, a bright enamel and metal compact, comb-case and comb. Kit in black, navy, brown, red, blue. AISLE M</p>	<p>"Belle-de-Jour" 59¢ D'Orsay's summery light Bouquet Cologne in intaglio bottle designed by Lalique. Limited quantity at this price. TOILETRIES, MAIN FLOOR</p>	<p>Rytex Stationery \$1.00 Grand special! Deckle edge velum in white, blue or rose, printed with name and address on sheets and envelopes. — 100 sheets and envelopes! STATIONERY, AISLE M</p>	<p>Phenix Briefs 33¢ The athletic-type shorts most moderns prefer. Soft combed cotton with mild supportive action. Washable as a handkerchief. AISLE A</p>
<p>Summer Tables \$2.49 Pretty tables in Queen Anne manner, — lovely for porch, terrace, indoors! Enamelled in white, with green, red, blue or orange top. SUMMER HAVEN, FIFTH FLOOR</p>	<p>Curtains \$1.69 pr. Billowy, pebble-dot, ruffled marquette curtains, generously cut, 44 inches wide, 81 inches long. Extra full ruffles, all hemmed and headed to hang. CURTAINS, THIRD FLOOR</p>	<p>Chair Sets \$1.49 Just 300 of these bright, comfy Bar Harbor sets for your wicker chairs! Well-made, plumply filled, attractively covered with our own fine fabrics! CURTAINS, THIRD FLOOR</p>	<p>Moth Wardrobes \$1.66 Extra large, rugged roomy closets that store up to 24 garments safe from moths. Wood-reinforced, with sliding doors, 60 inches high. HOUSEWARES, FOURTH FLOOR</p>
<p>Steel Tables \$1.99 Useful, steel table, size 32x20x15 inches. Three handy shelves, baked white enamel finish, casters on legs for easy moving. HOUSEWARES, FOURTH FLOOR</p>	<p>Double Compacts 29¢ Finished to look like alligator! — Powder and rouge compartments with large clear mirror. Black, red or brown to match your outfit. TOILETRIES, MAIN FLOOR</p>	<p>Swim Trunks \$1.95 Short, sleek, tight and free as a second skin. Virgin wool with rayon and cotton inner panel. A big variety of patterns. Sizes 28 to 34. AISLE A</p>	<p>Rubicon Perfume 19¢ 3 for 50¢ Oil base... requires only 1 or 2 drops to last hours. Spice, Gardenia, Apple Blossom or Lilac. A tiny charm is on every bottle. TOILETRIES, MAIN FLOOR</p>

You profit by Grants farsighted buying!

GRANTS Vacation Time TOWEL SALE

FRIDAY AND SATURDAY

We placed this order in January just before prices soared again!

15¢ Cannon Towels
First Quality! 20" x 40"!
You'll realize how much you're saving when you see the size of these Cannon towels for a dime! Bright pastels, stripes, plaids. Be here early to pick yours!

39¢ Cannon Towels
Press your fingers in these—feel how thick, how thirsty the springy nap is! Solid pastels, jacquards! And a giant fancy texture block you'll snap up!

Seconds of 10¢ Washcloths
That "hefty" weight you want for baths! Be smart! Get a dozen at this price!

5¢

Regular 5c Cannon Washcloths, 3c ea.

W. T. GRANT Co. MAIN ST. E. at EAST Av.

Adult Schools Offer Book Review Course

Among the studies being offered in adult schools this summer is a course on book reviews and their presentation. This class, under the leadership of Mrs. Anne Henion meets at Monroe High School each Thursday afternoon from 1:30 to 3:30. Because of the holiday there is no session today, next scheduled class is set for July 11. Mrs. Henion also teaches a free class in public speaking open to men and women at the Y.W.C.A. in Franklin St. each Monday evening.

You Are
Cordially
Invited



To come in for a friendly discussion of your personal financing problems with any of our officers.

We are always glad to extend accommodation for all worth while purposes.

We consider that you do us a favor when you give us the opportunity to serve you.

\$5.00 Will Open a Checking Account
FIRST INDUSTRIAL BANK
"The Bank for the Individual"
30 CLINTON AVE. NORTH
Member of Federal Deposit Insurance Corporation

SALE
Red Cross Shoes
\$4.95
REGULARLY \$6.50

- ★ May not be priced so low again
- ★ Thousands of pairs on sale
- ★ All sizes! Lots in your size
- ★ Authentic Arthur Kent fitters

Arthur Kent
SPECIALISTS EXCLUSIVELY IN RED CROSS SHOES
23 EAST AVENUE
Charge Accounts Invited

ROCHESTER'S LARGEST POPULAR PRICED STORE

Edwards

SHOP ALL DAY FRIDAY!
Store Closes 1 P. M. SATURDAY!

Sale!

NEW SUMMER WHITE BAGS
69c

Made to Sell at \$1

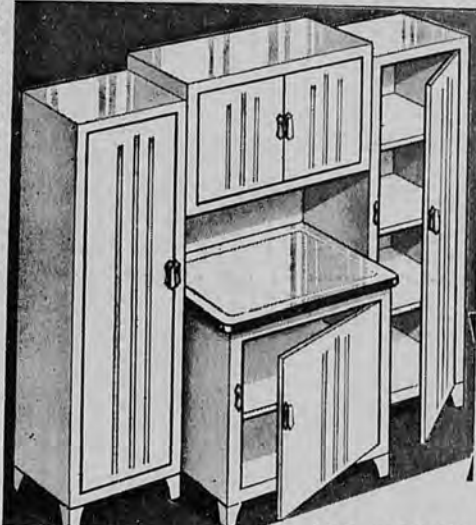
Even rayon prints and stripes are included in the group—quite a feat at just 69c! Shop early and walk off with a bag for every outfit in your summer wardrobe.

Simulated Leather In:
Crushed Kid
Ostrich
Alligator
Pigtex
Lizard

EDWARDS—Street Floor

YOUR CREDIT IS GOOD WITH GARSON & WOOD

\$21.50 Kitchen Ensemble! Sale!



2 DAYS ONLY!

\$16.95

4 PIECES IN ALL!

Stainless Porcelain - Top Cabinet Base!
2 Utility Cabinets! Dish Cupboard!

Friday and Saturday!

This handsome, modern ensemble is a grand value at \$16.95! A wonderful convenience that will save you many steps! Lots of space for linen, pans, dishes, spices, etc., all within easy reach! Stainless porcelain-top cabinet base, with 2-door cupboard overhead! Two 60-inch cabinets with handy shelves! All metal in white enamel finish with black handles! Entire width across front is 48 inches. On sale tomorrow and Saturday only at Garson & Wood's!

50c A WEEK NO DOWN PAYMENT

Grand Sale! Modern Utility Cabinets!

\$2.98 60-Inch Cabinet
\$3.55 61-Inch Cabinet
\$5.75
\$4.95
\$6.95

Friday and Saturday only at this low price! A 60-inch metal cabinet with spacious shelves!
Another Garson & Wood big special! All metal, white enamel finish with black base. Deep, roomy shelves.
63 inches high, 18 inches wide, 12 inches deep! 4 broad shelves. All metal. Sale for 2 days only!
63 inches high with plenty of shelf space! 18 inches wide. White enamel finish on heavy metal!
Attractive, 2-door cabinet, 24 inches wide, 60 inches high. All white enamel finish. Sale for 2 days only!

Our Store Closes At 1 P. M. Saturdays During July!

Garson & Wood

111 CLINTON AVENUE SOUTH

TELEPHONE MAIN 5103

Comfortable **PLAY SHOES**

1.98

All are Edwards styled from the comfort angle! WEDGIES in shantung or hopsacking. ALL WHITE OXFORDS with cuban heels. GUM SOLED MOCCASINS in blue and white, white and blue, tan and brown.

EDWARDS—Third Floor

All Shoes X-Ray Fitted

OPEN an EDWARDS NEW 90 DAY Charge Account

No Down Payment
No Interest to Pay

PAY 1/3 AUG 10
PAY 1/3 SEPT 10
PAY 1/3 OCT 10

Mail or Phone Your Application

JUMBO VALUE

Watch for Jumbo Values Every Day During July. They Represent Special Purchases, Specially Priced for One-Day Selling Only!

TRICOT WEAVE ZEPHYR UNDIES

On Sale One Day FRIDAY ONLY

39c Each
Reg. 59c Value

Made in a cool-as-a-breeze run-proof novelty weave. Girdle panties, flare step-ins, lighter trunks or briefs in tearose or white.

Sizes 5-6-7-8
Extra Sizes 9 & 10

EDWARDS—Street Floor

Chintz Covered Bar Harbor Sets

Specially Priced at **\$1** Set

These are the lovely, plump kind you love to relax in! Get several sets at this low price.

SUNFAST CRASH COVERED Bar Harbor Sets

1.79 and 1.98

Chintz coverings, striped effects and floral designs.

BETTER SETS HAVE DRAPERIES TO MATCH ALL COLORS

EDWARDS—Fourth Floor

CLEARANCE!

BAMBOO Porch SHADES

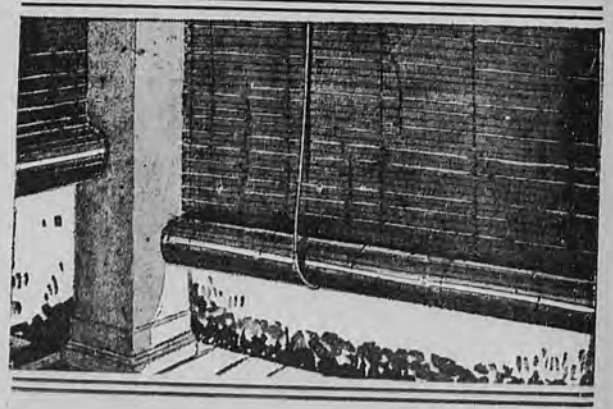
Values Up to **99c**

All Sizes, 4 ft. to 8 ft.

Made of finest quality, outside bark. All have a seven-foot drop. Complete with hardware and ropes. Will give long, good service!

Ready to Hang! In Green Only

EDWARDS—Fourth Floor



Om Ni vill ha den
IF YOU WANT THE
behagligaste dryck
SMOOTHEST DRINK
Ni någonsin
YOU EVER
smakat tag en
TASTED TAKE ONE
blandad med
MIXED WITH
GILBEY'S Gin
GILBEY'S GIN



AHHH!
AHI BOY!



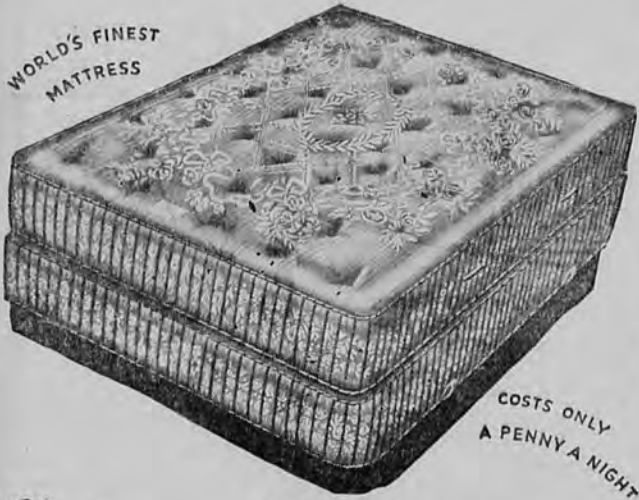
They'll tell you that in Sweden and they'll tell you the same story in nearly every other corner of this earth! You see, for close to a century, Gilbey's has been one of the world's great gins. And every man who once enjoys that richer, smoother, international taste, keeps on asking for Gilbey's Gin. You'll like it!

THE INTERNATIONAL GIN DISTILLED BY GILBEY IN THE UNITED STATES AS WELL AS IN ENGLAND, AUSTRALIA, CANADA
National Distillers Products Corporation, New York City—90 Proof—made from 100% grain neutral spirits

Special Offer on the famous Simmons
BEAUTYREST

TRY ONE IN YOUR OWN HOME AT OUR RISK

LEARN WHAT *Luxury Comfort* IS



Try this famous Mattress For 30 NIGHTS

IF SATISFIED
Pay only \$3²⁹ a month

Yes, you can sleep on a Beautyrest for 30 nights, THEN DECIDE if it is the mattress you want. If you are not satisfied with the mattress, you don't have to keep it... we'll send for it and there will be no charge. In other words, you are to be the sole judge as to whether you want a Beautyrest, after sleeping on one for 30 nights.

Come to our store and let us show you this famous mattress. Feel free to make this test in your own home. We are satisfied to take all the risk.

Open Every Friday Night Until 9 P. M.

THE RELIABLE
FURNITURE COMPANY
80-84 STATE ST. ROCHESTER

Every Thursday is
SUN-DAY

New Bingo
AT IT'S BEST
Chili Recreation Hall
Every Friday Night
8:15 p. m.

\$5.00 each for the 23 games
Mon. and Wed. 1:30 p. m.
Tues., Thurs., Fri. and Sat.
8:15 p. m.
509 Chili Ave. at Thurston
All are welcome

BINGO
PLYMOUTH
CHURCH HALL
Plymouth Ave. at Troup
Dancing To Jimmy Van and
His Orchestra
Every Sat. 8:30 P. M.
ADMISSION 25c
Door Prizes—Jack Pot

BINGO PARTIES
at BEELEY'S
Mon., Wed., 1:30 P. M.
Tues. Fri. 8:15 P. M.
142 GENESEE ST. IN REAR

Mrs. Florence Lott, 145 Hawley St.

BINGO
SHOW 7 P. M.
GAMES 8 P. M.
THIS WEEK ONLY
Friday and Saturday
HOLLYWOOD
BINGO HALL
35 PULLMAN AVE.

SPECIAL
SUNDAY NIGHT
PARTY UNDER
SUPERVISION OF
MRS. BROWN

Movie Quiz Winners

Here are the winners of the Sun Movie Quiz Contest. Each will receive two tickets to see the picture starting today at Low's Theatre. Winners must call at the Rochester Sun office, 420 Burke Bldg. for tickets before Monday noon. No afternoon tickets given out on Saturday afternoon.

Miss Betty Salzman, 282 Croaman Ter.
Mary Ruth Kalsbeck, 33 Woodstock Rd.
Brooklyn Ritz, 154 Thorndyke Rd.
Betty Brisson, 1 St. Clair St.
Mrs. H. Fugel, 187 Turpin St.
Gertrude Stokes, 149 Main St. E.
Miss June Mason, 8 Raymond St.
Dick Kolb, 230 Webster Ave.
Dorothy Wahner, 223 Pullman Ave.
Mrs. William Hauber, 16 Avenue E.

Luella Jansen, 678 Meigs St.
Henry Schneider, 25 Duke St.
Marion Henning, 155 Columbia Ave.
William Curley, 34 Devonshire Court
Mrs. Kathleen Bekirch, 332 Hazelwood Ter.
Shirley Levine, 42 Berkshire St.
Miss Evaritta Gunther, 187 Magee Ave.
Miss Virginia Dutton, 58 Ernst St.
Evelyn LaPorte, 53 Tyler St.
Georgia T. Wellman, 31 Jones Ave.
Sophie Figler, 1275 North St.
Miriam Block, 211 Springfield Ave.
Lena Brown Jack, 245 Knickerbocker Ave.

NOTICE!

NOTICE is hereby given that License No. GB-18084 has been issued to the undersigned to sell beer at retail in a grocery store under the Alcoholic Beverage Control Law at 101 Curtis Street, Rochester, Monroe County, N. Y. for off-premises consumption. Roger S. Wall, doing business as R. S. WALL GROCERY AND DELICATESSEN, 101 Curtis Street, Rochester, N. Y.

ARE YOU READY for COLLEGE?

COLLEGE PREPARATORY COURSES, with special emphasis on reading, accurate typing, will prepare you for the reports and thesis required in college. Morning Classes Start Monday JULY 8th

Puff sleeves are easy to iron with removable elastic bands when the bottoms are gathered fastened with tiny safety pins.

TEACHERS, COLLEGE NORMAL SCHOOL GRADUATES.



COLLEGE SECRETARIAL COURSE
begins
JULY 8th

ROCHESTER BUSINESS INSTITUTE

172 Clinton Ave. So. Phone: Main 3869

RUGS 9x12 \$1.00
CLEANED and STEAMED
Rugs, Steamers, Cleaned, Washed,
Sized, Mott, Damp and \$3.00
Germ-proofed.....
ELTER CO. Est. 1872
Glenwood 3466 - 44 Arthur St.

WALKER'S ALL-CHICKEN PIES
And Beefsteak Pies
No vegetables - filled with
choicest chicken only. Delivered
by dozen. Special prices on
quantity orders.
26 VELOX ST.
GLEN. 3783

PICNIC Supplies

DIXIE CUPS
Hot or Cold
8c
Paper Plates
Package of 12 ... **8c**
Paper Napkins
Box of 80 **6c**

DAW'S ORIGINAL CUT-RATE DRUGS

OPPOSITE TEMPLE THEATER 56 CLINTON AV. E. MAIN ST.	CORNER AQUEDUCT 31 E. MAIN ST. E. RIDGE RD. W.	1 DOOR FROM STILLSON 353 E. MAIN ST. E. RIDGE RD. W.	CORNER DEWEY 452 MAIN ST. W. N. GOODMAN	AT BULL'S HEAD 880 MAIN ST. W. N. GOODMAN	JUST OFF MAIN 473 MONROE AV	NEAR GOODMAN 539 MONROE AV
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ZIPPER CARRY-ALL BAGS

Water-proof
Light-weight
Easy to Carry
75c Value 49c
Others Up To \$1.95

With Coupon
Ash Trays
BLUE CRYSTAL ROCK GLASS
Worth 10c
2 For 5c
(Limit of 4)

TODAY Thru SATURDAY
RIGHT RESERVED TO LIMIT QUANTITIES
PRIDE OF DIXIE THRIFT KIT
• 2-5c Pkgs. Tobacco
• Cigarette Roller
• Cigarette Case
90c Value 39c ALL FOR 39c

With Coupon
CRACKER JACKS
Regular 5c Boxes
3c
(Limit 3)

KREML HAIR TONIC
60c Size
29c
LARGE SIZE
COLGATE'S TOOTH PASTE
2 FOR 29c

SWEETHEART SOAP
Large Bars
3c
(Limit 3)

ROCKY FORD CIGARS
Humidor FRESH
5 For 9c

GAUZE BANDAGE
Sterilized
2-Inch by 10 Yards
2 Rolls for **11c**
(Limit 4)

RUBBING ALCOHOL
Pint Bottle
8c
PALMOLIVE SHAVE CREAM
LARGE SIZE
2 FOR 33c

PREP FOR SHAVING
35c Size
13c
SPONGES
For Cleaning White Shoes
15c Value
7c

WAX PAPER
IN CUTTER EDGE BOX
125 FEET
11c
(Limit 2 Rolls)

CARBONA Shoe White
Tube or Liquid
25c Size
7c
(Limit 1)

PROBAK Jr. BLADES
Reg. 10c Package of 4
3c
PHILLIP'S TOOTH PASTE
25c Size
9c

DOLORES Castile Soap
Made From Pure Olive Oil, 15c Size
7c

TOILET BOWL BRUSH
Sturdy bristles set in long wire handle
15c VAL.
8c

SIEDLITZ POWDERS
25c Size
8c

PETROLEUM JELLY
WHITE LARGE SIZE
8c

IODINE TINCT.
15c SIZE
3c

CUTICURA SOAP
25c SIZE
14c

HYGEIA NIPPLES
REG. 15c
8c

ANACIN TABLETS
BOX OF 30
39c

BORAX POUND BOX
9c

IRONIZED YEAST
\$1.00 SIZE
53c

Hair Curlers
SPRING-LOCK Perfect For End Curls
CARD OF 3
9c

Shoe Trees
ADJUSTABLE For Men or Women Nickel-Plated PAIR
17c

8-OZ. BABY NURSERS
New Low Price
2 for **3c**

Shoe Polish
Black, Tan, Brown or Ox-Blood
Giant 15c Bx
8c

25c JOHNSON'S FOOT SOAP
16c

25c CITRATE OF MAGNESIA
6c

100 BLAUD'S IRON PILLS
12c

230 POND'S TISSUES
9c

30c KIRN'S TEA
16c

2 Oz. CASTOR OIL
6c
40c BLACK FLAG POWDER
21c
Quart GRAPE JUICE
29c

SAVINGS!

FIRST, LAST and ALWAYS...AT



It's Guaranteed - - It's Got To Be Good!

PRIME STEER TENDER ROASTS OF
SHOULDER BEEF

18^c lb.

WEGMAN'S OWN TENDER SWEET
COOKED HAMS Whole Ham or Shank Half **20^c** lb.

Wilson's Certified Canned Meats

REAL FLAVORFUL BEEF ROAST BEEF, can **19^c**

JUST OHILL & SLICK CORNED BEEF can **15^c**

WILSON'S ASSORTED Meat Spreads, can **10^c**

SERVE CREAMED, Sliced Dried BEEF, jar **14^c**

Rochester's Largest Meat Retailers

Crosse & Blackwell Orange Marmalade, lb. jar **19^c**

CRISP FRESH CRAX, lb. pkg. **13^c**

No. 2 1/2 CAN ARMOUR'S Pk & Beans, 2 cans **19^c**

2-POUND JAR PURE P'nut Butter, jar **23^c**

QUART JAR MIXED SW. PICKLES **17^c**

FULL-FLAVORED ALPINE RICH
SWISS CHEESE lb. **29^c**

SLICED FOR SANDWICHES OR COLD LUNCH
SPICED HAM lf. lb. **23^c**

36 SIZE JUMBO ARIZONA SWEET
CANTALOUPE ea. **10^c**

LARGE JUICY TREE RIPENED
CAL. ORANGES dz. **25^c**

FANCY HOME GROWN WAX OR
GREEN BEANS 2 lbs. **19^c**

SOLID HEAD HOME GROWN
NEW CABBAGE ea. **5^c**

SERVE HOT OR COLD Spam or Prem, can **25^c**

1 1/2-LB. PKG. ELBOW Macaroni, pkg. **10^c**

12-oz. BAKING POWDER CALUMET can **12^c**

VAN CAMPS Evap. Milk 4 cans **25^c**

12-Oz. Bot. Empire State Beer-Ale, 4 for **25^c**

Champions Breakfast Wheaties, pkg. **10^c**

Baker's Special!
SOLID CHOCOLATE FUDGE
LAYER CAKES
23^c ea.

Only TESTED Sweet Cream Is Used In Churning

LAND O'LAKES BUTTER

The sweet cream used in churning Land O'Lakes Butter is tested for sweetness, freshness, richness, purity and flavor. It is our "quality" butter.

POUND ROLL

32^c

From The Tub, 30c lb.



WEGMANS FREE PARKING **7 BIG STORES**

\$1 Down and \$1 Weekly at

UNION

286 EAST AVE.

Buys Your Home Needs



BOYS! **FREE** GIRLS!

BRAND NEW BOY'S GIRL'S
BICYCLE
Given With The Purchase of a New
Model C-S-F Super Freez-R-Shelf-Refrigerator

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 C-S-F Super Freez-R Shelf Refrigerators... the refrigerator that REALLY keeps perishable food FRESH! See it at UNION this week.



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 in! Stop in this week-end.

GIBSON
ALL-STEEL CONSTRUCTION
BIG 6-CUBIC FOOT
\$89⁹⁵
MODEL C-630

\$1 DOWN
-3 Years To Pay

THE ONLY BIG SIX
CUBIC FOOT, ALL STEEL
HERMETICALLY SEALED
REFRIGERATOR IN ALL
AMERICA, SELLING
FOR LESS THAN \$100!

Everything You Want In A Modern Refrigerator... At a Price You Can Afford

- ★ Sealed, Thrifty Mechanism
- ★ Approved By Good Housekeeping
- ★ Makes More Ice Cubes Faster
- ★ All Steel, Triple Sealed Cabinet
- ★ Keeps Perishable Foods Fresh!

3 BIG STORES TO SERVE YOU

UNION TIRE COMPANY
MAIN STORE
286 EAST AVENUE

Furniture
Refrigerators
Oil Burners
Radios
Stoves
Appliances
Auto
Tires

20 S. MAIN ST. FAIRPORT

114 W. COMMERCIAL E. ROCHESTER

For a grander, more glorious Fourth—



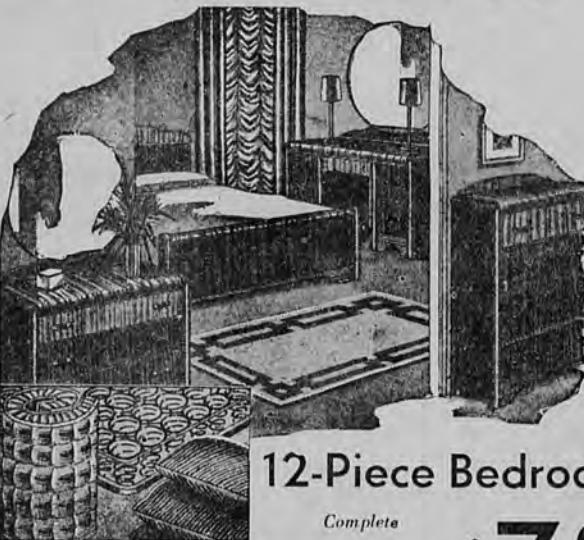
Beverwyck's the beer!

Make it a real celebration! With cool, delicious, rich, creamy Beverwyck quenching your thirst. With the satisfying flavor of the mellowest brew you've ever tasted—Beverwyck! Get plenty for the Fourth—you'll want plenty! In steins, bottles, or cans, or on draught at your favorite tavern.

BEVERWYCK BREWERIES, INC., ALBANY, N. Y.

BEVERWYCK'S AT THE FAIR—Be Sure to Visit the Hunting Lodge, West Loop, Amusement Area
DISTRIBUTOR: Berger-Kleifgen Co. Inc., 10 Public Market Culver 3300

MARVELOUS VALUES in Furniture



12-Piece Bedroom

Complete

\$78

Included: • BED • DRESSER or Vanity • 2 PILLOWS
• CHEST • COIL SPRINGS • LAMPS and
• RUG • MATTRESS • SHADES

\$350
DOWN
Delivers



11-Piece Complete Living Room

\$78

An outstanding living room outfit, with all the following pieces included at this record-low price! See it at MAJESTIC—a positive indicator of the way in which our low-rent location saves you money! A small deposit holds for future delivery!

- Luxurious Davenport
- Two End Tables
- Coffee Table
- Comfortable Lounge Chair
- Coffee Service
- Floor Lamp
- Two Table Lamps

MAJESTIC

FURNITURE COMPANY
204 Court Street

OPEN
EVERY EVENING
TO 9 P. M.

Where to go for Entertainment

NORM'S BINGO PARTY
CHILI RECREATION HALL
509 Chili Ave.
Sunday, 8:30 P. M.
All Are Welcome

**PARTIES AT
Capital Theatre Hall**
WEDNESDAY 8:15 P. M.
SUNDAY 2:15 P. M.
85 W. Main St.

NEVER A DULL MOMENT
COME AND
HEAR OUR NEW SINGER
SHE'S A SENSATION!
BEN HELFER'S
Home Cooking Every Day
Choice Beverages
50 HENRIETTA ST. MON. 9:17

Club Plans Royal Oak Pilgrimage

Final plans for the second annual pilgrimage to the Shrine of the Little Flower at Royal Oak, Mich., have been completed by members of the Social Justice Club of Rochester, according to Rudolph C. Schwenzer, pres.

FELT BASE RUGS

While They Last
Size 9 x 12
All colors suitable for living room, dining room and bedroom.
Only Two To A Customer
H. P. FAHRER
134 No. Plymouth

The trip will be made on August 17 and 18. Those who wish to make the trip are asked to contact Urban G. Kress, chairman, at Stone 4384-J.

Delegates to the Townsend Convention will report activities of that body at a meeting of the Townsend Club No. 2, which will be held next Monday at 38 State St.

GIN No. 10 BENNETT'S

100% Grain Spirit
1.45 Quart

CHILLED Cocktails,
Tom Collins, Champagne,
AT NO EXTRA CHARGE
Ready-Mixed
Tom Collins
Add Ice, Soda,
and enjoy a cool
summer drink **95c** Fifth

PARISIAN LIQUOR STORE

Open 8:30 a.m. 'til Midnight
1517 LAKE AVENUE GLEN. 4152

OPEN AS USUAL TILL MIDNIGHT
THURSDAY, THE 4th
THESE PRICES ARE SUBJECT TO NEW DEFENSE TAX
IN EFFECT SINCE JULY 1st

BALTIMORE BARON
Bottled in Bond Under U. S. Supervision
MARYLAND STRAIGHT RYE WHISKEY **1.89** Quart
Compare \$2.48 Value
90 Proof, 4yrs. old, qt. **\$1.65**
ARISTOCRAT STRAIGHT BOURBON
All 15 yrs. Old Whiskey Bottled in Scotland **2.69** Fifth

LUCKY STAR

Sweet Wines
Port, Tokay, Muscatel, White Port and Sherry

\$1.25

 GAL

IMPORTED
RUM
\$1.59 5th

PROMPT, FREE DELIVERY
GLEN. 4152

WITH COUPON
IVORY SOAP
Medium Size
3 for 11c
Limit 3
KEY DRUG

WITH COUPON
Chinese Slippers
Terry Cloth Insole
9c Pair
Limit 2 Pr.
KEY DRUG

WITH COUPON
SHU MILK WHITE SHOE POLISH
5c Reg. 10c bottle
Limit 2
KEY DRUG

WITH COUPON
Machine OIL
15c Size
6c
Limit 2
KEY DRUG

WITH COUPON
TRIM Furniture POLISH
Reg. 35c
11c
Limit 2
KEY DRUG

WITH COUPON
ELECTRIC STOVE
Complete with Cord
59c \$1 Value
Limit 2
KEY DRUG

Gaby GREASELESS SUNTAN LOTION
THREE SIZES 25c 47c 89c

COLGATE SHAVING CREAM
REG. 25c SIZE
2 for 26c

PICNIC SUPPLIES
Cups - Spoons - Plates Etc.
All 1lb. Packages
8c
3 For 23c

READY-AID ADHESIVE BANDAGES
32 Bandages
9c

KEY

Rochester's Modern
CUT RATE
DRUG STORES

470 N Goodman near Main
546 Monroe near Goodman
457 Ridge Rd W near Dewey
92 E Main near Water

TODAY, TOMORROW, SATURDAY AND SUNDAY

Seamless Rubber
PACKETTE FOLDING SYRINGE
Convenient Travel Set. Can be tucked away in luggage or medicine chest. Ideal for personal use.
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Adjustable to 25 Different Heats. A Heat for Every Fabric.
Automatic Heat Control. Will not heat above desired temperature.
Prevents "Heat Rot"—an irritable rotting of fabrics. Complete With Ironing Cord.
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One Spot Flea Killer
Kills Lice, Ants, Fleas, Aphids, Bedbugs, Crab Lice, Potato Bugs, Cabbage Worms, Meas. Bean Beetles.
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Box of 40
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Sturdy Construction
Real Value
69c

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FOR SHAVING OR MAKE UP
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KEY DRUG

KEY DRUG

KEY DRUG

KEY DRUG

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MINERAL OIL Heavy American
Pint 25c
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SDAY, JUNE 27, 1940

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The Rochester Sun

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ROCHESTER'S WEEKLY SHOPPING GUIDE
Delivered to 75,200
Rochester Homes
Every Thursday

Vol. 111, No. 37

ROCHESTER SUN, THURSDAY, JULY 11, 1940

PHONE STONE 6001

Chicago Chain Plans To Operate Retail Stores In Rochester

East and west side merchants were jubilant today at confirmation of the news that Montgomery-Ward and Co. would definitely locate in Rochester.

As predicted in the Rochester Sun on February 22, the nationally famous mail order and retail stores organization will build on the property now occupied by the St. Mary's Orphan Asylum. The entire area bounded by Main St. W., Genesee, Clifton and Churchlea Pl., has been purchased by the University of Rochester and leased to Montgomery-Ward for the erection of a store building and adjacent parking facility.

In addition to these plans, which have been rumored since last winter, the University also leased their property at Main St. E. and Culver Rd. to the same organization for the erection of a second local unit of the chain.

That this move will increase the flow of business in both these neighborhoods is inevitable. A glance at the business area in the vicinity of Sears, Roebuck Co.'s store on Monroe Ave. in comparison with the same territory before the arrival of Sears in 1929 is the best indication of what can be expected in the Bull's Head and Culver Rd. sections.

Plans for the entrance of the company into the Rochester area have been veiled in deep secrecy because of the necessity of purchasing several individual properties in the areas outlined. Naturally, the price of these parcels would have skyrocketed had a definite announcement been made. As it was, several home owners in these sections were able to command a good price simply because they demanded it.

Faltering Wings Still On Top Despite Losses

Despite their lack of a hard-hitting outfield and an equally weak hitter in the backstop, the Red Wings maintained their grip on first place through another hectic week. Not so firmly entrenched as a week ago, the Reds are beginning to crack under the strain to which they have been put by the pace they themselves set.

Buffalo, heretofore considered raw meat for the Kaufman clan, stampeded all over the place to knock off four victories within the past week at Rochester's expense.

If Rochester is so weak at the plate, how can they stay on top? Well, for one thing, any club with a pitching staff which includes Mike Ryba, Herschel Lyons, Charley Brumbeloe and Hank Gornicki, will always be dangerous. These four stalwarts have won close to 45 games for the Wings out of a total of 53 wins for the season.

These boys are really flingers, no foolin'. Each one of them has shown enough stuff this season to merit more than a glance from major league scouts: Of course, Ryba adds to his value with his work on the coaching line, but the others are still young and, from all indications, on their way up.

Take Hersh Lyons, for example. He's only been in the game since 1937 where he won 10 and lost 7 in the Mid-Atlantic league. He first came to Rochester at the beginning of the 1939 season, but wasn't quite ready and was shipped to Asheville for seasoning. His record of 11 wins against four losses this year proves that he must have gotten the seasoning he needed during the last campaign.

National And State Moose Officials To Attend Birthday Fete

Supreme and State officers of the Loyal Order of Moose will be guests of the local lodge on Thursday evening at a celebration of the unit's thirty-second birthday. Among the officials who will be here are Supreme Governor Francis J. Clohessey, of Waverley; General Counsel Albert H. Ladner, of Philadelphia; State President James W. Dillenbeck, of Gloversville; State VicePresidents George L. Barone, of James-



DR. A. L. SANOW

town, and Harvey L. Wood, of Endicott, and Regional Director Charles A. Pross, of Syracuse. At a special class initiation

the ritualistic work will be exemplified by the degree team of Lancaster Lodge. The Lancaster Drum and Bugle Corps, an outfit of fifty pieces and champions of the state, will also attend.

The program laid out by Chairman Dr. A. L. Sanow includes a picnic plate luncheon at six o'clock, addresses by Supreme Governor Clohessey, General Counsel Ladner, State President Dillenbeck, Patrick H. Galvin and others; presentation of an American flag to the Moose by Commander John Fox of Thomas F. Healy Post, V.F.W., and music, dancing and a floor show.

Members of the Pilgrim and Fellowship Degrees will have a special table and the charter members will be seated with the guests of honor. The charter members of the lodge are: J. Alden Snell, Andrew Walsh, Bernard Rose, Edward A. Dentinger, William B. Biracree and Edward Moses.

Lodge Makes Plan For Annual Rodeo July 22nd To 27th

The Wild West moves back into Rochester again this month. Specifically, it's the Lalla Rookh Grotto's annual Rodeo again to be presented at Edgerton Park corral . . . this time the entire week of July 22 to 27.

Featuring a number of innovations, this show for the benefit of Grotto charities, is expected to be the biggest and best in the series of five which the Masonic group has sponsored locally.

Permanent headquarters for the Rodeo have already been opened at 36 East Ave. for the advance sale of tickets and conversion into reserved seats. Bryant G. Parsons, past master of the lodge, again is general chairman.



If You Don't Read Every Advertisement In The Big SUPER-SAVINGS EDITION of the Rochester Sun
OUT NEXT THURSDAY

County Accidents Up, Deaths Down, For Six Month Period

Despite the fact that Monroe County motorists hung up a new record for injury accidents, traffic deaths on highways outside of Rochester were held to the low mark of 12 for the first half of 1940.

This was revealed today by Sheriff Albert W. Skinner in his semi-annual consolidated traffic accident report compiled from records of his patrols, State Police and town and village police of the county.

Figures for last month varied little from those of June 1939. Fifty-seven injury accidents last month resulted in injury to 83 persons and death to 3. In June 1939 fifty-three injury accidents resulted in the same toll.

The first six months of this year saw 520 persons injured and 12 killed in 301 accidents. This contrasts with the record for the corresponding period of last year when 374 persons were injured and 12 were killed in 240 accidents.

Heavy increase in injuries was attributed by the sheriff's statistical bureau to March's freak blizzards when cars piled up in multiple collisions.

The three victims of fatal accidents in the county last month were a pedestrian, a bicyclist and a motorcyclist.

Last month's analysis shows a heavy increase in accidents between 1 and 2 a.m., the sheriff pointed out.



SHERIFF ALBERT SKINNER

School Group Plans Niagara Trip

An excursion to Niagara Falls on Sunday, July 21, will be sponsored by the French Club of the East High Evening School. Members of the group who plan to make the trip are advised to provide individual picnic lunches. Full details may be had by calling Miss Frances Saxeian at Gen. 3811-J or Genevieve LaDue at Gen. 5086-J.

Nearly 50,000 Take Part In Evening Health Program

The recreation program, sponsored by the Board of Education under the supervision of Elmer K. Smith, Associate Director of Health and Physical Education, registered 43,205 participants in the evening extension classes and health program recently completed at seven high schools, two elementary schools, and in After-School clubs in the majority of the elementary schools.

Twenty-five outside play-areas are now open to accommodate an expected total attendance of 50,000 children. Working with the assistance of P.T.A. committees, the Community Council for Summer Activities, and School Principals, the Summer recreation program will be far reaching. A portion of the time is spent in actual instruction in Handicraft, games, and dancing. The remainder of the morning and afternoon sessions is used for games of low organization. Children are also taken on education tours, hikes, picnics, and swimming classes are conducted at near-by pools or beaches.

Scouts To Receive American Flag

An American flag will be presented to Scout Troop No. 194 next Tuesday evening at the City Hall Annex by members of the E. G. Marshall W.R.C. No. 27. Earl Shaffer, scoutmaster, Neil E. Keys, ass't scoutmaster, and Arthur Vay, counsellor, will accept the flag on behalf of the troop.

Civil War Vet Picnic Honor Guest

Civil War Veteran James Hard will be honor guest at a picnic of the Clara Barton Tent, No. 22, Daughters of Union Veterans, to be held next Thursday at Grounds 3, Ontario Beach Park. An afternoon program of games and a supper at 6 p.m. are on the day's schedule of activities.

SUMMER FURNITURE CLEARANCE



Regular \$3.49
CHAIR or ROCKER \$2.98

Extra heavy tubular steel frame . . . Ventilated back . . . Saddle seat.



Regular \$19.75
UMBRELLA SET \$16.95

Complete with table, 4 folding steel chairs and heavy water resistant canvas umbrella.



Regular \$1.29
YACHT CHAIR 89

Light, strong hardwood frame, heavy canvas seat and back, folds flat in a jiffy.



Regular \$2.49
DECK CHAIR \$1.69

3 position folding chair, complete with foot rest and canopy.



Regular \$24.95
GLIDER \$19.75

All-over floral pattern, waterproof fabric . . . 8 cushions . . . Ball-bearing glides . . . non-sway lock.

Clearance Sale! USED FURNITURE

Lauer's Bargain Basement must be cleared! We have taken in trade more used furniture than we can properly display. Our basement is packed! We must sell this used furniture . . . We have reduced prices so low that you cannot help but buy! Right now you can save 25% . . . 50%, even more on good quality, guaranteed used furnishings for every room in your house—living room, dining room, bedroom and kitchen. Think of it . . . you can furnish four rooms completely for as little as \$125! Lauer's expert upholsters and cabinet makers completely renovate every bit of Bargain Basement furniture. You are assured of satisfactory service. Read the values listed below. You'll find just what you need for your home, your cottage or your summer home, on sale at the lowest possible price! Space allows us to list only a few of the sale prices. See hundreds of other money saving used furniture bargains in Lauer's Basement.

Living Room Suite Velour sofa and lounge chair . . .	\$15	Dining Suite Table, buffet, 4 chairs . . .	\$10	Maple Bedroom Set Bed, chest, dresser . . .	\$39
Breakfast Set Table, 4 sturdy chairs . . .	4	Glider Waterproof cushions . . .	8	Mah. Dining Set Table, buffet, 6 chairs . . .	39
Living Room Suite Very comfortable! Long wearing cover . . .	19	9x12 Wilton Rug Beautiful colors and patterns . . .	19	Walnut Bedroom Set Bed, chest, dresser, vanity . . .	49
Occasional Chair Upholstered back and seat . . .	5	8 Ft. Refrigerator 3200 Copland, guaranteed all-factory . . .	69	Bedroom Set Walnut, 3 pieces . . .	34
Lounge Chair Reversible seat, cushion, spring back . . .	5	Dining Table For cottage or kitchen . . .	3	4-Drawer Dresser Walnut, large mirror . . .	9
Living Room Suite Sturdy fabric, excellent condition . . .	29	Dining Suite Table, buffet, chairs, 6 chairs . . .	17	Sun Room Set Wicker sofa and 2 chairs . . .	10
Davenport Long, comfortable, deep cushions . . .	10	Simmons Metal Bed For your spare room . . .	3	8-Tube Philco Radio Reg. \$40 floor model guaranteed . . .	25
Sleep Chair Back and armrest opens easily . . .	9	Poster Bed Several full and twin sizes . . .	5	Modern Bedroom Set Very fine floor samples, 3 pcs. . .	59

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30-60-90 day accounts are the same as cash with no carrying charge. You pay only 1/2% monthly interest on long term accounts. Lauer's budget terms are carefully planned to meet your requirements.

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50 STATE ST. LAUER'S 50 STATE ST.

Store Open Every Friday Night 'Til 9

Lauer's
50 STATE STREET

Store Closes 1 P. M. Saturday During July

- 30c Edward's OLIVE TABS, 13c
- 25c WOOD-BURY'S Tooth Paste, 9c
- 25c Milk of Magnesia TABLETS, 8c
- 10c LUX FLAKES, 2 for 15c
- 25c Cuticura Ointment, 16c
- 20c SODA BICARB., lb. 8c
- 25c DOG SOAP (Anti Flea), 14c
- 50c HALO Shampoo, 2 for 51c
- 50c Packer's Shampoo, 31c
- 70c Kruschen SALTS, 59c
- 60c BARBO Compound, 36c
- 25c Z. B. T. POWDER, 21c
- 50c ZIP CREAM, 34c
- 75c Noxzema CREAM, 49c

ENTERTAINMENT SCHEDULED
Ye Olde Timers will entertain members of Townsend Club No. 6 at their meeting tonight in the Liberty Theatre Bldg., Driving Pk. Ave.

Richard K. Schroeder, 1238 Goodman St. N., has left for Camp Fort Dix in New Jersey for his fourth consecutive annual period of training in the CMTC.

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BOY... QUICK...

Pahit Inggris!.. Bekin
PAHIT INGGRISS

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THE INTERNATIONAL GIN DISTILLED BY GILBEY IN THE UNITED STATES... ENGLAND... AUSTRALIA... CANADA
National Distillers Prod. Corp., N. Y. C. Made from 100% grain neutral spirits



Across The Bridge Table

By Asa Spades

When your partner opens the bidding, the question arises whether you will bid, pass or double. If the opponent is vulnerable it is more profitable for you to double if you can set him two to three tricks.

There are two types of penalty doubles, the tight penalty double and the light penalty double. The former is a double of a game contract—a contract of two or three of a major suit, two no trump or three of a minor suit which if made by the opponent will produce game.

A light penalty double is the double of an opponent's overcall which, even if made, will not give him a game contract. Therefore it follows that it is a double of one of a major suit or one no trump or two of a minor suit. For example if the opponent makes two clubs doubled, he will not score game. It is by nature tentative and usually is made when the opponent is vulnerable.

Requirements for a light penalty double are as follows:
1. Your partner must have opened the bidding, thereby guaranteeing you a minimum of two and one-half honor tricks.
2. The opponent's bid, if made, must not equal a game contract.
3. The doubler's hand must contain two and one-half honor tricks.
4. The doubler must be short in his partner's suit, not more than two cards of a major suit or three of a minor.
5. The doubler must have three to the queen or four to the jack or ten of the opponent's suit.

Your partner having opened the bidding with a heart, the following hands warrant a double of the opponent's vulnerable overcall of two clubs:

- (1)
H-A 6
S-Q 10 5 4
D-K 10 3
C-K 9 5 3

- (2)
H-8
S-K Q 7 6
D-A J 4 3
C-Q 7 6 4

- (3)
H-7 6
S-A K 5
D-9 8 4 3 2
C-Q J 6

It will be seen that each of the above hands contains approximately two and one-half tricks and fulfills all conditions of the light penalty double. On the other hand, any bid made on these hands, except a double, would be hazardous. Hearts cannot be raised without adequate trump support and two no trump is dangerous without two stoppers in the opponent's suit. Unless the opponent overcalled on a freak hand big penalties should accrue. For there are at least five honor tricks in the combined hands of your partner and yourself.

As this double is tentative the opening bidder may rescue it, but should not do so unless he has deceived his partner as to his honor trick holding, or if all his strength lies in practically one suit; as for example:

H-A K Q 7 4 2
S-8 5
D-4 2
C-K 7 3

With this type of hand the opening bidder whose partner has doubled the opponent's bid of two clubs or two diamonds should re-bid his hearts.

Celery leaves, or finely shredded outer leaves of cabbage or brussels sprouts, can be used for a garnish when parsley is not available.

Pictures for children's rooms can be made washable by covering them with shellac.

LIKLY'S UNDER \$1 SPECIALS for Final Clearance in LIKLY'S 96th Anniversary Sale

Reg. \$1.00 Unfitted Gilda Bags 50c	Now \$1.00 Sewing Boxes 79c	Reg. \$1.00 Sewing Boxes 79c	Now \$1.00 Sewing Boxes 79c
\$1.00 Costume Jewelry 59c	\$1.00 Tie Racks 79c	\$1.00 Tie Racks 79c	\$1.00 Tie Racks 79c
\$1.00 Zip Key Cases 69c	\$1.00 Powder Dish 79c	\$1.00 Powder Dish 79c	\$1.00 Powder Dish 79c
(with license holder)	\$1.00 Ash Tray 79c	\$1.00 Ash Tray 79c	\$1.00 Ash Tray 79c
\$1.00 Leather Bill Folds 69c	\$1.00 Table Lighter 79c	\$1.00 Table Lighter 79c	\$1.00 Table Lighter 79c
\$1.00 Evans Lighters 69c	\$1.25 Diary 98c	\$1.25 Diary 98c	\$1.25 Diary 98c

Barbara Bates Manicure Sets 1/3 Off

Hickok Summer Belts 20% Off

La Garde Hand Bags 1/3 Off

OTHER EXAMPLES FROM AMONG STORE-WIDE SAVINGS

Reg. \$2.00 Pipe Rack 1.95	Reg. \$15.00 Fibre Tray Trunks 14.95	Reg. \$15.00 Fibre Tray Trunks 14.95	Now \$14.95
\$5.00 Pipe Rack 4.95	\$27.50 Wardrobe Trunks 27.50	\$27.50 Wardrobe Trunks 27.50	\$27.50
\$2.50 Ash Tray 2.45	(Canvas Covered)	(Canvas Covered)	
\$3.50 Playing Cards 3.45	\$17.50 Sterling Dresser Sets 17.50	\$17.50 Sterling Dresser Sets 17.50	\$17.50
\$2.50 Diary 2.45	\$10.00 Dresser Sets 9.95	\$10.00 Dresser Sets 9.95	\$9.95
\$3.95 to \$13.50	\$18.50 Poker Chips 18.50	\$18.50 Poker Chips 18.50	\$18.50
\$5.00 Leather Dressing Cases (for men) 4.95	\$6.50 Poker Chips 6.50	\$6.50 Poker Chips 6.50	\$6.50
\$6.50 Dupont Dressing Cases (for women) 6.45	\$5.00 Travel Clocks 4.95	\$5.00 Travel Clocks 4.95	\$4.95
\$8.50 Fibre Locker Trunks 8.45	\$10.00 Travel Clocks 9.95	\$10.00 Travel Clocks 9.95	\$9.95
	\$32.50 Travel Clocks 32.50	\$32.50 Travel Clocks 32.50	\$32.50

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Van Camp's MILK 25c 4 for

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RINSO 18c

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LUX FLAKES 21c

SPRY 1 lb. 19c

DRANO 19c

SPRY 3 lb. 46c

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Lifebuy Soap 4 for 25c

BOSCO 38c

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Delmials Niblet Corn 12c

HOORAY! 3 SWELL FLAVORS

Green Giant PEAS 16c

RED HEART 3-FLAVOR DOG FOOD

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1/4 Lb. Black Tea BROWN LABEL 18c

GREEN LABEL 17c

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FRENCH'S QUALITY MUSTARD

MEDFORD 12c

CR. SALAD, 6 oz. 9c

RING CROSS, qts. 15c

JACOBS MUSHROOMS

2 oz. Stems and Pieces 10c

4 oz. Stems and Pieces 18c

4 oz. Fancy Buttons 23c

Dinty Moore Beef Stew 17c

Hormel's SPAM 25c

Dinty Moore Spaghetti 17c

Values in Health Protection

Scottissue 3 rolls 21c

Waldorf 3 rolls 14c

Scottowels 2 rolls 19c

BUSY BEE INDEPENDENT STORES

All-Purpose Biscuit Mix Handy Summer Aid

By IRENE MUNTZ

If you have not as yet tried making up a quantity of biscuit mix to keep on hand to be used as needed, you are losing out on a very easy way to have delicious biscuits. In case you haven't tried this recipe here it is again:

HOME PREPARED BISCUIT FLOUR

8 c all-purpose flour
1/2 c baking powder
1/4 c shortening
1/2 c salt

Mix and sift the flour, baking powder and salt. Cut in the shortening until mixture looks like cornmeal. Cover and place in a gas or an electric refrigerator to be used as desired. To make biscuits, add 2/3 c milk to 2 c of the prepared flour.

This may be stored on pantry shelf if it is made with vegetable shortening.

This may be used for shortcake as well. Add 2 T sugar and 1 well-beaten egg to 2 c of the biscuit mix, then add just enough milk to make it easy to handle. Turn out on a floured board and knead lightly. Pat out 1/4 inch thick and cut with cutters. Brush with melted butter and press together. Place on a buttered sheet and bake as for biscuits. Split and put together with crushed sweetened berries.

Any other favorite biscuit may be made from the Biscuit Mix. Here are two favorites:

APRICOT FOLDS
Temperature: 400 Degrees F.
Time: 15 Minutes

Roll out biscuit dough 1/4 inch thick. Cut into circles 3 1/2 inches in diameter. On each circle, place 2 t stewed apricots, a little brown sugar, dot with butter. Fold over, press together. Bake on cookie sheets in a preheated oven.

HAM BISCUITS
Temperature: 450 Degrees F.
Time: 12 to 15 Minutes

1 recipe of biscuit dough
2 c ground, cooked ham
2 T melted butter
2 T prepared mustard

Roll biscuit dough 1/4 inch thick. Add the melted butter and mustard to the ham; mix well. Spread over rolled out biscuit dough. Roll as for a jelly roll, cut into 1 inch pieces.

STAR STYLES

Judy Garland sports a pinafore shoe to match her pinafore dress. The little shoe is in black patent and boasts an apron yoke in gabardine. The toe is open just the slightest bit and the only decoration is a miniature strap and buckle that marches across the gabardine. The starlet, who will next be seen with Mickey Rooney in "Strike Up the Band," complements the pump with a royal blue and black apron dress.

It's the hats that go "round and round," this season. Lana Turner has a bonnet featuring a high crown encircled by bands of black and white kidskin, and a small brim. The M-G-M actress, completes the theme with a cylindrical purse in matching bands of black and white kidskin.

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74 PARK AVE.
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FRIDAY ONLY

PECAN TWISTS 3c
A delicious sweet bun, generously topped with pecans

WELLESLEY FUDGE LOAF CAKE 21c
Chocolate Fudge Frosting.

SATURDAY ONLY

Danish Butter Ring 24c
Rich Danish pastry, almond filling.

Cocoanut Layer Cake 29c
With fresh lemon cream filling.

WEEK-END COMBINATION SPECIAL
All Put Up in One Box for Your Convenience

1 Chocolate Loaf Cake 25c
6 Cinnamon Twists 15c
6 Parker House Rolls 9c
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ALL FOR 39c
VALUE ... 59c

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\$1 A Month RENTS an Automatic Gas Water Heater

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Copper, rust-proof, automatic Gas Water Heater installed FREE. Pay only \$1 a month rent, plus small amount for gas used. Keep it as long as you like. Removed FREE if not satisfied. No obligation to buy.

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NEW, ALL WHITE EASY WASHER

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Rate includes: Large outside twin-bed room and bath... three delicious meals daily... sun decks... hotel bus from station... special arrangements for children.

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Managing Director

STAR STYLES

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N. Goodman St. Re-Opening Meets With Approval

Merchants, motorists and residents of the N. Goodman-Bay St. section are smiling again!

After nearly two months of traffic diversion made necessary by the street resurfacing,



Put those "DREADED DAYS" ... back on your ACTIVE list!

Do you still give up activity and give-in to suffering at your time of functional menstrual pain? Millions of women no longer do—for they've learned about Midol!

MIDOL
RELIEVES FUNCTIONAL PERIODIC PAIN

William A. Virkus and Fred I. Parish, active in the paving project, have advised that the new wide boulevard is the ideal route by which to reach Irondequoit and Sodus Bays.



Rouge and Lipstick Combination

Regular 78c Value **16c** With This Coupon

We've sold over 15,000 pieces at higher price. Complete with polished brass case.

BRING THE COUPON to Edwards Toiletries on the street floor and get a Regular 39c Rouge and 39c Lipstick, Both for **16c**

NAME
ADDRESS

Toiletries Dept. **Edwards** Street Floor

Sibley, Lindsay & Curr Co. Telephone Stone 6500

A Great Week of Values In Our Grocery, - OPPORTUNITY SALE



Don't Miss A Single Saving!
Fill Your Shelves With Bargains!

EXTRA FANCY, FRESH HOME DRESSED FOWL
Weight, 4 1/2 lbs. each **22c** lb.

Ring Bologna **SAUSAGE** lb. **17c**
Delicious Coney Island **Parboiled HOTS** lb. **23c**
3-Pound Cans, Spry or **CRISCO** 2 for **95c**

Freshly Roasted, Fine-Flavored **LENOX COFFEE** 3 lbs. **55c**
Pure Cane Granulated **SUGAR** 25 lb. bag **\$1.21**
Tall Cans, Van Camp Evaporated **MILK** 6 for **37c** doz. **71c**
No. 2 1/2 Can, Tower Fancy Whole **TOMATOES** 2 for **25c** 6 for **69c**
No. 2 Tall Can Libby's **Pineapple Juice** 15c 3 for **41c**
No. 2 Can, Florida Gold **Orange Juice** 3 for **25c** doz. **93c**
46-Oz. Can Valley Rose Unsweet **GRAPEFRUIT JUICE** 3 cans **49c**
Large Bottles, Anderson's Sparkling **BEVERAGES** doz. **\$1.05**
Plus Bottle Deposit
Crosse & Blackwell Date and Nut **BREAD** 3 cans **35c**
No. 2 1/2 Can, Hunt's Yellow Clir **PEACHES** 19c 3 cans **55c**
Hunt's Superior, Delicious **APRICOTS** . . 3 cans **69c**
Wet Pack, Pirate Brand Jumbo **SHRIMP** can 15c 2 cans **27c**
Prince's Finest, Sockeye **Salmon Steak** can 23c 2 cans **45c**

APPLE PIES
Large, Luscious
Each Pie Cuts Six Generous Portions!
24c ea.
DATE AND NUT BREAD,
Delicious for fancy sandwiches, loaf 17c

Made Fresh Daily!
TOWER MAYONNAISE
2 qts. **87c**
12-Oz. Can, Dold's All-Pork **PARTY LOAF** . . can 23c
2 cans 45c
Durr's Delicious **FRANKFURTS**, lg. can 32c
Lb. Can, Genuine Phila. **SCRAPPLE** . . 2 cans 25c
Fresh Chipped Dried **BEEF** 1/2 lb. 21c

Extra Large, Juicy Sunkist **LEMONS**
doz. **33c**
California Valencia **ORANGES**
2 doz. **65c**

GROCERY, MAIN FLOOR
Grocery Phone Order Board Opens at 8 a. m.

Edwards
ROCHESTER'S LARGEST POPULAR PRICED STORE



Shop All Day Friday Till 5:30 P.M.
Store Closes Saturday At 1: P.M.

Sale!
1800 Cool Summer **DAYTIME DRESSES**
Specially Priced At **\$1.94**

★ **SHEER CHECKED LAWN**
★ **SHEER DOMINO LAWN**
★ **SHADOW SHEER BATISTE**

Sizes: 12 to 20; 38 to 44; 46 to 52.

Style 3771 (Sketches Left) Sheer plique coat dress in purple, blue or rose. 14 to 20.
Style 3721 (Sketches Below) Shadow sheer batiste, Violet, blue, rose. 14 to 20; 38 to 44.
Style 3717 (Sketches Below) Shadow sheer batiste, Violet, fuchsia, blue. 12 to 20.



Style 3775 (Sketches Below) Checked lawn organdy trimmed in violet, blue, wine. 38 to 44; 46 to 52.
Style 3766 (Sketches Above) Sheer plique with embroidered organdy. Fuchsia, open, navy. 12 to 20.
Style 3769 (Sketches Below) Domino lawn with embroidered organdy. Royal, navy, wine. 14 to 20.

In Our Opinion Here Is The Best Dress Value Rochester Has Ever Had!

Styles for STREET Styles for OFFICE
Styles for GARDEN Styles for PORCH
Styles for SHOPPING Styles for DAYTIME

The temperature's climbing! You want cotton! We have 'em! Lovely at any price; downright irresistible at 1.94. Wear them everywhere! Tab them in a jiffy. . . See how new they look after every laundering. If you can't get to Edwards call STONE 2300. Specify style number, color and size.

ORDER BLANK

E. W. EDWARDS & SON
Rochester, N. Y.
Please send me—Glenbury Dresses at 1.94 ea.
 C.O.D. Charge Cash
Quan. Style No. Size Color 2nd Choice
NAME
ADDRESS

Style 3774 (Sketches Above) Coat front dress with novelty trim on collar, pockets. Checked lawn. Sizes 38 to 52; Rose, violet, coral.

Style 3772 (Sketches Above) Domino lawn with white organdy. Blue, yellow, blue. 14 to 20; 38 to 42.

Style 3773 (Sketches Above) Domino lawn coat dress with organdy. Royal, hollyhock, coral. 14 to 20; 38

A LUCKY Purchase & SALE of WHITE SHOES

★ Spectators
★ White Pumps
★ Elasticized Pumps
★ Sandals

2.77 PAIR

A special purchase that's just plain luck! One of our most important manufacturers called us long distance. Could we use 2,000 pairs of shoes at a very low price? We jumped at the chance. Wait until you see them . . . You'll be as enthused as we are!

All Shoes X-Ray Fitted
EDWARDS—Third Floor



Sibley, Lindsay & Curr Co.

OPPORTUNITY SALE

Until Saturday
at 1!

Big Value on 3 Essential HOUSEHOLD NEEDS



89c STEP
STOOLS
69c

Unpainted wood, with reinforced back frame and steel side braces, fully rodded under each step. Corrugated steps for a firm footing!

**BENCH
HAMPER**
\$2.77

Reg. \$3.98 and \$3.49

Sturdily built, ventilated woven clothes hamper with pearly, Pyrolin-finished seat. Choice of bathroom colors. Smoothly sanded interior.



**\$1 CLOTHES
DRIERS**
79c



HOUSEWARES, FOURTH FLOOR

Save On Toiletries!

Frances Denney
\$1.00

Lipstick
49c

Easy to apply, long-lasting, smooth and creamy lipstick in good looking green and white case. Comes in five flattering shades.

\$1 Size Lucretia
Vanderbilt

Perfume
15c

A concentrated perfume in a light, delightfully feminine fragrance that is unusually long-lasting. Comes in 1/4 ounce octagon bottle.

\$1 Tre-Jur Apple
Blossom Dusting

Powder
49c

Soft, silky, delicately scented with wanted Apple Blossom... and packaged in an apple blossom box. Grand for gifts and bridge prizes.

\$1 Size Lucretia
Vanderbilt

Powder
29c

Softly clinging face powder... famous for its smooth texture and natural appearance. Comes in original blue and white butterfly box. Natural or rachel.

FINE TOILET SOAPS

Lux Toilet Soap 19 for \$1.00
Lifebuoy Soap 19 for \$1.00
Camay Soap 19 for \$1.00
Palmolive Soap 20 for \$1.00
Colgate's Big Bath Soap 24 for \$1.00
Cashmere Bouquet Soap 12 for 97c
Jergens De Lorme Soap 12 for 79c
Lux Flakes 5 for 95c
Ivory Flakes 5 for 95c
Sibley's Magnesia Soap box 19c
Guest Ivory Soap 12 for 49c
Colgate Assorted Soap 24 for \$1.00
Loreen Toilet Soap 12 for 49c
Kirk's Hardwater Soap 24 for \$1.00
William's Assorted Soap 12 for 39c
Kensington Magnum Soap 3 for 69c
Woodbury Soap 12 for 79c

Brushes, Dental Needs

\$1 Style Hair Brushes, dark
Extol bristles 79c
\$1 Style Hair Brushes, colored
handles, pure bristles 89c
\$1 Style Hairfix Comb 89c

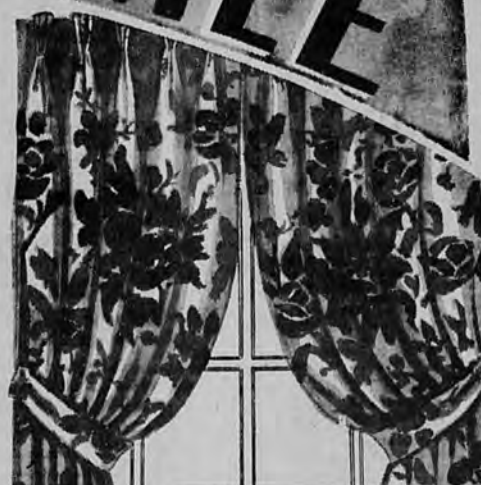
Household Remedies

30c Humphrey's Remedies 17c
50c Phillip's Milk Magnesia 23c
\$1.50 Absorbine, Jr. 63c
\$1.25 Size Veracolate 63c
25c Saccharin Tabs. 1/2 grain 12c
25c Cascara Comp., Hinkles 12c
\$1.50 Fellow's Syrup 79c
Epsom Salts, 5 pounds 19c
Oil of Citronella, 2 ounces 15c
Arom. Spirits of Ammonia, 2 oz. 17c
Spirits of Camphor, 2 oz. 17c
Bay Rum, pint 49c
Vanilla Extract, 4 oz. (pure) : 39c

Specials in Toilet Articles

\$1.00 D'Orsay's "Belle de Jour"
Bouquet Cologne 59c
\$2.50 "Tryst" Perfume 49c
\$1.00 Roi Royale Toilet
Water 39c 3 for \$1
\$1.00 Size Gabilla Cologne,
"Sinful Soul" 59c
\$1.38 Pond's Cold Cream 84c
\$5.00 Frances Denney
Make-Up Kits \$2.79
89c Bathcharm, 5 pounds 69c
85c Wemdbon Lavender Dusting
Powder 59c
65c Wemdbon Lavend. Cologne 39c
\$2.00 Amami Oatmeal Cream,
all-purpose, one pound 79c
\$1 Lady Lillian Manicure Sets 49c
\$1.00 St. Denis Dusting Powder
and 50c Cologne, both for 88c
\$2.00 Floret Perfume 39c
\$1.85 Pastel Metal Make-Up
Boxes with Mirror \$1.19

TOILETRIES, MAIN FLOOR, PHONE STONE 6500



\$8.98 VALUES!

DRAPES
\$4.98

Just 50 Pairs at \$4.98

Sunfast! Tubfast! Pre-shrunk to allow only 2% shrinkage! Add those practical features to the breath-taking beauty and fine workmanship of these drapes, and you'll realize what glorious values we're offering! Generous size—50 inches wide and 2 1/2 yards long—in a lovely new whipcord fabric... rich floral designs against a cream background. 5-inch pinch pleats, saten linings.

CURTAINS AND DRAPERIES,
THIRD FLOOR



Famous Quality Hughes GOLF BAGS

\$8.00
VALUES **\$4.97**

Excellent bags—ruggedly made, with English type studded sole leather bottoms, zipper pockets; padded slings, built-in handles. Styles for men and women... every one a remarkable value for the money!

SPORTING GOODS, FOURTH FLOOR

CANDY SPECIALS

Irregular 49c JELLIES **17c**
lb.

Fresh, deliciously flavored jellies. They cannot be sold at our regular price of 49c because of slight shape irregularities.

29c "Kitchen Made"
Toasted Coconut MARSHMALLOWS

Delightfully fresh. Fine for picnics **25c**
or camp. lb.

29c "Kitchen Made" Cream Wafers

Finest quality. A refreshing Summer **25c**
confection. lb.

39c REYMER'S CARAMELS **29c**
lb.

Cellophane wrapped. Plain or with nuts.
CANDY DEPT., MAIN FLOOR PHONE STONE 6500



SCOOP! 50c VALUE,

Men's Socks

Perfect Summer **33c**
Patterns

Certainly the lowest price you'd ever dream of paying for really good socks! Full-fashioned cotton and rayon mixtures and links-on-links mercerized cottons. Plain, clocked, striped, fancy patterns.

STORE FOR MEN, AISLE B

SCOOP SAVINGS ON LINENS & TOWELS

Everlasting Sheets

Reg.	Size Before Hemming	Sale
\$1.10	63x99-inch	84c
\$1.24	72x108-inch or 81x99	84c
\$1.34	81x108-inch	\$1.09
32c	45x36-inch cases,	ea. 25c

Turkish Bath Towels

1800 big, soft, absorbent towels, plaids, stripes and colored borders. Sizes 20x40 to 22x44 inches. Stock up for your cottage and beach trips! 25c values, ea. 19c

Turkish Towel Ensembles

Thick, thirsty towels in lovely solid shades with two-tone border; blue, maize, peach, dusty rose.
50c—22x4 bath towels, ea. 39c
35c—16x27 guest towels, ea. 25c
15c—face cloths ea. 12c

Linen Dish Towels

Scoop! 1000 pure linen kitchen towels in 4 border effect. Extra fine, absorbent quality. Size 17x32 inches. 35c values... exceptional at only 27c

Linen Crash Toweling

1200 yards of pure linen imported toweling for drying your finest glassware and china. 12 inches wide, closely woven, with colored borders. Worth 35c. yd. 27c

Handmade Lace Pieces

Exquisite Point Marquette lace for lunch sets, vanity sets, buffet sets.
15c—6x12 oblong doilies, ea. 8c
20c—12x12 and 10.14 doilies
ea. 10c
25c—12x18 doilies ea. 10c
49c—Chair Sets set 25c

LINENS AND TOWELS, MAIN FLOOR



Modern Electric Sewing Machines

Remarkable
Values At
Only **\$25.00**

Quick speed control, darning attachment, large size bobbin, air-cooled motor... all the conveniences you could ask of a fine new sewing machine are in these... and further enriched by a truly beautiful cabinet!

Sewing Machine Covers



\$1.29

Dress up your old sewing machine with a smart trim new cover at very small cost!

SEWING MACHINES, MAIN FLOOR



'6.98 Rayon Taffeta Comfortables

Deep, soft comforters, filled with 5% wool and 95% cotton, to make them delightfully light and warm. Grand assortment of color combinations... all comforters in reversible shades. Sizes 72x84 inches.

\$5.55

Bates Bedspreads

Choice group of 130 Jacquard spreads—one style in striped effect, another in all-over Jacquard design. Large double bed size. \$3.00 value ea. \$1.98

Summer Quilts

Dainty chintz-patterned, ruffled quilts, with lofty filling of cotton. Reversible, in blue, green, rose and gold. Size 72x84 inches. \$3.98 values ea. \$2.89

Mattress Covers

Just 300 sturdy Beautyrest mattress covers, made of close-woven cotton. 3 seams in each, instead of the usual 2. Double or twin bed size. \$1.69 values ea. 97c

Cannon Blankets

5% wool, famous Cannon Leakeville blankets, giving exceptional warmth and wear. Size 72x84 inches, with wide, lustrous binding. Blue, green, pink, copper clay, rose. \$3.50 values ea. \$2.98

BEDDING, THIRD FLOOR

Sibley, Lindsay & Curr Co.

OPPORTUNITY SALE

12½ HOURS MORE!



**\$1.25 Values! Women's
COTTON
PAJAMAS**

87c

12 smart styles in snappy checks, dots, clean cut stripes and floral prints! You'll agree these pajamas are special — superior in tailoring, superior in styles and superior in value. Attractive trimmings. Sizes 15, 16, 17.

LINGERIE, SECOND FLOOR



**A Thrilling Collection!
A Thrilling Value!**

\$5.95 To \$6.95

**White Straws
\$2.95 and \$3.95**

Just when these beautiful hats are ordinarily at the height-of-season prices... Sibley's presents this thrilling SALE! Fashion's finest rough and smooth straws in hats for one and all! A rare opportunity to possess hats of quality and distinction... at a price!

Tiny Hats Brimmed Hats
Travel and Spectator Hats
Garden-Party Hats
Town Hats

MILLINERY SHOP, SECOND FLOOR



**You'd Ordinarily Pay \$2.00 For This
COTTON FLORAL
PLAY SUIT
\$1.59**

And it's just one of a collection of higher-priced cotton play suits that we're offering this week at this amazing low price. All are WASHABLE! All are beautifully styled and detailed cottons. The play suit with matching button-front skirt... complete for only \$1.59. Sizes 12 to 18.

SPORTS SHOP, SECOND FLOOR



**FIRST TIME:
\$7.95 Values in Beautiful
RAYON TRIPLE
SHEER CHIFFONS**

**Never Before Available
in Dresses At
This Price**

\$4

A marvelous Sibley scoop! Hundreds of brand-new, beautiful summer dresses... all fashioned of fabrics that have up-to-now been used only in dresses of much higher price! And what a collection! For one and all! Sizes from 12 to 20, 38 to 46, 16½ to 26.

- Afternoon Dresses
- Small Prints
- Town Dresses
- Monotones

Don't miss this event to select the important "quality" dresses you'll want for all summer! So marvelously cool, so smart, and washable!

DAYTIME DRESS SHOP, THIRD FLOOR



**Actual \$1.00 Values! Girls'
STRIPED SEERSUCKER
PLAY TOGS
69c**

Seersucker for a song! Styled, cut and finished just like the actual \$1.00 and \$1.95 values they are. Clean-looking stripes of blue and white, or red and white. They will stand plenty of wear and tear and a Summer of trips to the tub. Sizes 8 to 16.

CAMP CENTER, THIRD FLOOR

- Shortalls
- Overalls
- Shorts
- Shirts
- Skirts



Girls' Regularly \$1.25

**SUN
SUITS
Only 74c**

- Seersuckers
- Figured Percales
- Piques

Styles and details copied right from exclusive children's models. Pinafore types! Sash Backs! Some with matching bonnets! Every suit made for sun and fun and ease of laundering. Red, blue, yellow or aqua prints. 2 to 6.

BABY SHOP, THIRD FLOOR



**Save Up to One-HALF and Even
More on \$1 to \$2.95 Boys'**

**BOYS'
WASH TOGS
EACH 74c**

- Shorts
- Wash Suits
- Polo Shirts

Our finer quality boys' wear sensationally priced right at the beginning of the warm weather... just when you need more clothes for your sons. The shorts come in sizes 6 to 18, in khaki, crash, gabardine, covert and fancy patterns. Wash suits in an assorted lot, sizes 5 to 12. Polo shirts in fancy broadcloths, gabardine, spun rayons, crash and rayon poplins, in sizes from 6 to 20.

CAMP CENTER, THIRD FLOOR



INDIGESTION

may affect the heart
The trapped in the stomach of acid may set the heart-strings on the heart. At the first sign of indigestion eat and swallow a little of the Polident...
But, I can't! Please read the story on page 28 of the August TRUE STORY Magazine and you'll know what I mean. TRUE STORY'S on sale wherever magazines are sold. (Adv.)

In The Spotlight

By David O. Alber

LOST LOVE

Cart — I thought I could take love or leave it, that I could stick to the rules and let Katherine keep you. But, I can't! Please read the story on page 28 of the August TRUE STORY Magazine and you'll know what I mean. TRUE STORY'S on sale wherever magazines are sold. (Adv.)

The feud between Hollywood studios and local airlines has finally been settled. Seems that even the best equipped studios couldn't keep out the noise of planes flying over their sets, ruining "takes" to the tune of \$500,000 a year. When the line companies balked at re-routing their planes, the studios proceeded to take movies of plane wrecks, then threatened to include these ghastly scenes in full-length "A" pictures. The

plane companies capitulated.

What, as the phrase goes, these movie queens will do for their Art! Not since her pig-tail days has Loretta Young eaten breakfasts, always starting the day with lunch. Came the shooting of scenes for Columbia's riotous comedy, "He Stayed For Breakfast," and she turned up for breakfasts—six mornings running, no less. But they were not ordinary breakfasts. Columbia had gone to the trouble—



LORETTA YOUNG

an...—of hiring the N. Y. Institute of Dietetics to get up special breakfasts. Loretta enjoyed them so much, she's been rising early ever since to get in this meal.

Society songstresses are again blooming in New York's night clubs. Couple of seasons ago, Cobina Wright, of the Social Register Wrights, created no little furore when she decided to sing for her supper and ermine wrap. Making the rounds, these nights, you're liable to run into Adelaide Mofjett, Anne Francine, Cecilia Lee, Ann Beasley, and Toni Johnson — just women at work.

FALSE TEETH WEARERS



OFTEN WORST BREATH OFFENDERS

A thin dark film collects on plates and bridges. This film soaks up odors and impurities like a sponge! It holds germs and decay bacteria... gets into every tiny crevice where brushing can't even reach. And it's so tough that ordinary brushing seldom removes it. Almost always the result is "denture breath"—probably the most offensive of all breath odors. You won't know if you have it—but others will.

Yet there's a perfect way to clean and purify false teeth without brushing, acid or danger. It is Polident, a powder that dissolves away all scum, stains, tarnish and odor. Polident makes breath sweeter—plates or bridges look better and feel better. *Grateful Users Praise It.* Tens of thousands call Polident a blessing for comfort, convenience and hygiene. Long-lasting can only 30¢, any drug store. Money back if not delighted. Approved by Good Housekeeping Bureau and thousands of leading dentists everywhere. Hudson Products, Inc., New York, N. Y.

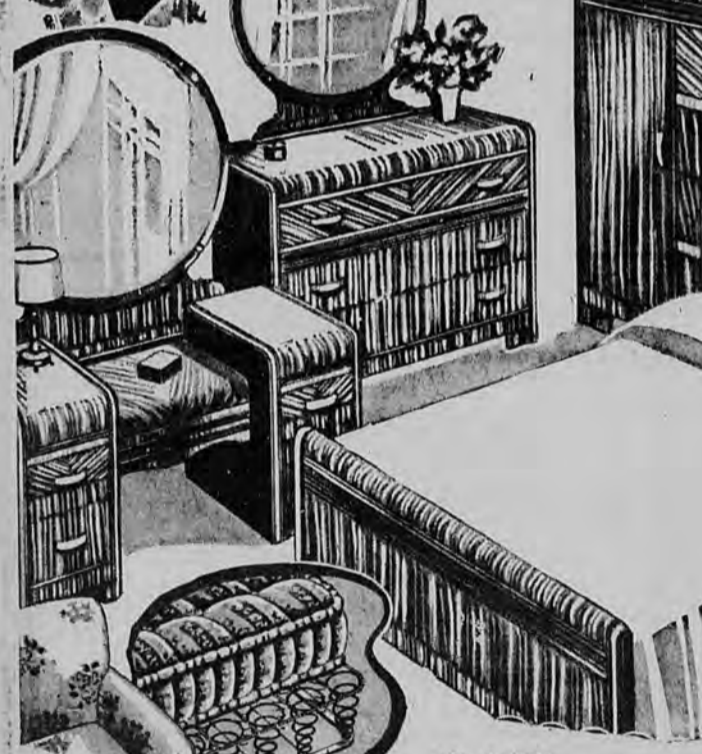
POLIDENT

Cleans, Purifies Without Brushing! Do this daily: Add a little Polident powder to glass water. Stir. Then put in plate or bridge for 10 to 15 minutes. Rinse—and it's ready to use.

Don't let stains and Denture-Breath shout "FALSE TEETH"



9 is a VALUE BOMBSHELL



12 PIECE MODERN WATERFALL BEDROOM

A beautiful walnut finish, handsomely designed suite you'll be proud to own. And now you can get all the rest of the furniture at no extra cost. Bed, chest, dresser or vanity, mattress, coil springs, houndoir chair, throw rug, pair of pillows, bed spread and two houndoir lamps—everything is included.

\$59

ALL 12 PIECES Included

\$3.50 DOWN • 18 MONTHS TO PAY.

Majestic Furniture Co.
204 COURT STREET

WITH COUPON
LIFEBUOY SOAP
3 for 11¢
Limit 3
KEY DRUG

WITH COUPON
POND FACIAL TISSUES
box of 150
6¢
Limit 2
KEY DRUG

WITH COUPON
WOODBURY Shampoo
Reg. 50 Size
18¢
Limit 1
KEY DRUG

WITH COUPON
DISH CLOTHS
Pastel Shades
5 for 11¢
Limit 10
KEY DRUG

WITH COUPON
LIGHTER FLUID
lg. can
15c value
6¢
Limit 2
KEY DRUG

WITH COUPON
MOTH BALLS OR FLAKES
12 Oz. Box
7¢
KEY DRUG

WITH COUPON
BARBASOL SHAVING CREAM
Reg. 50c Size
19¢
KEY DRUG

WITH COUPON
NOXZEMA SHAVING CREAM
13 Oz. Jar
Reg. \$1.00
49¢
KEY DRUG

WITH COUPON
WARRIOR COMMON PINS
Pack of 300
2 for 7¢
KEY DRUG

WITH COUPON
HALO SHAMPOO
Reg. 50c Size
2 for 51¢
KEY DRUG

WITH COUPON
CANNING JAR RUBBERS
Reg. 5c Box of 12
3 for 11¢
KEY DRUG

WITH COUPON
CANNING JAR TOPS
Porcelain Lined
Box of 12
20¢
KEY DRUG

470 Goodman near Main
92 E Main near Water
546 Monroe near Goodman
457 Ridge Rd near Dewey
KEY
Rochester's Modern CUT RATE DRUG STORES

Today • Tomorrow • Saturday • Sunday

FEENAMINT Regular 25c 19c
TEK TOOTH BRUSH 2 for 43c
PETERMAN DISCOVERY Reg. 35c 18c
PLUTO WATER Large size, Reg. 50c 39c
CASTOR OIL 4 oz. bottle 9c
GLYCERINE 8 oz. bottle 17c

GLYCERINE SUPPOSITORIES
Reg. 25c
Adult or Infant
9¢

MILK OF MAGNESIA TAB. Tin of 30, reg. 25c 8c
DILLARDS ASPERGUM Reg. 25c 21c
VINCE Reg. 35c 29c
CUTICURA OINTMENT Reg. 25c 16c
HUMPHREY PILLS Reg. 30c 19c
PROFESSIONAL HAIR BRUSH Reg. 75c 29c
DR. WEST TOOTH PASTE, reg. 25c 2 for 25c
SCHICK INSPECTOR BLADES, pkg. of 12 46c

PHROPHYLACTIC TOOTH BRUSH, formerly 50c
PHROPHYLACTIC TOOTH POWDER, Reg. 25c
75c Value
BOTH FOR
29¢

New!
ODO-RO-NO CREAM
Safely Checks Perspiration 1 to 3 Days
• Kind to your skin.
• Helps protect clothing.
• Non-greasy... stainless
• Quick! No waiting to dry
A Full Ounce Not Just 1/2 Ounce
31¢

SAMSON IRONING CORD SET
Extra heavy all rubber cord and plug, 4 ft. long
23¢
A REAL 59c VALUE

Luckies, Camels, Chesterfields, Raleighs, Old Gold, Philip Morris
CARTON
\$1.39
Tax Paid

HIND'S HONEY AND ALMOND CREAM
Regular \$1 Size
49¢

PALMOLIVE SHAVING CREAM
Reg. 25c Size
2 for 33¢

STEARNS FOOT SOAP
Reg. 25c Size
9¢

BLACK FLAG POWDER Reg. 40c 23c
NUJOL Pint size 49c
SULPHUR CANDLES 2 for 11c
Reg. 10c
JOHNSON BABY POWDER Reg. 25c 19c

Consult us about your Feminine Needs
LANTEEN
YELLOW
IN ITS VARIOUS FORMS FOR FEMININE USE

One Spot Flea Killer
Kills Lice and Fleas
Applies Bedbugs
Crab Lice
Pinto Bugs
Cabbage Worms
• DOES ON ONE SPOT • Max. Been Used

Postmaster CIGARS
14 for 25¢
"A Mild Smoke"

ANACIN TABS. bottle of 50, reg. 75c 59c
AYER'S ASPIRIN TAB. bottle of 100, reg. 75c 59c
ALKA SELTZER Reg. 30c 24c
INGRAM SHAVING CREAM Reg. 35c 29c
MUM Reg. 35c size 29c
NEET Reg. 60c size 49c

MILK OF MAGNESIA
U.S.P. Pint Size
13¢

BLACK FLAG POWDER Reg. 40c 23c
NUJOL Pint size 49c
SULPHUR CANDLES 2 for 11c
Reg. 10c
JOHNSON BABY POWDER Reg. 25c 19c

PHROPHYLACTIC TOOTH BRUSH, formerly 50c
PHROPHYLACTIC TOOTH POWDER, Reg. 25c
75c Value
BOTH FOR
29¢

Consult us about your Feminine Needs
LANTEEN
YELLOW
IN ITS VARIOUS FORMS FOR FEMININE USE

DON'T FRY IN THE SUN
Gaby
GREASELESS SUNTAN LOTION
THREE SIZES 25¢ 47¢ 89¢

JUST IN — A NEW AND DIFFERENT MINIATURE
KODAK DUEX
Here's the latest arrival at our camera counter. Gives you more pictures for your money; the latest in miniature camera style. Makes 16 album-size (1 3/4 x 2 1/4 inch) pictures per roll of No. 620 Kodak Film. Has the compactness of a folding camera, yet a simple twist of the mount extends the lens to picture-taking position. Smooth, precise-working shutter. Capable Doublet lens. Most exciting of \$5.75 all is its price —

WHO LOVES HIM?
Katherine — You don't love Cart. Won't you release him? Find out who really loves him on page 28 of the August TRUE STORY Magazine, now on sale. (Adv.)

Where You Buy the Cuts of CHICKEN
You Prefer
Legs lb. 35c
Breasts lb. 45c
Wings lb. 25c
Necks lb. 12 1/2c
Livers lb. 45c
Giblets lb. 19c
DOLANS
600 Jefferson Ave.
Cor. Bartlett Tel. Genesee 1417

WITH COUPON
SWEETHEART SOAP
3 for 11¢
Limit 3
KEY DRUG

WITH COUPON
Noxzema Icegló Cream
Reg. 15c Size
4¢
Limit 2
KEY DRUG

WITH COUPON
VANILLA FLAVORING
6 Oz. Bottle
7¢
Limit 2
KEY DRUG

WITH COUPON
RAT TAIL COMBS
Reg. 10c Value
4¢
Limit 3
KEY DRUG

WITH COUPON
HAIR CURLERS
Reg. 5c
3 for 7¢
Limit 6
KEY DRUG

WITH COUPON
WILLIAMS TALCUM POWDER
25c Size
8¢

WITH COUPON
RUBBING ALCOHOL
Pint
8¢

WITH COUPON
SACCHARIN TABLETS
1/4 or 1/2 Grain
Bottle of 1000
47¢

WITH COUPON
VELOUR POWDER PUFFS
Full Size
2¢

WITH COUPON
HOUSEHOLD FUSES
Reg. 5c Each
5 for 13¢

WITH COUPON
BORDEN MALTED MILK
Plain
5 lb. Can
Reg. \$2.00
\$1.19

WITH COUPON
METAL SHOE TREES
Adjustable
Men's or Ladies
17¢ Pair

Italian Society Plans Sunday Picnic

The Circolo Valledolmo will hold its fourth annual picnic next Sunday at Fico's Park on Emerson St. Attorney Stephen Joy has been appointed chairman with Gaetano Lopresti as co-chairman. A parade will leave from the Rochester Public Market at 11 a. m. with the ceremonial general opening at the park at 2 p. m.

Foresters Group Plans Picnic

The Forester's of America, Marie S. Cobbin Circle, will hold their annual picnic at Ontario Beach Park Picnic Grounds No. 2 on Saturday. There will be games starting at 3 p. m. A tureen supper will be served at 6.

chairman, assisted by Mrs. Olive Lamson, Mrs. Catherine Wiener and Mrs. Fern Dietrich.

Cute Ramekins

There is a set of white pottery ramekins each with a gay piece of fruit or vegetable for the top holder. The handles make them easy to use for serving.

Movie Guide

All Pictures Listed Now Playing Except As Noted
Starts Friday
ROCHESTER — "Our Town", Wm. Holden, Marjorie Scott, "Sporting Blood", Bob Hope, Maureen O'Sullivan.
PALACE — "The Ghost Breakers", Bob Hope, Paulette Goddard; "Dr. Christian Meets The Women", Jean Harlow, Dorothy Levitt.
CENTURY — "Anne of Windy Postars", Anne Shirley, James Ellison; "Millions Ales in Prison", Lee Tracy.
RIGENT — "The Man Who Talked Too Much", George Brent, Virginia Bruce; "French Without Tears", Ray Milland, Ellen Drew.
CAPITOL — "Torrid Zone", James Cagney, Ann Sheridan; "I Was An Adventurer", Zorina, Richard Crenna.
TEMPLE — "Gangs of Chicago", Lloyd Nolan; "Men With 9 Lives", Boris Karloff.
SHIVIERA-DIXIE — "If I Had My Way", Bing Crosby, Gloria Jean; "Charlie Chan's Murder Cruise", Sydney Toler, Marjorie Weaver.
LIBERTY STATE — "Forty Little Mothers", Eddie Cantor, Rita Johnson; "One Million B. C.", Lon Chaney, Jr., Carol Landis.
MADISON-MONROE — "Dr. Cyclops", Albert Dekker, James Logan; "Crooked Road", Edmund G. Bruce, Irene Harvey.
CAMEO-WEST-END — "Dark Command", John Wayne, Claire Trevor; "Adventures in Diamonds", Isa Miranda, George Brent.
LAKE — "Dr. Enchik's Magic Bullet", Edw. G. Robinson, Ruth Gordon; "Granny Get Your Gun", Mae Robson, Harry Davant.
LITTLE — "Stagecoach", Claire Trevor, Thomas Mitchell, Selected Short Subjects.

Movie Showings Aid Citizenship Training Work

Educational moving pictures for the benefit of the Ukrainian people of Rochester are being shown each Tuesday evening at Workers' Forum, 975 Joseph Ave., from 7 to 11 p. m. Justin Youney and Arthur Bailey are said to be carrying on this work in a very creditable manner, and are doing much good in Citizenship Training among Ukrainians of the city. The public is invited to attend these showings.

High School Singers Form Graduate Group

To continue their musical activity of school days, former members of the Inter-High Choir organized and elected officers at a meeting of the fledgling organization staged in the Powers Hotel.

Heading the slate of officers is Miss Helen Stimmel as president. Name chosen for the group is the Inter-High Graduate Choir.

Alfred Spouse, director of music of the public schools has offered to conduct the chorus.

Distiller Releases Summer Ad Plans

This week National Distillers launched its strongest campaign of summer advertising since Repeal for its leading brands, to continue throughout the summer, in national magazines and in a nationwide list of newspapers and shopping guides, including the Rochester Sun.

After making a careful survey of summer sales in previous years, National Distillers calls the attention of the liquor trade to the fact that even though gin and rum sales double during the summer months, whiskey sales are off only 5% during these months and still account for 80% to 90% of all summer business.


One of the most striking promotion pieces ever put out by this firm has been issued for the trade, calling attention to its heavy campaign of advertising for all of its leading brands.

*** SMALLS**
MODERN AIR COOLED OPTICAL DEPARTMENT
 PROVIDES EVERY FACILITY FOR SCIENTIFIC VISION CORRECTION
 And
You Don't Need Cash!



Simply Come to Smalls . . . Let Dan G. Albert, Registered Optometrist examine your eyes with the aid of most modern Bausch & Lomb equipment—prescribe correct lenses—assist in the selection of the most comfortable and suitable frames, then—
Pay A Little Down • A Little Each Week
 Bausch & Lomb and Shur-On Lenses Used Exclusively

Smalls
 28 MAIN STREET EAST
 JEWELERS • RADIO • OPTICIANS
 Mary Orfeder, 453 Parsells Ave.



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

BLENDED SCOTCH WHISKY. • BOTTLED IN SCOTLAND. • Imported by HIXSON & ROBBINS, INC., N. Y. © 1940 Hixson & Robbins, Inc.

Juicy Baked Apples
 Try baking apples in a double roaster with one cup of water for a half dozen peeled apples. They are much more juicy than when baked in a pan without a cover.

9 OUT OF 10 AGREE*



GREEN RIVER
 AMERICA'S SMOOTHEST WHISKEY
 AND GREEN RIVER 6-IN IS BIG VALUE, TOO

Lo, the poor umpire! Looks pretty much like a one-sided argument. But, so is this: *110,533 out of a total of 124,195 people (9 out of 10) who tasted Green River, liked it. Hence our claim that it is "America's Smoothest Whiskey."
 Scores with 9 out of 10! Which, we believe, is a pretty good indication that it will score with you, too. Just try Green River today—add see for yourself.

Green River Blended Whiskey, 86 Proof, 75¢ green neck of sports. Green River Distilled Dry 60 85 Proof, 100¢, distilled from American grain neutral spirits. Gleditsie Distillers Corporation, N. Y.

SAVING on Every Purchase or Your Money Back
 OPEN EVENINGS 'TILL 9.

SALE! SWIM SUITS
 and Sportswear

USE OUR MODERN BUDGET CHARGE PLAN

FOR LADIES and GIRLS: Smooth Satin Lastex in plain beautiful printed patterns; with swing skirt, skirtless, or two piece with separate Bra. Dressmaker Suits in clever new cotton prints. The new Ballerinas; and Satins, with Lastex to guarantee they'll retain their shape. FOR MEN: the new Hawaiian Lastex Prints; Smooth Satin Lastex; wool mixed with Lastex; corded with zipper fly. ALL AT GREAT SAVINGS. . . Sizes 3 to 54.

Sears Expansion XTRA-VALUE

NEED ROOM! MUST MOVE CARLOAD BRAND NEW 1940 MODELS! ALL PERFECT! STILL CRATED! SAVE \$38

DE LUXE EQUIPPED! \$149 VALUE!

COLDSPOT
 "SUPER SIX"

DELUXE EQUIPPED AT STRIPPED PRICE

- 2 Slideout Storage Drawers!
- 3 Glass Leftover Dishes!
- Aluminium Covered Meat Tray!
- Handbin Storage Base!
- Sliding Thermometer Shelf!

SIX AND ONE HALF CUBIC FEET SIZE! 12 SQUARE FEET OF SHELF AREA!

THIS IS NOT A STRIP TEASE IT'S FULLY EQUIPPED

Some you'll find other makes—at the same price—but chances are they're not completely equipped. . . . Compare each refrigerator to automobiles equipped, low prices—because of limited dashboard equipment—and the lux accessories. When you compare Coldspot—and the lux accessories. When you compare Coldspot—be sure to note the accessory equipment—COMPARE.

96 Ice Cubes In 4 Trays! Finger Tip Cube Tray Release! Nine Fast Action Freeze Speeds!

MONROE AT S. UNION STONE 2360
Sears Roebuck and Co. - Rochester, N.Y.
 476 RIDGE ROAD WEST GLENWOOD 356

MEN'S SWIM TRUNKS
 (Wool With Lastex)
89¢
 Come to Rochester Jobbing House for your swim trunks—choose from Rochester's most complete assortment. Everything that's new at prices much less than what you would expect to pay for such quality.

Satin Lastex **\$1.39** Corded Lastex **\$2.29**
 Zipper Fly

Rubber BEACH SHOES . . . Reg. \$1.39 Value . . . **\$1**
Men's SPORT COATS . . . Reg. \$10.00 . . . **\$5.98**

MEN'S and BOYS' MOCCASINS
 GENUINE LEATHER
\$1.19
 Reg. \$2.29 Val.

Reg. \$2.58 Men's In-N-Out Sport Outer Sport
ENSEMBLES SHIRTS
 Tailored sport shirt, marks and belt in match. Sanforized. Blue, Tan, Green. Size 38-42. **\$1.85**
 Light and deep tints. Small, medium, large. Reg. \$1.90. **2 for \$1**

Men's **POLO SHIRTS**
 Plain - white or contrasting trim; four buttoned front. Crew neck. **4 for \$1**

Boys' Sanforized **SLACKS**
 Solid deep tone shades that are practical and durable. Reg. \$1.39 Val. **89¢**

Men's **SLACKS**
 Cool, washable, in stripes, plaids, plain. Size 27-42. **89¢**

Boys' Washable **KNICKERS**
39¢

Children's Cotton **OVERALLS**
39¢

SATIN LASTEX
 Suits for Women
 Swing Skirt
 In beautiful Satin Lastex; a choice of 4 beautiful colors. Sizes 34 to 40.
\$1.98 Reg. \$3 Value
 Others \$1.85 to \$4.50

LASTEX Swim Suits
 FOR GIRLS
 In beautiful floral designs; a suit that is as pretty in back as it is in front; all in wear.
 Reg. \$2.29 Val. **\$1.69**

Ladies' Cotton Knit **DRESSMAKERS**
 \$2.50 Value; figured cotton prints with jersey trunks and lining. Reg. \$2.59 **\$1.39**

Women's Washable 3-Pc. **PLAY SUITS**
 Consisting of Sport Shirt, Shorts and Skirt. Sizes 14 to 20.
 Reg. \$1.50 **95¢**

Women's **SLACKS**
 Inexpensive and practical. Sizes 12 to 20. In cool materials. Washable.
 Reg. \$1.60 **69¢**

ROCHESTER JOBBING HOUSE
 159-161 JOSEPH AVE. Cor. Nassau St. STONE 2260
 Open 'til 9 Every Evening Unrestricted Parking

Patty Says...WAKE UP!

IT'S NOT A DREAM!

\$89

TAKE YOUR CHOICE OF THESE FOUR
FIRST CLASS SUPER-COMBINATIONS FOR



BRAND NEW, 1939

REFRIGERATOR

IN ORIGINAL PACKING CASES

PLUS

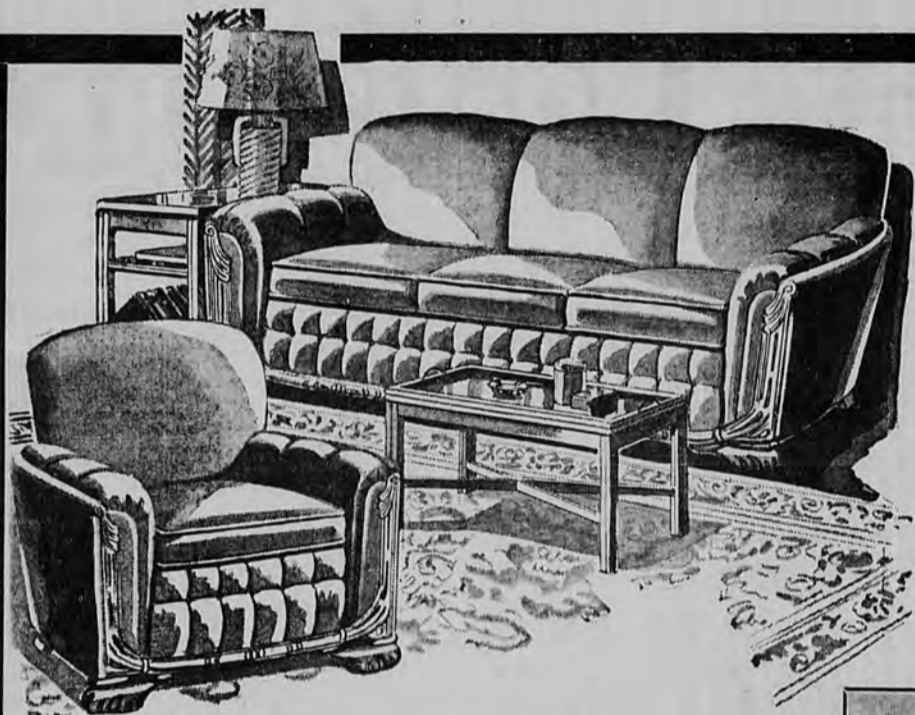
A BRAND NEW ELECTRIC

WASHER

BOTH FOR

\$89⁹⁵

HERE IS A COMBINATION DEAL
THAT CAN'T BE BEAT

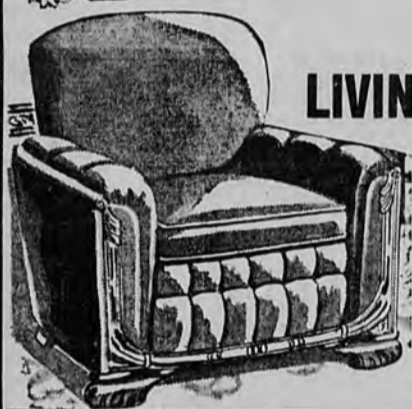


12-Pc. LIVING ROOM OUTFIT

• 3-piece Charles of London suite with knuckle arms covered in beautiful coverings. Large sofa and lounge chair in rust with piped-back wing chair in blue. Plus the following accessories:

- Walnut Coffee Table
- Walnut Lamp Table
- Walnut End Table
- Bridge Lamp and Shade
- Floor Lamp and Shade
- Table Lamp and Shade

\$89



9-Pc. Dining Suite Plus Dishes, Silver, Glassware

COMPLETE 139-Pc. DINING ROOM OUTFIT

Included is a complete 9-piece modern
walnut Dining Room Suite, consisting
of China, Buffet, Table, Arm Chair
and 5 Side Chairs.

\$89

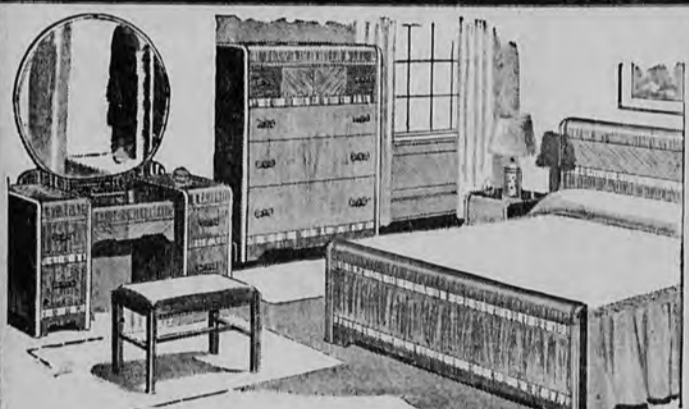


• 34 Piece Dinnerware Set

- 8 Cups
- 8 Saucers
- 8 Dinner Plates
- 8 Soup Coupes
- 12 Coasters
- 4 Butter Plates
- 1 Serr. Bowl
- 1 Meat Platter
- 1 Sugar Bowl
- 1 Cream Pitcher

• 34-Piece Silverware Set

- 8 Teaspoons
- 8 Tablespoons
- 8 Forks
- 8 Knives
- 1 Butter Knife
- 1 Sugar Ladle



You Get Everything Including Spring and Mattress in This COMPLETE 12-Pc. BEDROOM OUTFIT

Includes this stunning 5-piece modern
bedroom suite, consisting of bed, chest,
dresser, vanity and vanity bench, hand-
somerly styled in matching walnut vene-
ners with large, round plate glass
mirrors.

- 2 Boudoir Lamps
- Vanity Bench
- Throw Rug
- Simmons Coil Spring
- Simmons Super
Mattress
- 2 Pluffy Pillows

\$89

FREE DELIVERIES



PATTY'S

OPEN EVENINGS 'TILL 10 P. M. **366-368 MAIN ST. E.** OPPOSITE WEGMANS

PLUS BIG 40-Pc. GLASSWARE SET

- 8 Water Glasses
- 8 Orange Glasses
- 8 Highball Glasses
- 8 Sippers
- 8 Sticks

NO MONEY DOWN—EASY CREDIT TERMS
FREE PARKING IN REAR

**Touching Scene
Brings Tears To
Bowling Tycoon**

Occupying a prominent spot in the Trophy Room at his bowling academy is the silver cup presented to Coot Webber by the members of his Webber Hall team which finished third in the New York State Bowling Tournament last Spring.

There was a bit of a tear in Webber's eyes as he accepted the glittering bauble.

Said he: "Boys, you've touched me heart with this gift. When I think of all the bums I sponsored in the City Tournament and other events—well, let it go. At least you guys sprung for a cup and if I put it on my cash register, someone will see it. I only hope it doesn't go down the drain some night with the dish water."

THE REAL TRUTH

Parents—If you think modern youth has lost all its ideals, here's a chance for you to learn the real truth. Read "To Take Love or Leave It" on page 26 of the TRUE STORY Magazine for August, now on sale at your nearest magazine dealer. (Adv.)

**Wild West Runs
Wild In Webber
Summer League**

Wild West topped the Webber Summer League last Monday night with 636. Ed Copenhagen was a good runner-up with 621. DeBlase had 592, Ken Rivers 586, Reynell 585, Wingard 583, Carfi 577 and Deihle 571.

Team matches: Standard Motors (2875) 2, Mill-K-Bott (272) 0; Hersheberg Jewels (2647) 2, Royal Crown Cola (2658) 1; Kreis Service (2433) 3, Kuriah (2021) 0; C. C. West Coal (2609) 2, White Lanes Supply (2505) 1; Arpeko (2495) 2, Manhattan Wine & Liquor (2356) 1; Rutz 3-in-1 Foot (2627) 2, Champion Knit (2880) 0.

**Ann Vaccaro
Retains Lead
In Summer League**

Ann Vaccaro's 618 of last week still remains the only 600 total of any woman bowler in league competition at Webber's Hall.

Last Monday's team matches: Rivers Furniture (2092) 2, Edouard's shops (1883) 0; Brass Ball (2150) 2, Packard (2077) 1; Old Spain (2020) 3, Gene's Cafe (1850) 0; Initial Towel Supply (2054) 2, District Insurance (1932) 0.

There is some very good pitching this year and also some pitchers who can't get anyone out but themselves.

"ENJOY OUR SUPERIOR MEATS"

**AN IDEA FOR TODAY
ROAST BEEF
WITH
YORKSHIRE PUDDING**



Rib Roast of Beef With Yorkshire Pudding
Choose a 2 or 3 standing rib roast of beef. Place it fat side up in an open roasting pan. Season with salt and pepper. Do not cover. Do not add water. Insert a meat thermometer so that the bulb reaches the center of the thickest part. Put in a slow oven (300° F.) and roast until desired degree of doneness is reached. The thermometer will register 140° F. for a rare, 160° F. for a medium, and 170° F. for a well-done roast. Allow 18 to 20 minutes per pound for cooking a rare roast, 22 to 25 minutes per pound for a medium, and 27 to 30 minutes per pound for a well-done roast.

Yorkshire Pudding
1 cup flour 2 eggs
1 teaspoon salt 2 tablespoons beef drippings
1 cup milk
Sift flour, measure and mix with salt. Add milk gradually, stirring to form a smooth paste. Add eggs which have been beaten until light. Place drippings in a 6 1/2-inch pan and pour in batter. Bake in a moderately hot oven (400° F.) for thirty to forty minutes. Cut in squares and serve around roast of beef.

- | | |
|---|---|
| Fresh Dressed | Arpeko Deluxe or Swift Premium |
| FANCY FOWL 20c lb. | Standing Rib Roast Beef 25c lb. |
| Home Grown Cabbage Large Solid Heads ea. 5c | Dole Pineapple Juice No. 5 Cans 46 Ounces can 24c |
| Granulated Sugar Domino 10 lbs. 47c | Home Grown Squash Large Fancy ea. 5c |
- LAKE AVE. FOOD MKT.** 556-564 LAKE AVE. GLEN, 3002
OPEN NIGHTS & SUNDAYS



**RATE HIGH AS A
SUMMER HOST—
GIVE YOUR TALL,
COOL DRINKS THE**

*Delicate
Flavor
OF
Mount
Vernon*

*The Patron of
American Eyes*

For four summer drinks, write for "The Host's Handbook." Send 10c to National Distillers, P. O. Box 12, Wall St. Station, New York, N. Y.

**BOTTLED
IN BOND
STRAIGHT
RYE
WHISKEY**



**Grandsons Cheer As Ten Old
Ten Annex Softball Victories**

When ten old fossils meet 10 old fossils on the baseball mound, anything can happen. It does, too, with great regularity out at Cobb's Hill Monday nights. For it is in that the Curtin Crushers kick horns with the Barry users for alleged softball mes.

For instance, during the ear-season games the Bruisers ride the Curtin look pretty ly. Of course, just being on a diamond looked silly ough, what with their utes and wheelchairs on e sidelines and the old linnt bottles tucked conspicu-ly in back pockets. But, even the worm turns.

And that has been the hope of the Curtins. Not that they are worms—why worms move rapidly in comparison.

The Curtin squad just up hung a beautiful 26 to 9 shell-acking on the Bruisers two weeks ago. Last week they took both ends of a double-header from the not-so-bruising Bruisers. Incidentally, the second game of the twin bill wound up 4-0. History was made that night, this being the initial goose-egg score of the series. Pete Perkins, twirling for the Crushers, allowed only two hits, and in both instances

he hit the bats for the man at the plate.
Field captain Elwood King is so discouraged with his erst-while Bruisers that he is con-templating challenging several grammar school nines in the hopes of returning to the victory column.

Ann Sheridan or no, the in-strumental students at the Ernest Williams Music Camp at Saugerties, N. Y., have their

own idea of "oomph." These future boy and girl musicians selected Alma Adams, who puts plenty of o-o-omph into playing the bass tuba in Phil Spitalny's orchestra, as their Ideal Oomph-A Girl.

Dorothy Lamour—Your story in the August TRUE STORY Magazine has been a revelation to me. I have saved my own marriage! I wish every young girl and married woman would read it. Joan McCall (Adv.)

HOME GROWN CHICKEN
We Dress and Deliver FREE
CALL MAIN 2966
22c lb. MONROE COUNTY POULTRY CO.
68 Front Street
BILL DEFIELD ROY MESTLER
Collette R. Webster, 1163 South Clinton Ave.

Swap FOR NEW COOPER TIRES
Special TRADE-IN
This week we'll pay a plus-price for the unused mileage in your old tires on new Cooper. Up to 18 months written guarantee.
THIS WEEK ONLY!
Famous Armored Cord construction. Mileage! Safety! Comfort! Come in RIGHT AWAY!
T. AND V. TIRE CO.
360 West Main St. MAIN 2153

GUARANTEED USED TIRES
Traded In On New Coopers
Wide Variety of Sizes
In Stock
T. AND V. TIRE CO.
360 West Main St. Main 2153

FREE GIRLS' BRAND NEW BOYS OR GIRLS BICYCLE
Given With a Purchase of a New MODEL C-S-F SUPER FREEZ-R-SHELF REFRIGERATOR

THIS BIG 1940 6-CU. FOOT Gibson Refrigerator
for **\$89.95** only **\$1.00 DELIVERS**

- Keeps Perishable Foods Fresh!
- 1940 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 1940 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 5007 5008 **UNION 286 EAST AVE.** **OPEN EVERY EVENING 'TIL 10 P. M.**
286 EAST AVENUE Corner **UNION ST.**
East Rochester Store Open Sundays for inspection
Fairport Store 114 WEST COMMERCIAL ST.

Enjoy the whiskey that's *light as a feather*

THREE FEATHERS
CLARI-FINED* Flavor-protected
No proof. Blended Whiskey. 75% grain neutral spirits. Old-time Distillers Corporation, N. Y.
*Reg. U. S. Pat. Off. © U. S. Corporation 1939

the roast" perfect

is the beer!

DINE DANCE DRINK

At Rochester's Most Popular Night Club
Complete Floor Show
The **CHATEAU**
Monroe Ave., At The Twelve Corners

NOAH'S ARK
Satisfaction Guaranteed
Lowest Prices

USE YOUR CREDIT
USE OUR Cut Rate BUDGET PLAN LOW WEEKLY PAYMENTS

R.C.A. VICTOR AC-DC and BATTERY PORTABLE RADIO
or Genuine MOTOROLA PUSH-BUTTON TUNING AUTO RADIO
Your Choice **\$24.95**
BUY ON BUDGET

15th Anniversary SUPER-SPECIAL COMMODORE "EXTRA-VALUE" TIRES
GUARANTEED 12 MONTHS

SIZE	PRICE
4.75-19	\$4.77
5.00-19	\$4.77
5.25-18	\$5.22
5.50-18	\$5.22
5.25-17	\$5.48
5.50-17	\$5.48
6.00-16	\$5.88

Use Noah's Cut-Rate Budget Plan for BRUNSWICK TIRES

Genuine HETTRICK UMBRELLA TENT
with sewn-in floor
\$21.95

THE MOST AMAZING BIKE VALUE EVER OFFERED IN THIS CITY!
DON'T MISS IT! COME IN AND LOOK

ROYAL FLYER DELUXE \$24.95 BIKE BASKET FREE!
Look at all the features on this bike. Fully equipped with nothing more to buy. B1937A.
\$27.95 ELSEWHERE

60 STATE STREET 188-190 EAST AVENUE 288-290 MONROE AVENUE 200 NORTH AVENUE 561 State St. cor. EXELL OPEN TUES.

FREE PARKING AT ALL STORES EXCEPT LYELL
SPECIALS FOR THURSDAY, FRIDAY AND SATURDAY ONLY

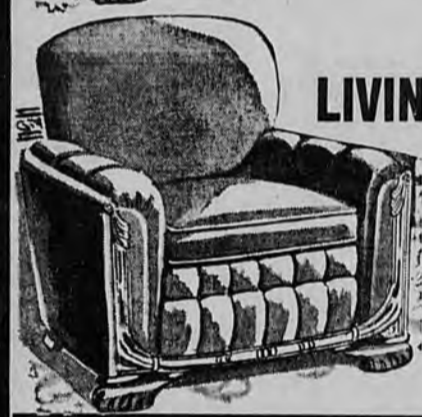
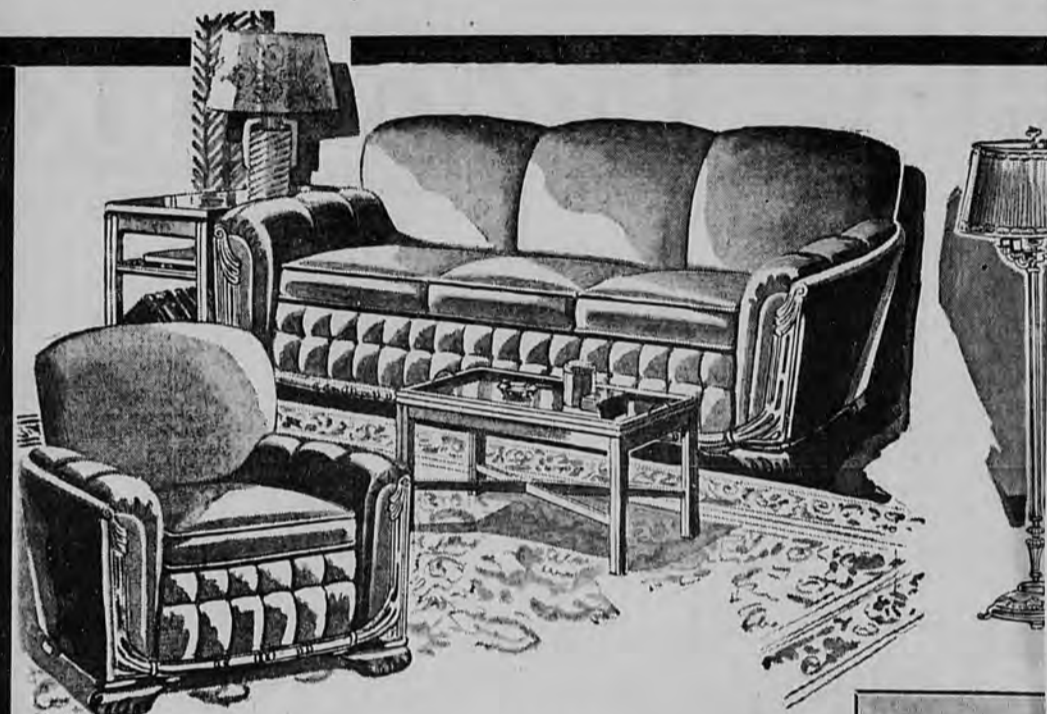
USE OUR Cut-Rate BUDGET PLAN! Low Weekly Payments

- Protect Your Grill 7405C GRILL GUARD..... **\$1.97**
- Eliminate That Blind Spot 5810 Clamp-on **SIDE MIRROR 29c**
- TENNIS RACKET PRESS 27c** Buy Now
- TOURIST IRON with CORD 98c**
- ALEMITE TWIST GUN 19c**
- TOUCH-UP PAINT SPRAYER 19c** 1875
- BABY SEAT 29c** 3747
- BIKE PEDALS 29c** Each BUY A PAIR!
- APPLIANCE CORD With Switch 29c Value 19c**
- LEVEL WIND REEL 59c** 100 Yard
- VACUUM BOTTLE PINT SIZE 53c**
- EXHAUST CLAMP-ON Extension 9c**

Patty Says... WAKE

IT'S NOT A DREAM!

TAKE YOUR CHOICE OF THESE FOUR
FIRST CLASS SUPER-COMBINATIONS FOR

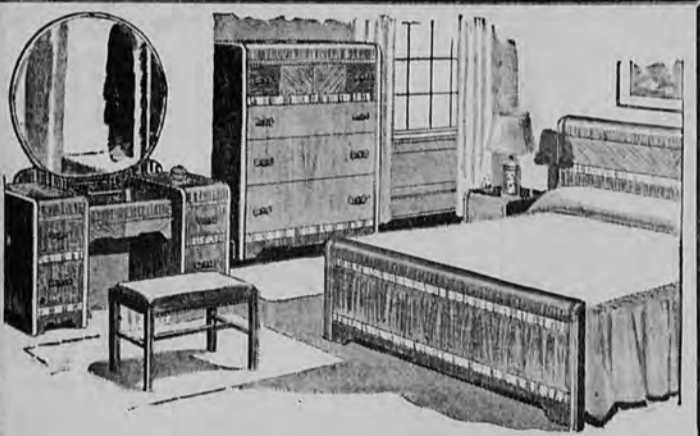


12-Pc. LIVING ROOM OUTFIT

• 3-piece Charles of London suite with knuckle arms covered in beautiful coverings. Large sofa and lounge chair in rust with piped-back wing chair in blue. Plus the following accessories:

- Walnut Coffee Table
- Walnut Lamp Table
- Walnut End Table
- Bridge Lamp and Shade
- Floor Lamp and Shade
- Table Lamp and Shade

\$89



You Get Everything Including Spring and Mattress in This COMPLETE 12-Pc. BEDROOM OUTFIT

Includes this stunning 5-piece modern bedroom suite, consisting of bed, chest, dresser, vanity and vanity bench, hand-somely styled in matching walnut veneers with large, round plate glass mirrors.

- 2 Boudoir Lamps
- Vanity Bench
- Throw Rug
- Simmons Coil Spring
- Simmons Super Mattress
- 2 Fluffy Pillows

\$89

FREE DELIVERIES



PATTY

OPEN EVENINGS 'TILL 10 P. M. **366-368 MA**

FOR THAT SUCCESSFUL
FISHING TRIP



Be prepared buy...
Simon Pure BEER and ALE

Distributed by
Berger-Kleifgen Co., Inc.
10 PUBLIC MARKET
Calver 3300

MOVING
3 ROOMS \$5
FOR
4 Rooms for \$7.00
6 Rooms for \$12.00

Large refrigerators and heavy combination ranges extra. Large covered vans, plenty of pads, capable handlers. Old furniture, rugs, stoves, etc. taken as payment for moving.
Phone Mr. Carter
MAIN 8926

WANT ADS

FOR SALE — One cot with mattress, \$2.75; Phone Genesee 287-J.

WANTED TO BUY

BEST prices paid for coal ranges, burn-alow ranges, combination ranges, gas stoves, baby cribs, metal beds and springs, coats, dressers, chests of drawers, also complete household. Phone Mr. Carter, Main 8926.

PORTABLE TYPEWRITER, standard key board, good condition. Phone Glenwood 3128.

HOUSEHOLD GOODS

BEAUTIFUL moderate walnut dining set, \$55.00; Gorgeous walnut dining room suite, \$40.00; 2-toned walnut dining room suite \$50.00. Fahrner Furniture, 134 No. Plymouth Ave.

LIVING ROOM SUITES sold at 10% above factory cost, any style, every kind of fabric made up to your order. Liberal allowance for your old suite. Fahrner, 134 No. Plymouth Ave.

ROUND oak tables, \$2.00; dressers, \$2.00 and up; vanities (walnut) \$10.00; kitchen chairs \$0.50 and up; occasional chairs \$2.50 up; easy lounge chairs \$3.50; living room suites, \$10.00 up. Fahrner Furniture, 134 No. Plymouth Ave.

ALL NEW steel beds \$3.85; four poster beds \$4.95; coil springs, \$4.50; cotton mattresses, \$3.85; inner spring mattresses, \$6.50. Or your credit. See Fahrner's before you buy for a saving to you. Twin beds, springs & mattresses, complete \$25.00. 134 No. Plymouth Ave.

LARGE SIZE cedar chest \$8.00; unfinished chest of drawers \$3.50 and up; washing machines, \$10.00 and up; used Axminster and Wilton rugs (\$12.00 and up). H. P. Fahrner, 134 No. Plymouth Ave.

LIVING ROOM SUITES, easy chairs, and love seats tailored to your order. Any fabric or style direct from factory to you at prices that will surprise you and make the old make, look, feel young again. There will be no retail profits on a deal of this kind. Remember DIRECT FROM FACTORY TO YOU Textile Mfg. Co. Phone Main 8926

ANYTHING for your home at lowest prices in Western New York. Liberal trade-in allowance on your old furniture, stoves, beds, cribs, ice boxes, refrigerators, or what have you. Fahrner Furniture, 134 No. Plymouth Ave.

BEAUTIFUL WALNUT bed room suite 4 pieces, fine condition \$7.50. 2 piece maple bedroom suite (new) \$22.50; oak dining room suite, \$18.00. Beautiful Heppelwhite walnut living room suite, \$35.00. H. P. Fahrner, 134 No. Plymouth Ave.



Will Always Save You Money . . . !
Compare Our Everyday Low Prices

A Real Low Price!
TENDER YOUNG FRESH DRESSED PINK-BONED
GENUINE - SPRING LAMB
YOUNG LAMB LEGS **23^c** BON'LESS ROLLED ROAST

At this tremendous saving you'll surely want to serve a delicious roast of Lamb for dinner some time this week-end. Lamb is the perfect warm weather meat. Serve with fresh vegetables.
Wegmans Own Tender-Sweet
COOKED HAMS Whole Ham or Shank Half **21^c** Lb.

Bakery Special!
CHOCOLATE FUDGE
LAYER CAKES
23^c ea.

Delicatessen Special!
Mild Flavored Alpine
SWISS CHEESE
29^c lb.

Fruit Special!
CALIFORNIA LARGE
JUICY ORANGES
29^c doz.

Kirkman's Double Duty
SOAP FLAKES pkg. **19^c**

Superior Fancy Light Meat
TUNA FISH can **16^c**

1/2-Lb. Pkg. Economical
TETLEY'S TEA pkg. **17^c**

College Inn, Tasty
CHICK. ALA KING can **35^c**

Safe, Speedy Sunbrite
CLEANSER can **4^c**

Lb. Can Libby's Corned
BEEF HASH 2 cans **25^c**

Libby's Ready-To-Eat
CORNED BEEF can **19^c**

Giant Package Kellogg's
CORN FLAKES pkg. **9^c**

Empire State, 12-Oz.
BEER or ALE 4 btls. **25^c**

Quart Size Bottles
BEER or ALE **15^c**

3-Oz. Fancy Tomato
CATSUP bottle **5^c**

Buffet Can, Yellow Halves
CAL. PEACHES can **5^c**

For Finer Chocolate Milk
DARI-RICH can **16^c**

FRESH - Stays fresh LONGER!

Land O' Lakes Butter stays fresh longer because it is churned entirely from sweet cream, and washed in ice under refrigeration. It is our quality butter.

LAND O'LAKES
Sweet (NOT SOUR) Cream
BUTTER 32^c
POUND ROLL

WEGMANS FREE PARKING **7 BIG STORES**

COUPON CORNER

Large 14-Oz. Bottle
CATSUP
2 for 15c
PAVONE MARKET
523 E. Main Street

10c Frozen
CUSTARD
5c
Or 60c qt. for 30c. Either one with coupon.

SEXTON'S
4776 Lake Avenue

Moyer - Robinson Duel Completes Card For D & C Sponsored Fights

The championship National A. A. U. boxing team which opposes the Golden Gloves titlists in the Democrat and Chronicle Athletic Association's Tournament of Champions at Red Wing Stadium Monday night, July 22, was completed today. Announcement of the acceptance of a bout by Tommy Moyer of Portland, Ore., National AAU 135-pound champ, was made by Johnny Burba and Frank Powderly, co-matchers for the benefit ring program.

Moyer, who won his crown in the recent tournament at Chicago, will box Ray Robinson, New York City's undefeated AAU champion.

The AAU lineup, in addition to Moyer, is comprised of Wallace Cross, East Orange, N. J., heavy weight champion; Frank (Smoke) Robinson, Oil City, Pa., middleweight champion; Angelo Ambrosano, Philadelphia, Pa., bantamweight champion; Henry Brimm, Buffalo, welterweight champion, and Vic Hutton, Terre Haute, Ind., light heavyweight champion.

Cross will trade punches with Cornelius Young, Chicago Irishman, who holds the Golden Gloves heavyweight title. Proceeds of the bouts will be turned over to the scholarship fund of the Civic Scholarship Awards Committee.

State Beer Consumption Shows Increase

ALBANY—Beer consumption in New York State is increasing, according to latest reports of sales by distributors, covering the month of April. Mark Graves, Commissioner of Taxation and Finance, in announcing the April beverage tax report today, said beer sales, compared with a year ago, advanced 637,152 gallons to a total April gallonage of 19,359,408.

There was a decline in liquor sales during the month, compared with last year, but this was not regarded as significant inasmuch as April, 1939, liquor sales were exceptionally heavy due to a stocking up by retailers in anticipation of increased state tax. The state levy on liquor was raised 50 cents a gallon May 10, 1939. April liquor gallonage was reported as 1,245,235, against 1,519,470 gallons sold in April last year.

Softball Snapshots

By DON J. MATTARO

Is Harold (Shifty) Gears, Kodak Park's hurling mainstay in the Major League softball chase, finally slipping? Ever since the first days of modern softball Gears has been reported on the way down by the smart men and "uptown" managers. However, this season, the "boys" seem to be getting a firmer hold on their convictions. Pointing to the second half campaign, for example, the Kaypees rest a mere game from the cellar, with all signs they say, of landing in that position, if it were not for the Samsons of the same circuit.

The veteran moundman has been the source of many headaches to other teams for more than 20 years, and despite the "gossip" it still looks like Gears will twirl his way back to the top when the other so-called "young" topnotch curve artists have retired.

The league-leading Daws meet the Kodaks under the Park ares tomorrow night and our guess is that Shifty Gears will be in the box at game time opposing the recent no-hitter twirler, Putter Morris. In the opener, Mandell Drugs will oppose the Samsons. The Pandinams are all set for a climb from third place. Benson returns to the lineup and Manager Pandina has acquired Sammy Falzone for his faltering pitching staff placing the former State champions in peak form.

Grandsons Cheer As Ten Old Men Annex Softball Victories

When ten old fossils meet ten old fossils on the baseball diamond, anything can happen. And it does, too, with great regularity out at Cobb's Hill on Monday nights. For it is then that the Curtin Crushers lock horns with the Barry Bruisers for alleged softball games.

For instance, during the early season games the Bruisers made the Curtinmen look pretty silly. Of course, just being on the diamond looked silly enough, what with their crutches and wheelchairs on the sidelines and the old liniment bottles tucked conspicuously in back pockets.

But, even the worm turns.

And that has been the hope of the Curtins. Not that they are worms—why worms move rapidly in comparison.

The Curtin squad just up hung a beautiful 26 to 9 shellacking on the Bruisers two weeks ago. Last week they took both ends of a double-header from the not-so-bruising Bruisers. Incidentally, the second game of the twin bill wound up 4-0. History was made that night, this being the initial goose-egg score of the series. Pete Perkins, twirling for the Crushers, allowed only two hits, and in both instances

he hit the bats for the man at the plate.

Field captain Elwood King is so discouraged with his erstwhile Bruisers that he is contemplating challenging several grammar school nines in the hopes of returning to the victory column.

Ann Sheridan or no, the instrumental students at the Ernest Williams Music Camp at Saugerties, N. Y., have their

own idea of "oomph." These future boy and girl musicians selected Alma Adams, who puts plenty of oomph into playing the bass tuba in Phil Spinley's orchestra, as their Ideal Oomph-A Girl.

Dorothy Lamour—Your story in the August TRUE STORY Magazine has been a revelation to me. It has saved my own marriage! I wish every young girl and married woman would read it. Joan McCall (Adv.)

HOME GROWN CHICKEN
We Dress and Deliver FREE
CALL MAIN 2966
22c lb.
MONROE COUNTY POULTRY CO.
68 Front Street
BILL DEFIELD ROY MESTLER
Collecta H. Webster, 1103 South Clinton Ave.

Prices

Rochester's Largest Meat Retailers

S D T

1c lb.

19c

16c

17c

35c

4c

5c

9c

9c

5c

5c

5c

5c

5c

6c

R!

M

5

2c

ES

Turn off the Heat with
NATIONAL'S
EAGLE Highball
"The King of Blends"



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GRAND OPENING
New Gulf Station
FRIDAY, JULY 12
FREE GIFT TO ALL CUSTOMERS
FRIDAY and SATURDAY
STADIUM SERVICE STATION
420 NORTON ST
(Next To Red Wing Stadium)

Goodman Street N. is now open to Auto Traffic and Clark's Mkts. For Meat, Poultry and Grocery Bargains This Week-End

Fancy, fresh home-dressed BROILERS 25c	Milk Fatted FOWLS 16c
Zweigle Parboiled Sausages HOTS 23c	For Trippase or steaks
Chicken Breasts 1b. 45c	BEEF ROASTS 17c
Chicken Legs 1b. 35c	Cut from U. S. Inspected y o u n g steers
Chicken Livers 1b. 35c	COUPON
Chicken Wings 1b. 17c	Best Grade Boneless Cooked Ham 31c
Chicken Giblets 1b. 17c	Machine Sliced

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824 Portland - Near Lux - Stone 471
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FREE DELIVERY CITY WIDE

To make that "weenie roast" perfect

Beverwyck's the beer!

For those outdoor parties, be on hand with refreshments that really refresh. And that's where Beverwyck comes in! Its rich, mellow flavor satisfies every taste, soothes every throat, makes food taste better. In steins, bottles, or cans. On draught at your favorite tavern.

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Lowest Prices

NOAH'S ARK

USE YOUR CREDIT

R.C.A. VICTOR AC-DC and BATTERY PORTABLE RADIO or Genuine MOTOROLA PUSH-BUTTON TUNING AUTO RADIO \$24.95
Your Choice BUY ON BUDGET

15th Anniversary SUPER-SPECIAL COMMODORE "EXTRA-VALUE" TIRES GUARANTEED 12 MONTHS

SIZE	PRICE
4.75-19	\$4.77
5.00-19	\$4.77
5.25-18	\$5.22
5.50-18	\$5.22
5.25-17	\$5.48
5.50-17	\$5.48
6.00-16	\$5.88

Use Noah's Cut-Rate Budget Plan for BRUNSWICK TIRES

USE NOAH'S Cut-Rate BUDGET PLAN

Genuine HETTRICK UMBRELLA TENT with sewn-in floor \$21.95

THE MOST AMAZING BIKE VALUE EVER OFFERED IN THIS CITY!

Double Bar Bondorized Frame Front Light Bicycle Tank Double Truss Fork Troxel Saddle

1940 Model Chain Guard Jumbo Mud Guards FULLY SIZE ROLLFAST ROYAL FLYER DELUXE \$24.95 BIKE BASKET FREE!

Look at all the features on this bike. Fully equipped with nothing more to buy. \$27.95 ELSEWHERE

60 STATE STREET 188-190 EAST AVENUE 288-290 MONROE AVENUE 200 NORTH AVENUE 561 State Street

FREE PARKING AT ALL STORES EXCEPT LYELL SPECIALS FOR THURSDAY, FRIDAY AND SATURDAY ONLY

USE OUR Cut-Rate BUDGET PLAN!
Low Weekly Payments

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PARTIES AT WEST AVE. MANOR
165 West Ave.
Mon. and Wed.—8:15 P.M.
Tues., Thurs., Fri. & Sat. 1:30 P. M.

BINGO
Show 7 p.m. Games 8 p.m.
Thur., Fri., Sat. and Sun.

HOLLYWOOD BINGO HALL
35 PULLMAN AVE.
Is drawing big crowds because they give bigger prizes. Mrs. Brown will be looking for you Sunday.

BINGO PLYMOUTH CHURCH HALL
Plymouth Ave. at Troup
Dancing To Jimmy Van and His Orchestra
Every Sat. 8:30 P. M.
ADMISSION 25c
Door Prizes—Jack Pot

PARTIES UNION LEAGUE HALL
Sunday and Monday, 8:15 P. M.
Wednesday and Saturday 1:30 P. M.
ADMISSION 25c
290 Gregory, at South Ave.

NEVER A DULL MOMENT COME AND HEAR OUR NEW SINGER SHE'S A SENSATION!
BEN HELFER'S
Home Cooking Every Day
Choice Beverages
90 HENRIETTA ST. MON. 9147

NORM'S BINGO PARTY
CHILI RECREATION HALL
509 Chili Ave.
Sunday, 8:30 P. M.
All Are Welcome

BINGO PARTIES at BEELEY'S
Mon., Wed., 1:30 P. M.
Tues., Fri., 8:15 P. M.
142 GENESEE ST. in REAR

PARTIES AT Capital Theatre Hall
WEDNESDAY 8:15 P. M.
SUNDAY 2:15 P. M.
85 W. Main St.

New Bingo!
AT IT'S BEST
Chili Recreation Hall
Every Friday Night 8:15 p. m.
\$5.00 each for the 23 games
Mon. and Wed. 1:30 p. m.
Tues., Thurs., Fri. and Sat. 8:15 p. m.
509 Chili Ave. at Thurston
All are welcome

DINE DANCE DRINK

At Rochester's Most Popular Night Club

Complete Floor Show

The **CHATEAU**
Monroe Ave., At The Twelve Corners

★ DRUG ★ SPECIALS

- 60c IODEX 36¢
- Ointment 21¢
- RAT-NIP 35c Size 74¢
- STERIZOL 69¢
- \$1.00 Size 29¢
- 35c SWAY 29¢
- Shaving Cream 49¢
- PASTEETH 49¢
- 60c Size 29¢
- OMEGA OIL 41¢
- 35c Size 29¢
- ICE MINT 41¢
- 60c Size 29¢
- 35c D.D.D. 29¢
- Prescription 49¢
- BROMO-SELTZER 23¢
- 60c Size 23¢
- 50c TEK 11¢
- Tooth Brush 11¢
- REX LYE 11¢
- 13-oz. Can 49¢
- MURINE 49¢
- 20c Size 49¢

60c Quart PETERMAN DISCOVERY 36¢

10c Value Peroxide 6¢

30c Value Flashlight BATTERIES 3¢

20c SIZE COLGATE'S TOOTH PASTE Large Size 2 For 29¢

20c SIZE WOODBURY TALCUM 8¢

20c 1/4 LB. SODIUM PERBORATE 13¢

Ammonia For Household Use 9¢

★ DRUG ★ SPECIALS

- MILK SUGAR 41¢
- 60c Pound 33¢
- OVALTINE 20¢
- 50c Size 20¢
- PYREX 8-oz. 49¢
- Nurses 36¢
- 60c ZEMO 36¢
- Ointment 36¢
- DINO PILLS 19¢
- 50c Size 19¢
- 30c DOAN'S 36¢
- Regulas 36¢
- 50c BARBO 36¢
- Compound 98¢
- 11.55 TARR'S 98¢
- Hair Restorer 19¢
- COREGA 19¢
- 35c Powder 19¢
- 60c FLEET'S 49¢
- Phospho-Soda 29¢
- 35c MUGOL 29¢
- Powder 47¢
- 50c ZONITE 47¢
- Antiseptic 89¢
- KOBOMEX 89¢
- Jelly, Large Tube 89¢

Today Thru Saturday

DAW'S GOOD HOUSEKEEPING SALE

at all **1** SUPER STORES

You'll be pleased and surprised to discover how many of the things you'll need for summer housecleaning can be bought at DAW'S... at those same deep-cut prices that cause you to visit DAW'S for Everything you need in way of drugs and toiletries! Check your needs... and buy during this big week-end sale!

HELP THE RED CROSS WITH THIS COUPON

Toilet Tissue

HY-TEX Quality
1,000 Sheets In Each Roll

3 Rolls For **11¢**

(Limit 4)

FREE DELIVERIES
Within city limits on any purchase of \$1.00 or over.

With This Coupon

PAPER NAPKINS

BOXES OF 80

2 Boxes for **7¢**

(Limit 3)

FREE SHOPPING BAG
Given for your convenience and shopping comfort. Ask for yours!

With This Coupon

Pure Concord PASTEURIZED Grape Juice

35c PINT **14¢**

(Limit 2 Pints)

HELP THE RED CROSS WITH THIS COUPON

Stationery

LINEN FABRIC

- 24 Double SHEETS
- 24 ENVELOPES

35c Box **14¢**

(Limit 2 Boxes)

Lighthouse CLEANSER

Large Size **2¢**

ASPIRIN Tablets

5 Grain 100's **6¢**

Cocomalt

Pound Can **33¢**

WESTINGHOUSE MAZDA LAMPS

40-50-60 Watts **13¢**

CALIFORNIA Syr. of Figs

60c SIZE **29¢**

20 MULE TEAM BORAX

1-LB. **11¢**

ZINC OINTMENT

25c SIZE **7¢**

TOILET BOWL BRUSH

With Long Wire Handle—15c VAL. **8¢**

Peterman's Roach Pdr.

25c SIZE **14¢**

MOTH BALLS or FLAKES

Full 16 oz. Box **8¢**

EPSOM SALTS

5-Lb. Bag **11¢**

DUSTING CLOTHS

FULL SIZE 3 for **25¢**

FLY-DED INSECT SPRAY

Quart Size **35¢**

Whisk Brooms

35c Quality **18¢**

FANS

GUARANTEED ELECTRIC

DEPENDABLE QUALITY AND PERFORMANCE

Extra Special **94¢**

Rubber Gloves

ALL SIZES pair **17¢**

JOHNSON'S GLO-COAT FLOOR POLISH

Self-Polishing

Pint Size **59¢**

Quart Size **98¢**

BED BUG Destroyer

Pt. Size **33¢**

Qt. Size **59¢**

With This Coupon

Dish Cloths

FULL SIZE, PASTEL COLORED

Reg. 10c Value **3 For 7¢**

(Limit 12)

Prescriptions FILLED AT DAW'S Cost You Less

- RYOZIDE Tooth Powd., \$1.00 size **67¢**
- RYOZIDE 25c Tooth Paste **2 For 34¢**
- DARNATION Malted Milk, 1-lb. **49¢**
- MARMOLA Tablets, \$1.00 size **68¢**
- CITROCARBONATE Uppelma, \$1.00 size **57¢**

With This Coupon

Pot Cleaner

Made From Spin Cleaner

Reg. 30c Value **2¢**

(Limit 2)

Clothes Brushes

Can't Wear Out... Cleans Better than a Whisk Broom

25c VALUE **9¢**

DETECTO SCALES

Personal

Guaranteed 5 years. Regular \$3.50 value. Weighs up to 250 lbs.

\$2.39

IN ALL BATHROOM COLORS

With This Coupon

Vegetable Brushes

Stiff, durable bristles. Pastel-colored handles. No kitchen should be without one!

New Low Price At **6¢**

WITCH HAZEL

Pint Bottle **6¢**

Boric Acid Powder

Pound Box **12¢**

PACKER'S Shampoos

60c SIZE **29¢**

RINSO

Reg. 10c Boxes **2 For 15¢**

FLY RIBBONS

5c Value 3 For **5¢**

PHILLIPS MILK OF MAGNESIA

50c SIZE **21¢**

TOOTH PICKS

ROUND 5c Boxer **3¢**

CHAMOIS SKINS

for cleaning and polishing

Priced From **23¢**

SPONGES

Grass & Soapwood for home or auto

priced from **17¢**

SAFETY PINS

Pkg. of 40 Ass'd Sizes

Reg. 10c **6¢**

ALARM CLOCKS

Guaranteed 1 YEAR! \$1.25 VALUE

77¢

LARVEX MOTH SPRAY

Pint **79¢**

Quart **\$1.19**

HAND SCRUBS

U. S. Made 10c VALUE

6¢

SPRAYERS

Ideal for Spraying Closets, Clothes, Gardens, Etc.

25c Value **13¢**

Black Flag INSECT POWDER

25c Size **18¢**

SHOWER SPRAYS

ALL COLORS

60c Value **39¢**

Fumigators

SULPHUR CANDLES

Reg. 10c **2 for 11¢**

ELECTRICAL NECESSITIES Lowest-Cut Prices!

UNDERWRITERS APPROVED

- FUSES 15 or 30 Amps. BOX OF 5 **11¢**
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- ATTACHMENT Plug Base Reg. 5c **3¢**
- THREE-WAY CURRENT TAP Reg. 15c **11¢**
- Twin-Light SOCKET Reg. 15c **11¢**
- Plug Cap Reg. 5c **3¢**
- THREE-WAY CUBE TAP Reg. 10c **7¢**
- 5-FOOT CORD SET 25c Val. **12¢**

Toilet Bowl DEODORANT

LARGE 15c SIZE **7¢**

3 for 20¢

BARGAIN COMBINATION

100 WILDROOT AND 50 PRO-PHY-LACTIC HAIR BRUSH

\$1.50 Value 79¢

OFF GOES FAT

Yes, at last, reduction without punishment! No dieting. No starving. Korjona doesn't! It's the taste of oily and ammonia fat easily without injury to health. Thousands now testify to it. Just take one Korjona tablet after each meal. Do nothing else. See your weight go down. See it on your scales. Put it in your clothes. Korjona TAKES OFF FAT by dissolving it into liquid as it passes from your system in daily elimination. Make this your one real fat-buster. A package of Korjona at this store. Weigh yourself before starting. Then weigh yourself again in 2 weeks and see the results. If you are not more than delighted and satisfied, money back in full. Don't be called FAT any longer! Get Korjona today.

ANT BUTTONS

KILL ANTS IN NEST

Buy "ANT BUTTONS" to kill ants by thousands in home and garden. Kills Roaches, Flies, Waterbugs, Silverfish, many Insects, RATS and MICE, too. "ANT BUTTONS" are deadly food. Ants carry to nest killing ENTIRE colonies. Easy to use! No odor! No mess! NO SPRINKLING! U. S. Government buys 10 MILLIONS of "ANT BUTTONS" sold. Money-back guarantee. Wipes ants out completely! Watch ants and many insects disappear! Buy "ANT BUTTONS" at DAW'S!

25c Size **9¢**

3 for 25¢

Moth Tabs

- LILAC
- PINE
- ROSE
- LAVENDER

25c Size **9¢**

3 for 25¢

JOHNSON'S GLO-COAT FLOOR POLISH

Self-Polishing

Pint Size **59¢**

Quart Size **98¢**

CLAPP'S BABY FOODS

Approved by Doctors Liked by Babies

3 cans **17¢**

Lunch Kit

Complete With Pint Thermos

\$1.50 Val. **1.09**

Automatic Pancake or Egg Flipper

Works like magic. A press of the trigger on the handle and this amazing Flipper will do a somersault and turn the pancake over!

Nickel-plated Tarnish-proof Steel **7¢**

15c VALUE

DAW'S ORIGINAL CUT-RATE DRUGS

- 56 CLINTON AVE. S. 1st Door from Temple Theater
- 31 MAIN ST. E. Corner Aqueduct
- 353 MAIN ST. E. Corner Sullivan
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Club No. 2,
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St.

STAR
Wines
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Sherry

.25
GAL.

RTED
M
59
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E DELIVERY
4152

ISSUE
ROLL

11c

6

LINE
13c

Limit 2

11c

PER

11c

2

ENCILS
3c

2

7c

2c

7c
Reg. 15c

GRILL

Sturdy
Instruction

9c

RROR

eg. 9c

8c
VALUE

OIL
erican

... 25c
... 45c
... 85c
... \$1.49

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From Today's
SUN ADS

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CREAMS—24c Page 8

GENUINE CANNON
SHEETS—30c Page 18

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CURTAINS—\$1.75 Page 7

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ENSEMBLE—19.50 Page 2

REG. \$1.00 BEACH
SANDALS—59c Page 4

REG. \$1.17 FISHING TACKLE
OUTFIT—69c Page 13

17-QUART KETTLES, 59c Page 9

7-WAY DE LUXE
LAMP—\$3.95 Page 10

REG. \$11.11 LIVING ROOM
SUITE—\$57 Page 3

REG. \$2.40 WHITE
FOOTWEAR—30c pr. Page 9

BIG SOAP SALE Page 7

REG. 25c BUTTER SCOTCH
COOKIES—2 50c. for 31c Page 2

GENUINE SPRING
LAMB—23c lb. Page 6

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\$30.00 Complete Page 12

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HOSIERY—13c pr. Page 5

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DRESSES—\$1.19 Page 5

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BEDS—\$1.44 Page 12

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—25c lb. Page 13

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MOCASINS—\$1.49 Page 9

LEAN SLICED HINDLESS
BACON—17c lb. Page 14

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Western N. Y. Homes

The Rochester Sun
TRUTHFUL NEWS TRUTHFUL ADVERTISING

Special
Super Saving Days
Edition

Vol. III, No. 38

ROCHESTER SUN, THURSDAY, JULY 18, 1940

10

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

STORES OFFER VALUE FESTIVAL

Nautical Dinner and Dance Planned By Bankers Group

It will be "anchors aweigh" when local bankers gather Saturday evening, July 27, at the Rochester Yacht Club for a dinner and dance sponsored by the Rochester Chapter of the American Institute of Banking.

Donald P. Umpleby of Union Trust Company, chairman of the social committee of the chapter, will be skipper for this event, and Allen C. Loudon of Monroe County Savings Bank, co-chairman of the social committee, will serve as mate. They have picked a crew of merry-makers to assist them.

Country's Top Amateurs Prep for City Lights

Seven bouts, featuring the National Amateur Athletic Union and the National Golden Gloves champions, will be offered by the Democrat and Chronicle Athletic Association for its Tournament of Champions in Red Wing Stadium Monday night.

Proceeds of the ring extravaganza will be turned over to the Civic Scholarship Award Fund.

Leading the Golden Gloves contingent in the battle to decide the amateur boxing supremacy in the United States

Continued On Page 15

Bridge Party, City Tour Planned By Convention Group

A busy schedule has been planned for the wives of delegates to the N. Y. S. Veterinary Medical Society whose Golden Jubilee Convention opened this morning at Hotel Seneca.

Mrs. Orrin B. Webber, chairman of the entertainment committee, announced through the Rochester Convention and Publicity Bureau this week that each of the events is so planned as to show Rochester in her best mid-summer dress.

Following an afternoon get-together and bridge party today, the visitors will attend the first-run showing of "All This and Heaven Too" at the Palace Theater. Tomorrow morning will be devoted to a sight-seeing tour of Rochester's parks and other points of interest, stopping at a resort on Lake Ontario for luncheon and spending the afternoon swimming and golfing.

Except for individual shopping excursions Saturday morning, their visit to Rochester will really be climaxed by the 50th annual dinner of the society being held at Hotel Seneca tomorrow evening at which The Honorable Harold L. Creal and Dr. Cassius Way will give the main address.

Assisting Mrs. Orrin Webber in planning for the group's stay in Rochester are Mrs. E. G. Thompson, Mrs. Walter C. Buck and Mrs. Clarence W. Webber.

Ride 'Em Cowboy



Bronc Busters Converge On City For Rodeo

The traditional wild west, with a colorful history that is a part of every American, once again moves in on New York's Western Frontier when the bronc busting, rope twirling, lads and lassies stage their fifth annual rodeo at Rochester's Edgerton Park starting on Monday and continuing throughout the week. The Lalla Rookh Grotto, sponsor of this annual wild west treat, uses this means to raise funds for its regular charitable and organization works.

Six nightly and two afternoon performances, each calling for 23 events which include bronco busting, calf rop-

City Merchants Offer Outstanding Buys For Super Saving Days

It has always been an axiom of retailers everywhere that in mid-July customers look for bargains. It is the time for clearances of summer merchandise and the introduction of new fall lines.

But this year in Rochester, merchants have really "gone the limit" to offer the greatest array of values assembled in years. This they have done to celebrate Super-Saving Days which begin today and continue through Saturday night.

Listed in the advertisements in this issue of the Rochester Sun readers will find, what we believe to be the greatest summer bargain festival of all time. Every line of merchandise is represented, every type of store is inviting you to join in the throng and reap the savings now available.

The best part of it is, not only are summer items advertised at rock-bottom prices but almost every other line is included. Refrigerators, radios, furniture, curtains, tires — in fact — everything you could need or want to make the summer a pleasant one, as well as the fall and winter, is advertised today at the season's lowest price.

Many merchants offer budget terms to aid you in stocking up now, even though you don't have the ready cash to buy all the things you'd like. Others have made "cash the king" and offer low prices to make it possible for you to buy more without spending more.

So important are the values offered for Super-Saving Days that the Sun is being delivered into 92,000 able-to-buy homes in the Rochester and Western New York area. This is possible through the cooperation of Rochester merchants in making the wide array of values available to the thousands of shoppers residing in the areas near the city.

LAWN FESTIVAL
A lawn festival on the grounds of the First Church of Christ Disciples in Amherst St., will be held today beginning with a five-cent supper at 5 p. m. and continuing through the evening.

Thousands of Rochester families read the Sun each week as an economical guide to better shopping. Acquire the habit—shop through the Sun.

Townsend Club To Hear Report
Continuing their reports of the national Townsend convention, delegates will have charge of the meeting of the Townsend Club No. 2 to be held next Monday evening at 38 State St.

The entertainment program which follows the business session will feature tap dance numbers. Refreshments will be served. The public is invited.

In More Ways Than One It Pays To Read The Sun

More than 500 dollars in cash has been distributed by the Rochester Sun to its readers during the past year.

It was just one year ago that "Buck Hunter's" began their watch for dollar bills in the Sun's columns. Each week since, the Rochester Sun has published the names and addresses of five Rochesterians in small type between the ads. To each of those whose names have so appeared has gone a dollar bill. So as to make the hunt open to everybody and give each the same opportunity of collecting a dollar, the names have been chosen at random from the city directory.

During the Christmas season Dollar Bill spread cheer to Sun readers in the form of dollar bills which he passed out to shoppers on the streets and in the stores. He was closely followed by Miss Sunny Silver who engineered a regular silver shower. Sponsored by the Rochester Sun, Miss Silver and her corps of assistants mailed dollar bills to more than a hundred Sun readers.

So you see, it pays to read the Sun in more ways than one. Not only do you get news of the finest values offered by Rochester stores, but you may collect hard cold cash. Watch for your name between the ads today and every Thursday. When your name appears come to the Sun office, 420 Burke Bldg., and collect your dollar.

at McFARLIN'S

A Sun-Reader Special!



Men's Sport Shirts

CERTIFIED \$2 AND \$2.50 VALUES!
ALL PRE-SHRUNK AND COLOR-FAST! **\$1.59**

LADIES! Point out this ad to the men-folks, for here is a value that's sure to interest them! Over 700 new, this-season's sport shirts in a special McFarlin sale for Rochester Sun readers! The wanted in-or-outer style as illustrated in 1940's favorite colors and weaves Almost a \$1 saving on some of the shirts, so hurry in while quantities last!

McFarlin Clothing Co.

195 MAIN STREET EAST "WHERE THE GOOD CLOTHES COME FROM"

1/2 Price!



Reg. \$39.50
\$19.75

Eclipse Sanitized MATTRESS

The finest innerspring mattress you can buy. Save 50%! The Eclipse factory is closing out all of their imported Belgian damask tickings. We ordered 500 and we pass on the savings to you. Don't wait! Come in at once, or phone Lauer's, Main 3268, or mail in your order. Pay \$1 weekly. Full or twin size. Box spring to match, same price.

STORE OPEN THURSDAY AND FRIDAY NIGHT

Lauer's
50 STATE STREET

LOBEL'S Announces Its Annual



With Standout Reductions In All Departments

Because virtually all of our summer weather is still ahead of us, these timely markdowns... in line with our traditional store program... assume added importance this year. Shop the entire store for dozens of other equally impressive savings.

MISSY and JUNIOR MISS
DRESSES
\$1.74
Ordinarily Would Be \$2.98

Attractive, new Summer styles for every purpose... So well cut and tailored you'd hardly believe they were tubbale. Now, ONE THIRD LOWER than regular price. More than 50 styles to choose from.

- Spun Fabrics
- Print Organdies
- Crepes
- Solids
- Prints
- Sharkskin

All Summer **SHOES REDUCED**
Including White Oxfords, Straps and Sandals at substantial mark-downs.

LOBEL'S YOUTH CENTER

114 EAST MAIN ST.
Open All Day Saturday for Your Convenience



Entire Summer Assortments Now Reduced Up to 25%
PLAY TOGS
BEACH WEAR
BOYS WASH SUITS
SUN SUITS
SHORTS, ETC.

at Weeds "Rochester's Most Interesting Store"

SALE! Usually \$20! 7-Piece Fireplace Ensemble

A GRAND BARGAIN . . . \$10⁵⁰ Complete

Here's one of the hit savings of the season! Imagine . . . a complete, 7-piece black-and-brass trimmed ensemble for a mere \$10.50! The 30" high screen keeps sparks from flying. This—plus andirons, and tool set with poker shovel and brush make up the set.

FREE CITY DELIVERIES
MAIN 7900—15 EXCHANGE
FREE PARKING

Mrs. Nora Laidlaw, 455 Magonia St.

Recreation Aides Receive Swim Certificates

Sixteen recently appointed recreation leaders of the Board of Education and WPA Recreation Program have just received intermediate swimming certificates, making them eligible for swimmers and life guard tests at the Rochester Natatorium.

Under Captain Elmer Siebert, the 13 young men and three girls have trained for ten weeks to qualify for the awards. The Natatorium captain was aided by Joseph Reiners and Chris Constanza of the Board and Donald Doell, Lou Georgione, Jack Heveron and George Klos of the Natatorium life guard staff.

The new leaders participated in the "Learn To Swim and Save a Life" campaigns conducted by the Board-WPA officials in order that all recreation and health directors might be capable of teaching water safety to those enrolled in the summer play area program.

Business Women's Club Plans Breakfast

Arrangements for a breakfast to be served to members of the Rochester Business and Professional Women's Club next Sunday morning at Webster Park have been completed, according to Miss Marlam L. Clayson, committee chairman.

Assisting Miss Clayson are Miss Alma J. Rowley, Miss Mildred C. Gentner, Miss Evelyn A. Urtel, Miss Nora C. Finucane, Miss Flora C. Haack, Miss Louise Houghton, Miss Emma L. King, Mrs. Mabel B. Eberwein, Miss Cora M. Caudle, Miss Mabel M. Caudle, Mrs. Pauline Mentall, Miss Charlotte Watson, Miss Edith A. Talbot, Miss Annie D. Bland, Miss Agnes Flynn, Mrs. Elizabeth Leonardo, and Miss Florence M. Kreckel.

G. E. Appoints Local Distributor

Announcement has been made of the appointment of the Kemp Equipment Co., 331 Main St. W. as distributors for General Electric Co. heating and air conditioning divisions in this area.

It is said that the Kemp organization will take charge of all sales and also the servicing of the more than 500 General Electric furnaces already installed in Rochester.

Parish To Hold Festival On Church Grounds

The 26th Annual Lawn Festival of St. Andrew's Church on Portland Ave. will be held this week, starting tonight.

There will be special features each night and a plentiful variety of concessions and amusements—which attract friends

Hundreds Are Enjoying Our New Check Service!

Why Don't You?

Pay-As-You-Go CHECKS

ONLY **5c** PER CHECK

Drawn Or Item Deposited

Pay-As-You-Go Checks, designed for individual and joint accounts, save time, steps and transportation costs. Any amount opens an account and no minimum balance is required as in regular checking service. Cancelled checks serve as legal receipts. You can mail to your depository once you have opened an account.

FREE PARKING AT 101 EXCHANGE ST.

GENESEE VALLEY TRUST COMPANY

Exchange and Broad
THE BANK OF PERSONAL SERVICE
Member of F.D.I.C.

★ at SMALLS

AIR COOLED OPTICAL DEPT.



What Kind of a Vacation Are Your Eyes Getting This Summer?

Sun, sea, lakes and the open road—all are hard on the eyes. Why not let your eyes join you in a thorough enjoyment of your trip by taking along a pair of Bausch and Lomb Glare-Proof glasses ground to your individual prescription?

Buy BETTER VISION on SMALLS WEEKLY or MONTHLY PAYMENTS

DAN ALBERT, REGISTERED OPTOMETRIST, IN CHARGE.

★ at SMALLS

ENJOY YOUR VACATION WITH A NEW ZENITH PORTABLE RADIO



Plays in your car, train, plane—or anywhere.

1941 ZENITH UNIVERSAL PORTABLE RADIO WITH THE EXCLUSIVE WAVEMAGNET

The Patented Secret of Superior Performance U. S. Pat. No. 2,164,251

AC-DC Electric or Battery
And Pay SMALLS Easy Way—

75c DOWN 75c A WEEK

Smalls
28 MAIN STREET EAST

of St. Andrew's from far and near. The Rev. George W. Eckl, pastor and director, has announced Royal Muttter, as chairman, and Henry Schlueter as vice chairman.

Going on Vacation? TAKE WITH YOU...

...the assurance of good eyesight! BAUSCH Optical Service with its 87 years of experience can give you just such assurance! The BAUSCH Optical Service is complete: including examining, prescribing, lens grinding, frame fitting, and eyeglass adjustment.

Closed Saturdays at 1 P. M. during July and August
Charge Accounts for Convenience

E. E. BAUSCH & SON CO.
6 MAIN ST. E. CARL R. BAUSCH, Optometrist 61 EAST AVE.

FORMERLY OF HOWE & ROGERS—NOW Window Fashions, Inc.

CLEARANCE SALE

Curtains, Draperies, Spreads, Shades, Awnings, Lamps, Pictures and Pillows.

NEW CURTAINS
Formerly 1.00 now 79c pr.
Formerly 1.98 now 1.49 pr.
Formerly 2.50 now 1.79 pr.

COTTAGE SETS
Formerly 1.00 now 79c pr.
Formerly 1.89 now 1.39 pr.

BATH CURTAINS
Formerly 1.50 now 98c pr.
Formerly 2.98 now 2.98 ea.

Sun & Tub Fast Draperies & Spreads
In 3 beautiful colors Draperies are 2 1/2 yds. long and spreads are full size colors Blue, Turquoise, Cedar, Rose and Burgundy.

Draperies formerly 3.75 now 2.98 pr.
Bedspreads formerly 3.98 now 2.98 ea.

AWNINGS
In 1 tone green and white sizes 36" 38" and 44" formerly priced up to 1.58 reduced to 98c.

Entire Stock of Lamps and Pictures Reduced 20%
Miss Luella M. Sweeney, 7 Menlo Pl.

Announcing . . . the KEMP EQUIPMENT CO.

as the Rochester Headquarters for GENERAL ELECTRIC

HEATING and AIR CONDITIONING

Whatever your problem . . . to heat your home, store or office in winter, to cool it in summer—G-E has the answer.

DO YOU WANT WARM AIR HEAT PLUS WINTER AIR CONDITIONING?

G-E Winter Air Conditioner (oil or gas) circulates conditioned warm air in winter—filters free of dust, humidified for greater comfort, better health. Summer Cooling can be added.

DO YOU WANT RADIATOR HEAT PLUS YEAR 'ROUND HOT WATER?

G-E Furnace—oil or gas—(for steam, hot water, or vapor) gives you the most economical, trouble-free heat. Winter and summer, it furnishes abundant hot water—automatically, at low cost.

FOR A COOL HOUSE THIS SUMMER

G-E Air Conditioning offers you compact units for cooling a single room, store, office or house. New Room Coolers are quiet, hard-to-beat—give you low cost controlled comfort.

WANT AN OIL BURNER TO FIT YOUR PRESENT SYSTEM?

G-E Oil Burner can be installed in your present furnace in as little as one day, whether you have radiator or warm air heat. Quiet, odorless, low in cost.

GENERAL ELECTRIC HEATING & AIR CONDITIONING UNITS Are Priced from **\$268**

No Down Payment, \$1.00 A Month
FREE Heating Survey and Information No Obligation

KEMP EQUIPMENT CO.
Call MAIN 1786
331 WEST MAIN ST.

The Rochester Sun

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Remnant SALE!

OUR ONCE-A-YEAR EVENT

LINENS
HOMESPUNS
CRASHES
DUSTITES
RUFF TEX

15c
To 25c Per Yard

LENGTHS 1 to 5 YARDS

Water Proof Awning Cloth 19c	Sun Fast Chintz Quantities Limited 15c
Colored, Striped Curtain Net 9c	Fast Colors Linenized CRASH 33c

MILL END SHOP
71 Clinton Ave. So.
Opposite J.E. Thompson Co.

Enjoy the whiskey that's light as a feather

Sensible summer drinking calls for a lighter whiskey—and here's one that's light as a feather, with all its fine flavor retained! For Three Feathers is "CLARE-FINED—flavor-protected!"

THREE FEATHERS
90 Proof, Blended Whiskey, 77 1/2 grain neutral spirits. Oldenry Distillers Corporation, N.Y.
Wh. U. S. Pat. No. 2,164,251

Hot Water for Beauty and Charm

As first and most effective aid to beauty and charm have piping hot water always on tap.

You can rent an Automatic Gas Water Heater for only \$1.00 a month plus cost of gas used. No obligation to buy. Ask for details today.

Rochester Gas & Electric Corporation
89 East Avenue Main 7070

It Might Be 100 In The Shade...It May Rain Cats and Dogs...But— COME TO LAUER'S MIDYEAR CLEARANCE SALE OF FURNITURE AND RUGS

It's The Greatest Money Saving Event Of It's Kind Staged Anywhere! From Near and Far Those Who Attend This Hot-Month Sale Will Save! People Who Know, Save...There's A Reason!

DRAPERIES-CURTAINS-BEDSPREADS

* Cottage sets, 6 Pieces	1.39	.79
Bath towels, Extra heavy, 25"x50", all colors	1.50	.89
* Tailored Madras Curtains, Ivory, ecru, rose, azure	2.39	1.29
* Homespun draperies, Assorted pairs and one-only's	4.95	1.98
* Quaker Lace curtains	4.98	1.98
* Boudoir chair covers Floral patterns and plain fabrics	3.98	1.98
* Damask draperies, Samples and odd lots, All colors	15.98	8.39
* Satin and lace bedspreads	39.95	19.00

LIVING ROOM SUITES AND SOFAS

* Valentine-Seaver kidney shape sofa	115.00	57.00
* Jamestown Lounge Tuxedo sofa	150.00	60.00
* Jamestown Lounge sofa	198.00	69.00
Blue tapestry sofa and chair, 2-Pcs.	115.00	69.00
* Valentine-Seaver knuckle arm London club sofa	139.00	69.00
Georgian sofa, Wine mohair	139.00	75.00
Wine honeycomb sofa and chair, 2 Pcs.	139.00	89.00
* Valentine-Seaver knuckle arm sofa and chair, 2 Pcs.	189.00	96.00
* 18th Century Grand Rapids sofa and 2 pillows, Exquisite imported linen frieze	289.00	137.00
* Grand Rapids Adams sofa	298.00	139.00
Jamestown Lounge extra large modern sofa and chair, Blue honeycomb, 2 Pcs.	279.00	149.00
* Decorative modern wine, blue and gold kid mohair sofa and 2 chairs, 3 Pcs.	298.00	149.00
Karpen sofa and chair, Kid mohair	298.00	179.00

OCCASIONAL AND LOUNGE CHAIRS

Blue striped heavy tapestry occasional chair	22.00	14.75
Barrel chair, beautiful damask upholstery	19.75	14.75
Lounge chair and ottoman	39.50	26.00
* Wing chair, extra large, tapestry covering	49.00	26.50
* English Lounge chair, Button back, knuckle arm	44.50	27.50
* Jamestown Lounge barrel chair	39.50	29.50
* Jamestown Lounge wine brocatelle wing chair	110.00	40.00
* Jamestown Lounge imported linen frieze lounge chair	125.00	59.00

RUGS AND BROADLOOMS

* Stair carpet, Fine Wilton 27" width, Per Yd.	4.50	2.65
Two-tone and Oriental pattern Broadloom, Sq. Yd.	3.95	2.95
* Scatter rugs, 27"x54", Wilton, velvets, Oriental patterns	4.95 to 15.00	2.95
Broadloom, All colors, plain and figured, Sq. Yd.	5.50	3.95
Vibre porch rugs, Extra heavy, 6'x9'	10.50	7.50
* 6'x9' reversible wool rugs, Assorted colors	23.50	9.95
* 9x12 oriental pattern Axminster carpet	39.00	29.85
* 9x12 early American hooked pattern	59.50	39.75
* 9x12 Lastic Persian carpet	69.85	47.50

All Starred (★) Items Certified To Be Less Than Actual Original Manufacturer's Cost—To Be Sold Quickly For Immediate Clearance
FIRST COME - FIRST CHOICE

This is no ordinary sale, so come prepared to buy! Goods at less than manufacturer's cost finds plenty of takers. Lauer's only have one complete clearance a year, and this is it. This big store does not stand still long enough to let grass grow under its feet. When we have goods we want to sell fast we don't hesitate. A clearance of this kind can't come often. Tonight, tomorrow, tomorrow night, and Saturday morning is the time. Don't miss it!

DINING ROOM

Chippendale dinette table, buffet, 4 chairs, 6 pcs.	\$ 84.00	69.00
* Jamestown Lounge modern oak buffet, table, 4 chairs, 6 Pcs.	135.00	69.00
Modern waterfall walnut buffet, china, table, 6 chairs, 9 pcs.	119.00	98.00
Modern wal. dinette; table, buffet, china and 4 chairs, 9 Pcs.	98.00	89.00
* 18th Century mahogany buffet, china cabinet, table, 6 chairs, 9 pcs.	235.00	119.00
* Dutch Colonial tulip wood buffet, china cabinet, refectory table, 4 chairs, mirror and hanging shelf, 9 pcs.	189.00	98.00
Massive English walnut table, buffet, china cabinet, 6 chairs, 9 Pcs.	198.00	149.00
Drexel all mahogany Sheraton buffet, china cabinet, table, 6 chairs, 9 Pcs.	398.00	289.00
* Grand Rapids mah. table, buffet, china, 6 chairs, 9 Pcs.	498.00	298.00

BREAKFAST SETS

Chromium breakfast set, Porcelain top table, 4 leather covered chairs, 5 Pcs.	29.75	18.50
Solid maple extension leaf table, 4 chairs, 5 Pcs.	34.50	29.75
* Swedish modern wheatstraw finish ext. table, 4 chairs	46.00	29.75
Porcelain top extension leaf chromium table, 4 chromium chairs, 5 Pcs.	39.75	24.50

MAPLE FURNITURE

Barrell chair, Beautiful floral upholstery	32.50	24.50
Platform rocker Solid maple	37.50	24.50
Bedroom suite, Bed, chest, dresser and mirror	59.00	44.75
* Consider H. Willett solid Northern maple davenport and chair	115.00	58.00

SUMMER FURNITURE

Deck chair; 3-position folding chair; foot rest; canopy	2.49	1.69
Tubular steel, all metal chair or rocker	3.49	2.93
Umbrella set; metal table, 4 folding chairs, heavy canvas umbrella	24.75	13.75
Glider; 8 cushions, coil spring base, adjustable back	24.75	19.75

BEDROOM SUITES, ETC.

* 18th Century mah. vanity, chest on chest, bed, 3 Pcs.	\$ 89.00	49.00
Modern wal. waterfall bed, chest and dresser, 3 Pcs.	89.00	59.00
* Swedish Modern blonde mah. bed, chest, dresser, 3 Pcs.	129.00	69.00
Hepplewhite mah. bed, chest, dresser or vanity, 3 Pcs.	109.00	69.00
Modern walnut bed, chest, dresser or vanity, 3 Pcs.	110.00	79.00
Modern wal. 2 twin beds, chest and vanity, 4 Pcs.	135.00	98.00
Blonde modern Honduras mah. bed, chest, dresser	189.00	129.00
* Solid mah. bed, chest, dresser and vanity; 4 pcs.	235.00	129.00
* Consider H. Willett solid American wal; 2 twin beds, dresser, vanity, chest on chest; 5 pcs.	215.00	149.00
Modern planked wal. bed, chestrobe, dresser, vanity and bench; 5 Pcs.	289.00	198.00
* Crotch mah. Saginaw bed, chest, dresser, vanity, nite stand and chair, 6 Pcs.	575.00	298.00
* Walnut 18th Century vanity	42.00	26.00
* Mahogany 7 drawer vanity	42.00	29.50
* Modern burled walnut dresser	75.00	39.00

BEDS and BEDDING

Simmons Windsor metal bed, All Sizes	7.95	4.95
Folding cot and pad	8.95	4.95
* Modern metal enameled panel bed, 3'3" and 4'6" sizes	22.00	6.95
Maple poster bed, Full size	9.95	6.95
* Consider H. Willett solid maple poster bed, Full size	24.00	11.95
Folding roll-away cot and mattress	15.95	9.95
Innerspring mattress, Rolled edge	14.75	9.00
Innerspring mattress, Half-price sale	39.50	19.75

STUDIO COUCHES, ETC.

* Sleep Chair, Opens easily to full length bed	24.75	16.95
Eclipse extra wide, bed-high double innerspring mattress studio couch	48.00	29.75
Eclipse sofa bed, A flick of the finger opens it	39.50	29.75
* Simmons 18th Century sofa bed	115.00	58.50

OCCASIONAL TABLES

* Modern V-matched walnut veneer end table	9.75	4.95
Modern walnut glass top coffee table	10.50	7.95
18th Century mahogany end table	14.75	8.95
Mahogany finish drop leaf gateleg table	16.95	10.00
Walnut drum table	4.95	3.50
* Satinwood commode	26.50	14.95
* Carved mahogany cocktail table	32.00	19.75
Mahogany tier table	26.50	19.75
French inlaid satinwood coffee table	34.00	23.75
18th Century mahogany console table and mirror	39.50	27.50
* Leather top Museum finish crotch mahogany drum table	57.00	32.00

OPEN THURSDAY AND FRIDAY NIGHTS

WE DELIVER
OUR OWN TRUCK

All Prices Quoted Are Cash...Budget Terms At Slightly Additional Charge

NO CHARGE FOR
DELIVERY SERVICE

LAUER'S 50 STATE ST.

My Neighbor Says:

In making filling for lemon pie or for cake add hot mixture to cold and wet to dry to avoid lumping.

Mustard and baking powder settle in cans and should be stirred lightly before using.

The color of egg shells in no way affects the quality. White and brown eggs are of equal taste and nutritive value. A pale yolk is as nutritious as a darker one.

A good cough medicine is made by adding 2 ounces of glycerine and the juice of one lemon to 4 ounces of pure honey. Give in doses of one to two teaspoonsful.

If your name and address is listed between the ads, call at the Sun office, 420 Burke Bldg. for a dollar bill.

Across The Bridge Table

by ASA SPADES

Bidding is mental play and each bid must be played as though the dummy were down.

On today's hand, South hesitated at first and thought of opening with a three bid but after a little consideration she decided to bid one club, being fearful of shutting out her partner. (The hand was played in a rubber game with neither side vulnerable).

S K
H 7 6 2
D A K 10 9 8
C A 9 7 6
S A 7 6
H K J 8 5
D Q J 6 2
C J 8

West has an interesting hand but holds no five-card suit and enough honor tricks to make a takeout double, so passes on the first round of bidding. North has a raise in clubs but prefers to show her diamond suit. East has only one-half honor trick but bids a spade hoping partner will have a spade fit.

South now jumps the club suit to show partner their length and hopin for a three trump response. West has a raise for her partner and nice defensive cards, so bids three spades. North cannot bid no trump, havin no stoppers in spade, so brings her partner to game in clubs.

West's opening lead was the ace of spades, the top of her partner's bid. But she is in a quandary as to her next lead. She does not want to lead from her tenace position in hearts and a diamond lead would help to establish the suit on the board, so she leads the eight of clubs. A trump is always a good lead when the opponents have bid the suit so strongly. Low club is played from dummy. East discards a spade and declarer wins the trick with the ten.

South plays another club to exhaust West's trumps and wins with the ace in dummy. The ace and the king of diamonds are played from the board and each hand follows. A small diamond is then played and trumped by declarer. South leads a spade and trumps it in dummy. The deuce of hearts is then played from the board and declarer finesses the queen, which is won by West's king. West leads the queen of diamonds, which is ruffed by declarer, and South claims the remaining tricks, making five clubs doubled.

CARD PARTY
Members of the Clara Barton Tent will sponsor a card party Friday evening, July 26, in the club rooms at 11 Clinton Ave. N. Mrs. Ella Ayrault and Mrs. Anna Hoyt head the arrangements committee.

Sale! *Cool, White*



NURSES' OXFORDS

Can you imagine better SUMMER N E W S than LEATHER SOLE, comfortable, white canvas oxfords, that you can wear on most any occasion, for less than you pay for a good pair of house slippers?

• SALES LADIES
• BEAUTICIANS
• WAITRESSES
• HOUSEWIVES
• TEACHERS

\$1.00 Reg. \$1.98

SIZES 3 to 9

BEACH SANDALS

1 PRICE

2 Sale! Reg. \$1.00



They were tremendous at \$1.00. A special buy makes it possible for us to bring you this timely item at almost half. Woven in attractive multi-color patterns. Cork soles. Size 4 to 9.

59c

SIZES 4-9

DOROTHY MAY SHOP

68 EAST MAIN STREET

Just 2 More Days of LIKLY'S 96th Anniversary SALE

PRICES CUT TO

1/2

to close out

dozens of wanted, standard items of Luggage, Leather Goods, Gift Items, Handbags, etc.

SEE TABLE OF 1/2 PRICE NOVELTY ITEMS ON MAIN FLOOR

LIKLY'S 271 Main St. E. Mail and Phone Orders Free N. Y. State Deliveries

1200 PAIRS in a LUCKY

Purchase And **Timely SALE**



WHITE SHOES

2.77 pair

ALL SHOES X-RAY FITTED!

A special purchase that's just plain luck! One of our most important manufacturers called us long distance. Could we use 1,200 more pairs of shoes at a very low price? We jumped at the chance. Wait until you see them . . . You'll be as enthused as we are!

All Sizes in the Group to Choose From:

Spectators — White Pumps
Elasticized Pumps — Sandals

Shoe Shop - **Edwards** Third Floor

Ω! ΔΕΝ ΥΠΑΡΧΕΙ ΚΑΛΥΤΕΡΟΝ
OH! THERE'S NO BETTER

ΠΟΤΟΝ ΑΠΟ ΤΟ GIN FIZZ
DRINK THAN A GIN FIZZ

ΚΑΜΩΜΕΝΟ ΑΠΟ
MADE WITH

GILBEY'S GIN
GILBEY'S GIN

AX, GAYMA
AHI MIRACLE



Yes, and for generations past they've been calling Gilbey's a miracle not only in Greek but in nearly every other language on earth! You see, long, long ago, men discovered that Gilbey's had a richer, fuller, smoother taste . . . and for close to a century now, Gilbey's has ranked as one of the world's favorites! Insist on having that international taste in your drinks!

THE INTERNATIONAL GIN DISTILLED BY GILBEY IN THE UNITED STATES AS WELL AS IN ENGLAND, AUSTRALIA, CANADA National Distillers Products Corporation, New York City—96 Proof—made from 100% grain neutral spirits

KENNEDY-CLARK, Inc.
22 South Avenue

A Great Event Doubly Important This Year!

OLD STOVE Round Up SALE

Regardless of present worth — we will allow you \$35.10 for your old stove toward this new Gas Range.

NEW 1940 DIVIDED TOP TAPPAN With Trigger Compartment Doors

—AND—
A Set of "REVERE"
Copper Clad Stainless Steel COOKING UTENSILS ALL FOR **\$89.75**



TAPPAN RANGE—Regularly \$109.75
COOKING UTENSILS—Retail Value 15.10
\$124.85
ALLOWANCE For Your Old Stove 35.10
Special "ROUND-UP" OFFER \$ 89.75

No Down Payment
PAY ONLY
\$3 A MONTH

"REVERE" Set As Illustrated Includes —
• Double Boiler • 9-Inch Skillet with double lip
• Sauce Pan • French Fryer Basket

See These Tappan Features
• 4 lock-type Simmer-set Valves
• Chrome finish Vitamin Saver burners
• Heat control and insulated oven
• Smokeless Broiler
• Opal Glass Electric light
• Full Drop Top Covers
• Warming and Storage Compartments

KENNEDY-CLARK, Inc.
Stoves - Refrigerators - Radios
Established 57 Years
Cleaners - Washing Machines
22 South Avenue — Ne. Main St.

ANY TIME - ANY PLACE

Bank by Mail

WITH ROCHESTER TRUST

No matter where you live or work, Rochester Trust is as near to you as your nearest mail box.

For years past, many people throughout the Rochester section have found Banking-by-Mail the most convenient way to open and maintain both Checking and Special Interest Accounts with this institution.

Banking-by-Mail eliminates distance, makes you independent of regular banking hours, saves time and effort. Write or telephone for full particulars—or better yet, mail your deposit today.

Please endorse all checks, drafts or money orders "Pay to the order of the Rochester Trust and Safe Deposit Company." Currency should be sent by registered mail.

Rochester's FIRST TRUST COMPANY
Founded 1888
ROCHESTER TRUST and Safe Deposit COMPANY
Main Street West and Exchange
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



Clearance! You called them Big Value at 1.00!

Wash Frocks

Thur., Fri. and Saturday

59c

from our regular 1.00 dresses!

We've had them a little over our short stock time-limit—so out they go! Almost every one a fine 80-square percale and sheers. Lots of light and dark prints! Cute collars, generous skirts! Tucks, color trims, buttons.

If you're the wise woman we think you are, you'll be here when we open our doors—taking first choice!




Sizes 12 to 20, 38 to 44, some 52's

W. T. GRANT CO. MAIN ST., E. AT EAST AVE. KNOWN FOR VALUES

3 BIG BARGAIN DAYS In Edwards Basement Store!

Last 2 Days to Share in this Value-Packed Event! SHOP and SAVE!

A Sale You'll Never Forget!
3000 Pairs Full Fashioned
SILK STOCKINGS

Selected Irregulars

Edwards
Bargain
Price

39¢
pr.

Here it is! A super-stupendous sale of ringless silk stockings to sell at the almost unbelievable price of 39¢! Sheer three and four thread chiffons with lisle garter tops for extra strength and stretch tops for extra give... seven thread service weights for durability and hard wear. Hurry in!

Sizes 8½ to 10½

On Sale in
Edwards Bargain Store

Open An
Edwards
New
90-Day
Charge Account

NO
DOWN
PAYMENT

NO
INTEREST
TO
PAY



The Style Hit of the Season!

REG. \$1.98 Spun Rayon
"Summer Belle"

Guaranteed Washable!

\$1.19
Sizes
14 to 50

with SNOW WHITE EMBROIDERED
Organdy Cuffs and Pocket-Kerchief
Simulated Patent Belt

Dresses you'll slip into the minute you get them home... and wear the rest of the summer. Cool, Crown Tested Spun Rayon you can depend on to launder easily. Buttons down the front... open flat for ironing.



(A) Polka Dot Navy, Copen or Cherry, Sizes 14 to 50.
(B) Striped, Blue, Dusty Rose or Aqua predominating, Sizes 14 to 50.



Mail & Phone Numbers Filled Within 1 Week

EDWARDS—Please send me the following "Summer Belle" Spun Rayon Dresses at \$1.19

Quantity	Style	Size	1st Choice	2nd Choice

Name
Address
City State

HERE'S VALUE! FRENCH CREPE
GOWNS and SLIPS

Edwards
Bargain
Price

99¢
EA

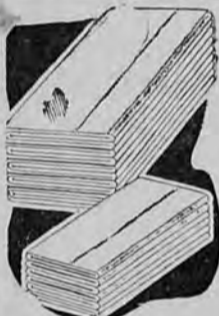
Regular
1.39
Values

An irresistible selection of beautiful multifilament rayon crepe gowns and slips. Exquisitely trimmed with matching eyelet embroidery. Bias cut with molded bodices. Tearose and white. Slip sizes 32 to 40, gown sizes 16 and 17.

RAYON TWO BAR
TRICOT UNDIES... **29¢**

Sizes 6 to 8 in the runproof tricot undies. Tearose and white.

EDWARDS Bargain Basement



Crisp White
81" x 108"
SHEETS

Edwards Bargain Price

79¢

Ideal for cottage or regular use. A 64x64 square sheet. Easy to launder. Slightly imperfect.



Figured
COTTAGE
SETS

Edwards Bargain Price

59¢

White ground with black, green or red figure. Ruffled tops. Tailored sashes.

EDWARDS Basement

BIG SALE FOR MEN!

Sanforized Shrunk
WASH SLACKS

Edwards Bargain Price

97¢

A handsome selection of all woven fabrics in stripes, checks, plain colors, white duck and grey covert. Pleated and plain fronts. Sizes 29 to 50.

POLO
SHIRTS... **47¢**

Cut in
Button down or knit polo shirts.
Short sleeve crew neck styles.
large. Small, medium,
EDWARDS Basement



Women's Black or White
KID SHOES

Edwards Bargain Price

1.99

These are the famous "Magic Arch" shoes that are causing such a sensation among women who like smart style and greater comfort. Scientifically proportioned, snug fitting heels... built-up arches... exclusive metatarsal feature... flexible soles, cushioned rubber heels, all sizes and widths, pumps, ties and oxfords.



EDWARDS Bargain Basement

Misses and Women's Glorious
SUMMER DRESSES

Edwards
Bargain
Price

2 for \$5

- Jackets
- Boleros
- Coat Models
- 1-Pc. Styles
- Shirt Waists

Come in tomorrow and make your selection from the finest group of summer dresses we've had this season! Sheer print bemburges, crisp pastel spun rayons, fine chiffons in every style imaginable! Size 12 to 20, 38 to 44 and 46 to 52.



- Light and Dark Ground Prints
- Monotones
- Polka Dots
- Checks
- Pastels

EDWARDS Bargain Basement

Ring on Rugs
Whenever using a mop pail be sure to place it upon a carpet mat or a number of thicknesses of newspapers. If you don't a ring may form on your carpet or rug and such rings are hard to get out. When working near long curtains, pin the curtains up and out of any danger.

THE REAL TRUTH

Parents - If you think modern youth has lost all its ideals, here's a chance for you to learn the real truth. Read "To Take Love or Leave It" on page 28 of the TRUE STORY Magazine for August, now on sale at your nearest magazine dealer. (Adv.)

LINCOLN'S POLYFOTO PORTRAIT
Sitting FREE

48 PROOFS
To Choose From

To prove our claim that a polyfoto portrait is the most natural, life-like picture you have ever had we offer a free sitting which in no way obligates you to buy anything. Come in, let us show you how beautiful our portraits are made by the exclusive polyfoto process. You will be shown 48 proofs of your portrait. If you care to order, after you have seen the proofs, we can make a large 8 by 10 portrait for as little as \$1.00.

No Appointment Necessary But Bring This Ad With You

Save \$40!
NEW, ALL WHITE

EASY WASHER



REGULAR PRICE \$99.95

Sale Price
\$59.95

And Your Old Washer

- 8 Lb. Capacity
- All White Finish
- Giant Turbulator
- Eight Position Wringer
- Lifetime Gearcase
- E-Z Release Wringer
- 3 Zone Washing Action
- Automatic Roll Stop

FULLY GUARANTEED!

Limited Quantity at This Amazing Reliable Saving! Buy This Efficient Quality Washer. Enjoy Cleaner, Whiter Clothes...Faster Washing! Choose Yours Tomorrow!

ONLY \$1 WEEKLY!

OPEN EVERY FRIDAY NIGHT UNTIL 9 P.M.

The RELIABLE
80-84 STATE ST.
ROCHESTER



CUSTOMER APPRECIATION FOOD SALE



Serve Yourself To These Extra Value Food Savings For This Week-end!

A Hot Weather Favorite... Ideal For Sunday Dinner!
TENDER YOUNG FRESH-DRESSED PINK-BONED GENUINE-SPRING LAMB

YOUNG LAMB LEGS 23^c LB. BON'LESS SHOULDER ROAST

SHOULDER ROASTS of BEEF lb. 19^c

- Tas-T-Mix California Fruit
- COCKTAIL 2 cans 19^c**
- 46 Oz. Florida Gold, Blend or
- ORANGE JC. can 17^c**
- 46 Oz. Can Texas Unsweetened
- GR. FRUIT JC. can 17^c**
- Fine Chocolate Syrup
- HERSHEY'S 2 cans 19^c**
- Geisha Fine Quality
- CRAB MEAT can 21^c**
- 46 Oz. Can Dole Hawaiian
- PINEAPPLE JU. can 25^c**
- Sea Lebon Fine Texture Medium
- RED SALMON can 19^c**
- Giant Size Package Kellogg's
- CORN FLAKES pkg. 9^c**
- Sea Light, Rich Light Meat
- TUNA FISH 2 cans 25^c**
- Fresh Ritz or Skyflake
- CRACKERS pkg. 19^c**

Bakery Special!
Chocolate Fudge
LAYER CAKES 23^c ea.

Delicatessen Special!
Mild Flavored
SWISS CHEESE 29^c lb.

Fruit Special!
Large Round Striped
WATER MELONS 35^c ea.

America's Finest Butter FROM THE LAND O' LAKES



LAND O'LAKES BUTTER 31^c ROUND ROLL

WEGMANS FREE PARKING AT ALL STORES 7 BIG STORES

A NAME YOU CAN TRUST, **LIVADAS** . . . SAVES YOU
WINES & LIQUOR PURCHASES Plenty On Your

They Come From Every Section of the Town To This Famous Liquor Store

BECAUSE LIVADAS
• Has The Largest Stocks
• The Choicest Brands
• The Lowest Prices

ONE of the GREATEST WHISKEY VALUES EVER

featuring FOR THE FIRST TIME
"PRESIDENT DE LUXE" REGISTERED BRAND STRAIGHT BOURBON WHISKEY



100 Proof All 4 Years Old
\$1.99
Very Special! \$3 Value!

Here's an extraordinary price for a quality Bourbon. Full quarts, not fifths at this low price! The product of one of the country's great distillers. Well-rounded in bouquet. Hundreds of our customers will take this opportunity to stock up now and save!

One of Scotland's Finest
KING GEORGE IV Blended Scotch WHISKEY \$2.69 Fifth
A Rare Value 100% Scotch Whiskey. Distilled, Blended and Bottled in Scotland.
Compare! \$3.39 Value!

Our Very Best Seller
SANDY HOLLOW STRAIGHT RYE WHISKEY 90 Proof \$1.79 Full Quart
4 Years Old Compare! \$2.25 Value

CITY CLUB STRAIGHT BOURBON WHISKEY 4 Years Old \$1.59 Full Quart
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!

FAMOUS HOUSE BRANDY \$1.49 Fifth
Straight California Grape One of California's finest brandies at an exceptionally low price!
Compare! \$1.95 Value!

NO FINER QUALITY! LIVBRO GIN

100% Grain Neutral Alcohol
\$1.65 Full Quart 90 Proof

COMPARE! \$2.45 VALUE

No matter how particular you are, you are sure to like this gin...for its smooth and mellow, it's made from 100% grain spirits. Please don't judge it by its price...let your taste be the test. Try it—you'll realize instantly what a sensational value it is! Livadas assures the connoisseurs of quality gin that there is no finer at any price!



Our Famous LIVBRO Brand
RYE WHISKEY \$2.30 Full Quart 90 Proof



COMPARE! \$3.25 VALUE

A real bargain in fine whiskey. Please note it is a full quart—not a fifth. The straight whiskey in this fine product is 51% mellow 4-year old to give it a distinctive flavor, the remaining 49% is pure neutral spirits. We have sold thousands and thousands of bottles of this Rye because of its exceptionally fine quality and outstanding low price.

Imported Virgin Islands
RUM \$1.69 Fifth
86 PROOF An extraordinary fine quality rum for your cocktail arrangements.

TWO REAL BUYS IN IMPORTED FRENCH WINES

Latrille — Fortier-Picard
SAUTERNE 99^c Chablis \$1.25
Vintage of 1932 Large 24 ounce bottle. Lovers of fine wine will appreciate this fine value. Compare! — \$1.35 Value!
Vintage of 1929 Large 24 ounce bottle. One of our finest imported wines. Compare! — \$2.00 Value!

BALBOA WINES

Are of assured high quality of character that's distinguished by a magnificent flavor and rare bouquet. Blended by America's foremost Vintners from choice California Grapes.

SWEET DRY
Muscatel, Sherry Tokay, Port
Burgundy Zinfandel Claret Barbera Chianti Riesling Sauterne

FULL GALLON \$1.35
3 full quarts \$1.10

99^c G.L.O.N.

See Livadas... First For Other Leading Brands Not Advertised in Ad

LIVADAS

A NAME YOU CAN TRUST
183 MONROE AVE. FREE DELIVERY STONE 5549
N. Y. S. License

When laundering curtains of voile, scrim or any material which has to be ironed, if they are folded so the selvage ends

are together and ironed they will hang perfectly even and straight.

Prizes Offered At Church Bazaar

Valuable prizes will be awarded each evening at the annual Church bazaar sponsored by the St. Peter and Paul's parish which opens tonight on the school grounds in Brown St. The bazaar continues through Saturday.

Henry L. Jessorer, general chairman, has appointed chairmen for the various booths which will be located on the grounds. Among them are Allan Briznisky, George Barker, Carl Heuer, Stephen Gould, Vincent Peters and Francis Sullivan. Various organizations of the church will assist at the booths.

Sun Ad Sells Fifty Tons of Roofing

Another instance of the productivity of the Sun's advertising columns is the report, this week, from the Kemp Roofing Co., 331 Main St. W. of the sale of more than 50 tons of roofing as advertised exclusively in the July 11 issue of the Rochester Sun.

John Kemp, head of the organization, advised those who have need of roofing materials to take advantage of the firm's present sale. He predicts higher prices in the fall.

CENTRAL TRUST COMPANY
LOW COST LOANS TO MEET YOUR EVERY FINANCIAL NEED

PERSONAL • AUTOMOBILE • REAL ESTATE • HOME IMPROVEMENT Loans

MAIN OFFICE 25 E. MAIN ST. * Main 1625 * BRIGHTON BRANCH 1806 EAST AVE.

SPECIAL!



ONLY For a Limited Time ... So Hurry!

4 BEAUTIFUL PHOTOS \$2
3—BIG 8x10 PHOTOS
1—IVORY TONE MINIATURE

Let Us Show YOU what a vast difference there is in photography. The artistic skill of our Mr. Leichter has photographed TIGU-SANDES to the entire satisfaction. His ability to catch the unusual expression—the natural "you" will be sure to please you. Let us show you with this unusual offer.

Copies reproduced at Special Rates during JULY.

Neisner's
5¢ to 10¢ Stores



YOUR 'TIME TO SUFFER'?

Take a hint from millions of women—remember it's time for **MIDOL**. Midol is a new formula developed for one purpose—to relieve the functional pain of menstruation. Millions of women who have learned about Midol now find they can face their trying days without dread, and live through them in active comfort.

Try Midol, to know how much relief and physical freedom you're missing without its help. Midol contains no opiates. One comforting ingredient is prescribed frequently by thousands of doctors. Another ingredient, exclusively in Midol, increases the relief by reducing spasmodic pain peculiar to the menstrual period.

If you have no organic disorder demanding surgical or medical treatment, Midol should help you. If it doesn't, consult your doctor. Five Midol tablets, enough for a convincing trial, only 20¢; 12 tablets for 40¢. All drugstores.

MIDOL
RELIEVES FUNCTIONAL PERIODIC PAIN

Soft Curls IN PERMANENT \$3.50
Specially Priced

Get a Dou-Art Oil permanent for the charm and youthfulness of soft curls!

Phone MAIN 8358
PAULINE'S
Beauty Shoppe
73 So. Clinton

A FULL WEEK'S VACATION FOR AS LITTLE AS \$40

2 persons in a room \$40
1 person in a room \$20

These rates from \$42

2 persons in a room \$50
1 person in a room \$25

Two days and nights \$72.50

2 persons in a room \$14
1 person in a room \$7

Rate includes: Large side twin-bed room, bath, three delicious meals daily, sun gear, hotel bus from station, special arrangements for children.

the Ambassador
ATLANTIC CITY
WILLIAM HAMILTON
Managing Director

INDIGESTION

may affect the Heart. Gas trapped in the stomach or gut may act like a hair-trigger on the heart. At the first sign of distress, chest pain and tension should be felt. Don't take any laxative. No laxative but one, of the fast-acting medicine known for acid indigestion. If the FIRST DOSE doesn't prove that you better, return bottle as is and receive DOUBLE MONEY BACK, 20¢.

Help Build up Relief from FEMALE FUNCTIONAL COMPLAINTS

Try Lydia E. Pinkham's Vegetable Compound to help relieve monthly pain, headaches, backache and ALSO calm irritable, restless nerves due to such functional disorders. Pinkham's Compound is simply marvelous to help build up resistance for weak, tired women. Try It!

Sibley, Lindsay & Curr Co.

WOODBURY Facial Soap

The 10c Size Contains Vitamin D **16 cakes for 78¢**

Pond's Facial TISSUES

for removing cold cream SOFTER for handkerchiefs

"MECCA" Bath Salts

The Big 5-pound Bag **3 for \$1**

Keep a box handy in the office, boudoir, bath. Easy to have, too, at this price.

2 boxes of 500's 33c

Amami Bath Crystals

The 25c Size **19c**

Delightfully perfumes. Soothes, refreshes, invigorates, makes water soft. Several odors.

Woodbury Face Powder

The \$1 Size **59c**

A discontinued package of famous Woodbury powder. Cream, flesh, radiant, rachel, rose, champagne, brunette.

Sibley, Lindsay & Curr Co. STONE 6500

Legs O' Lamb
KAUFMAN'S DELUXE TENDER SPRING
Inviting low price on the prime quality meats for which Sibley's is famous!
6½-Lbs. Ave. Wt. **25c** Lb.

Sibley's Whole or Shank Half **27c**
Flav-O-Rich HAM lb. **27c**
6-Lb. Average, Prime Steer Standing

RIB ROASTS lb. **29c**

Eight Delicious Varieties of
Beech-Nut SOUPS 2 for **27c**
Roasted and Packed in Rochester!
Beech-Nut COFFEE lb. 26c 2 lbs. **49c**
Ready to Serve, Brill's Prepared
Spaghetti SAUCE 2 cans **25c**
14-Oz. Can, Crosse & Blackwell
HERRING in Tomato Sauce 23c 2 cans **45c**
Educator CRAX lb. pkg. **15c**
2-Pound Pkg. 20-Mule Team
BORAX Powder **29c**
22-Ounce Pkg., 20-Mule Team
BORAX Chips **22c**
No. 2 Can, Winslow Tender Tips and Cuts
ASPARAGUS **21c**
10-Ounce Can, West Indies
LOBSTER Salad 33c 2 cans **65c**

SIBLEY'S HIGH SCORE CREAMERY
TUB BUTTER
2 LBS. **59c**

Phone Your Orders to Stone 6500—Grocery Order Board Opens at 8 A. M.

STONE 6500
Luscious Ripe **CANTALOUPE** **15c** each
Large Juicy Sunkist **LEMONS** **35c** doz.
Fancy Calif. Valencia **ORANGES** **3 doz. 69c**

LARGE, FLUFFY **ANGELFOOD CAKES** **35c**
Fresh-Baked Blueberry **MUFFINS**
Surprise the family!—Serve them for breakfast doz. **24c**

Sibley's Sliced, Smoked **BOILED HAM** **1/2 lb. 28c**
Chateau or Velveeta **CHEESE** **2 1/2-lb. pgs. 25c**
GROCERY, MAIN FLOOR

LARGEST CURTAIN SHOP IN ROCHESTER

Store-Wide Clearance CURTAINS
Bed Spreads and Draperies

Practically every curtain in our vast stock is remarkably reduced. Savings are up to 50% and more in many cases. Reductions are so great, it will pay you mightily to provide for future as well as present needs. These are our regular stocks of finest quality Curtains, along with Bed Spreads and Draperies. No special "sale" merchandise as generally advertised in sales.

Lace Net Curtains . . . 79c pr.
Several outstanding patterns in new weaves. Adjustable tops ready to hang. Usually sell for \$1.00. Be sure to see them!

Ruffled Curtains 89c pr.
Fine quality, cushion dot marquisette. 45-in. wide. . . wide enough to criss-cross if desired. Generally sold at \$1.29.

Tailored Curtains . . . 179 pr.
Washable Glo-Sheer all-rayon marquisettes tested by Better Fabrics Bureau. Approved by Lux Laboratories and guaranteed by Good Housekeeping. 43 in. wide, 2 yds. long. Excelling \$2.98 advertised values.

Cottage Sets 69c set
You will be amazed when you see the style and quality obtainable at a price so extraordinarily low. Well made throughout.

\$1.98 Floral Chintz Draperies
\$1.59 Draperies **\$1.59**
\$1.29 Others 20% Off

\$3.98 Chenille Bed Spreads
Full and Twin Sizes
You will appreciate the advantages of selecting from our assortments when you see the fine qualities and beautiful styling.
\$2.98
All Spreads 20% Or More Off

Pauls CURTAIN SHOP
76 Clinton South
Between Forman's and Weiss and Fisher's
PAUL E. LINDGREN, Owner

WEST END SAMPLE SHOES
191-193 GENESEE ST.
AT KIRKLAND RD.

Red Arrow Sale

Values To \$2.95

\$1.65 PAIR

Wedges
Saddle
Oxfords
White Shoes

2 PAIRS \$3.00

Open Evenings

WEBBER'S
TRY OUR SPECIAL
LUNCHEON . . . 50c

Ideal Location For
BANQUETS
BRIDGE PARTIES
Modernistic Grill
and Taproom

24 Bowling Alleys
Open All Year

ENTIRE BUILDING
AIR-COOLED

501 South Plymouth

Events Of The Week

THURSDAY, JULY 18

8th WARD LADIES AUXILIARY — Annual Picnic, 2100 Chili Ave.
10th WARD WOMEN'S REPUBLICAN CLUB — Picnic, Ontario Beach Park, Grounds 2
GATES WOMEN'S REPUBLICAN SOCIETY — Picnic, Churchville Park, 12:30 p. m.
N. Y. S. VETERINARY MEDICAL SOCIETY — Golden Jubilee Convention begins
ST. PETER AND PAUL'S PARISH — Annual Church Bazaar, School Grounds, Brown St.
ST. ANDREW'S CHURCH — Lawn House

FRIDAY, JULY 19

WOMEN'S GOLF ASSOC. — Breakfast, Mivalds Golf Club, 11 a. m.
N. Y. S. VETERINARY MEDICAL SOCIETY — 50th Annual Dinner, Hotel Seneca
ST. PETER AND PAUL'S PARISH — Annual Church Bazaar, School Grounds, Brown St.
LEGITIMATE STOCK CO. — Play, "Button Button", Gregory St. Playhouse

SATURDAY, JULY 20

UNITED COMMERCIAL TRAVELERS — Picnic, Genesee Valley Park
ST. PETER AND PAUL'S PARISH — Annual Church Bazaar, School Grounds, Brown St.
LEGITIMATE STOCK CO. — Play, "Button Button", Gregory St. Playhouse
SOAP BOX DERBY — Ellison Park Derby Downs, 1:30 p. m.
ST. ANDREW'S CHURCH — Lawn Festival, Church Grounds, Portland Ave.

SUNDAY, JULY 21

NORTH SIDE DEMOCRATIC CLUB — Annual Outing, Coaticus Park
HEMLOCK HORSE SHOW — Hemlock Fair Grounds
19th WARD G. O. P. CLUB — Annual Picnic, Dailly's Grove, 1100 Chili Ave.
BUSINESS AND PROFESSIONAL WOMEN'S CLUB — Breakfast, Webster Park

MONDAY, JULY 22

LALLA ROOHH GROTTO RODEO — Edgerton Park (continuous for one week)
AAU AND GOLDEN GLOVES CHAMPIONSHIP — Boxing Exhibition, Red Wing Stadium, 8:30 p. m.
TOWNSEND CLUB NO. 2 — Meeting, 38 State St.

POULTRY IS SEASONABLE—ALSO THE BEST BARGAINS FOR THE WEEK-END AT CLARK'S

Fresh Home Dressed Roasting **CHICKENS** Ave. 4 lb. **25c**
Frying Chickens — 3 lb. Average.
All Size—Broilers

Shop early as our supply will sell out quickly at this price.

BEEF ROAST, Cut From U. S. Inspected Young Steers, lb. **17c** | Milk Fatted FOWLS for fricassee or salads, lb. **16c**

CHICKEN BREASTS, lb. 45c
CHICKEN LEGS, lb. 33c
CHICKEN LIVERS, lb. 30c
CHICKEN NECKS, lb. 10c
CHICKEN WINGS, lb. 15c
CHICKEN GIBLETS, lb. 17c

WITH THIS COUPON
Best Grade **COOKED HAM** BONELESS Machine Sliced **31c**

CLARK'S MARKETS

FREE DELIVERY

824 Portland — Near Lux — Stone 471
906 No. Goodman — Near Bay—Cul. 4870

Mrs. Rhoda Stevens, 1427 Monroe Ave.

AT KOMINZ
Your Choice !!!

TIRE!
Scoop

GOODYEAR DeLuxe All Weather US ROYAL DeLuxe
GOODRICH Silver Town
FIRESTONE Champion

6:00 x 16'S

WILLARD TIRES — New Low Prices

6.00 x 14	4.95	5.50 x 17	4.90
8.25 x 18	4.85	4.75 x 19	4.35

These Sale Prices Include Your Old Tires

\$8.75 EXCH. 50c Weekly

First Quality! First Line!

Coming to Rochester!

5TH GROTTO RODEO

JULY 22-27
EDGERTON PARK

GENERAL ADMISSION **55c**

RESERVED SEATS 85c and \$1.10
BOXES: \$1.30 Prices include Tax

8:30 P.M. RAIN OR SHINE! MATINEES: WED., SAT., 2:30 P.M.

Was \$159.59 Last Year!
BRAND NEW! 6 CU. FT. REFRIGERATOR

\$1 DOWN \$74.95
\$1 WEEKLY

8 Cu. Foot Used ELECTROLUX \$45
4 Cu. Foot Used Electric Refrigerator \$25

With 6 Months Guarantee!
13-PLATE **BATTERY**

\$2 With Your Old Battery

These Were Marked \$19.95!
Battery Radios \$9.95

JUST 3 TO CLOSE OUT
Elec. Wash. Machines \$29.95

Clearance of Higher Priced
Table Radios \$5.95

Values To \$7.95
SEAT COVERS
Coupe 49c
Sedan 98c—\$2.95

KOMINZ TIRE CO.

3 BIG STORES — OPEN EVENINGS

460 Ridge Rd. W. 182 Monroe Ave. 417 Monroe Ave.
8 A.M.—9 P.M. Daily 8 A.M.—9 P.M. Daily 7:30 A.M. to 11 P.M.

DAW'S MID-SUMMER TOILETRY SALE

TODAY Thru SATURDAY
Right Reserved To Limit Quantities

WITH COUPON
CAMAY SOAP 3c
(Limit 3 Bars)

WITH COUPON
Nationally-Known Brand
PERFUME (MANUFACTURER'S NAME WITHHELD)
Reg. 50c Dram Size **13c**
(Limit 2 Bottles)

BARGAINS

LADY ESTHER Face Powder, Large 55c **39c**
HIND'S, 1-Oz. Jar Deodorant Cream **39c**
PEE-CHEE 25c **14c**
SHOE WHITE **14c**
MELLO-GLO Face Powder, \$1.00 Size **77c**
HOPPER'S 60c Restorative Cream **49c**
TOILET LANOLIN 35c Size Tube **18c**
LISTERINE 25c Tooth Paste **3 For 49c**
CARE'S Pint Size Mouth Wash **33c**
FEK 50c T. Brush **23c** 2 **43c**
QUIBB'S 40c Tooth Paste **2 For 59c**
GLYCERINE & Rosewater, 4 Oz. **11c**
ASHMERE Inouquet Talc **2 For 27c**
SP CREAM Hair Remover, 50c Size **34c**

MOLASSES TAFFY KISSES 18c
Delicious and Wholesome Full Pound (Limit 2 Pounds)

WOODBURY'S CREAMS 24c
55c Size (Limit 1)

RAT-TAIL COMBS 4c
Regularly Sold at 10c (Limit 2)

SANITARY NAPKINS 9c
20c . . . Box of 12 (Limit 2 Boxes)

25c Williams Men's Talc **8c**

40c MIDOL TABS **32c**

35c FITCH'S After-Shave LILAC **11c**

25c Johnson's Foot Soap **16c**

35c FREEZONE For Corns **16c**

50c Marchand Hair Wash **28c**

Large LIFEBUOY Shave Crm. **23c**

IRONIZED YEAST **53c**

STORK CASTILE SOAP **6c**

25c JO-CUR Wave Set **18c**

\$1.00 MAVIS Talc Pwd. **49c**

60c Danderine Hair Tonic **38c**

FREE! 3 Large Size Bars Jergen's Soap
With Purchase of JERGEN'S 50c Size LOTION All For **39c**

FREE! \$1.00 WILDROOT —AND GENUINE 50c— PRO-PHY-LAC-TIC HAIR BRUSH
Both For **79c**
Regular Formula Or With Oil

EXTRA VALUES

BELL-ANS Tablets, 75c Size **39c**
TAMPAX Tampons, Box of 10 **29c**
CUTICURA Ointment, 50c Size **33c**
ANACIN TABS, Box of 30 **39c**
TAKAMINE Tooth Brushes, 2 For **19c**
BAYER 24 Aspirin Tablets **19c**
LAVORIS 50c Mouth Wash **39c**
ASTRINGOSOL 25c Size **29c**
PEBECO 50c Tooth Paste **2 For 39c**
CARBONA 25c Shoe White **11c**
ODORONO 50c Deodorant Cream **31c**
KOLYNOS 50c Tooth Paste **39c**
LYKOLENE Tooth Paste, 35c Size **6c**

60c ITALIAN BALM **29c**

25c NOXZEMA CREAM **14c**

35c LADY ESTHER After-Shave Cream **39c**

\$1.00 HIND'S Honey and Almond LOTION **49c**

The chance of a lifetime to buy Roofing!
REMOVAL AND ODD LOT SALE
CONTINENTAL
ROOFING & SIDING

All first class material. NO SECONDS.
CARLOAD PRICE FOR EVERYBODY. Dealers invited.

HERE'S WHY

Roofing prices are going up. They have raised three times this year. We have to replace at higher cost. Our only reason for selling at carload prices and less is because roofing is heavy; we want to save moving twice, and clean out odd and discontinued items. Our Continental Roofing is made by a division of the Ruberoid Co., world famous for high grade asphalt roofing and Eternit Asbestos Siding.

MANY ODD LOTS SHINGLES 1/2 PRICE

Light Weight Smooth—1 ply	Value \$1.25	Now \$.69
Medium Weight Smooth—2 ply	1.50	.99
Heavy Weight Smooth—3 ply	1.75	1.15
75 lbs. Slate Roll Red-Green-Black	2.00	1.69
90 lbs. Slate Roll Red-Green-Black	2.25	1.79
105 lbs. Staged Edge	2.75	2.19
167 lbs. Standard Hex, per bundle	2.50	1.79
Silver White Asbestos Siding	2.50	1.95

Slate Roll and Shingles come in Red, Green and Black. Nails and Cement in roll 10c extra. Roll covers 100 sq. feet. Bundle Roofing covers 50 sq. feet; Siding covers 33 sq. feet. PRICES GUARANTEED FOR ONE WEEK ONLY.

Roofs Applied Within 50 Miles Of Rochester Free Estimates Without Obligation

EASY TERMS \$5 MO.

KEMP ROOFING CO. 331 WEST MAIN ST. PHONE MAIN 1786

DAW'S ORIGINAL CUT-RATE DRUGS

Help The Red Cross

OPPOSITE TEMPLE THEATER 56	CORNER AQUEDUCT 31	1 DOOR FROM STILLSON 353	CORNER DEWEY 452	AT BULL'S HEAD 880	JUST OFF MAIN 473	NEAR GOODMAN 539
CLINTON AV. E. MAIN ST.	E. MAIN ST.	E. RIDGE RD. W. MAIN ST.	W. N. GOODMAN	MONROE AV.		

PHILLIPS MAGNESIA Tooth Paste **9c**

60c DRENE SHAMPOO **49c**

10c SAYMANS SOAP **6c**

25c CORN PLASTERS **16c**

50c CAMPANAS DRESKIN **28c**

50c APPLE BLOSSOM TALCUM **23c**

\$1.00 MARROW Oil Shampoo **48c**

75c DIER-KISS SACHET **59c**

25-qt. Canner
30 1/2-qt. Canner
Alum'n 16-gal.
Alum'n 20-gal.

On Sale Both Sides

Foley Foot Mill

Captite Tighteners

Fruit Juicer

Can Sealer

Veg'table Ricers

9" Wed. Chp. Bowl

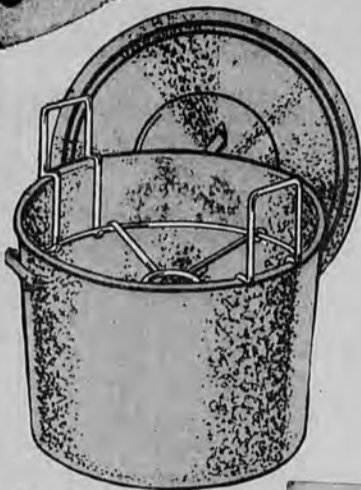
Mixer Bowls

THE

JOIN OUR C.C.C. CORPS!
No man—we're not holding recruits in the national guard—we're out to preserve your cash and the nation's vegetables. Our C.C.C. stands for Canning, Canning and Canning—and we're ready to enroll as many women as our stores will hold. Join up with the savers at either store—Monroe at S. Union or 476 Ridge Road West. You can enlist on the budget plan.

SEVEN WHILE YOU CAN SALE!

25-qt Canner \$1.59
30½-qt. Canner 1.98
Alum'n 16-qt. 1.69
Alum'n 20-qt. 1.98
On Sale Both Stores



SALE!

★ At 25% Reductions!
GOLD PACK CANNERS

★ Complete with racks!
★ Enameled 20 Quart Size!
★ Regular Values to \$1.29!

98¢

Every canner in the sale is guaranteed perfect—the enamel is heavy, resistant to acids and boiling liquids, not a mar or scratch on any of them—all are complete with racks for jars, and tight fitting covers with handle.



Foley Food Mill \$1



Captite Tightener 23¢



Fruit Juicer \$1.95



Can Sealer \$11.95



Veg'table Ricers 98¢



9" Wood Chip Bowl 24¢



Mixer Bowls 9¢

Canning Supplies Sold In Basement of Monroe Store and Main Floor Ridge Rd. Store.

Colander 29¢
Regular 60¢ value. Blue enamel.

Dipper 10¢
Long handle type—regular the value.

Ricers 59¢
Heavily tinned, has multiple base. Worth 90¢.

Peeler 25¢
Shreds or peels evenly. Self-sharpening blades.

Jar Funnel 5¢
Regularly 9¢. Tinned, has flat handle.

Gadgets 10¢
Regularly 16¢ each. Have wooden handles.

Glasses 39¢ doz.
Regularly 40¢ dozen. Heavy crystal, 4 and 6 ounce.

Jar Lifter 29¢
Regularly 30¢—long type, wooden handles.

Jar Rings 2 doz. 9¢
Regularly 40¢ dozen. Water resistant rubber.

Screw Tops 25¢ doz.
Fits all standard mouth jars.

Ladles 10¢
Big size with long handle. Worth 15¢.

Kerr Caps 23¢ doz.
Fits standard Kerr and Mason jars. Lid in dozen.

House Scales \$1.09
Weights in ounces to 24 pounds. Worth \$1.19.



5 Quart Colander 59¢



12 Quart Preserve 98¢



17 Quart Kettles 59¢



Food Chopper 78¢



Pressure Cookers \$9.50



Press'r. \$11.95 Canners

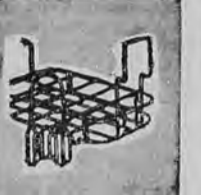


Jelly Bag Strainer 39¢



Pea Huller 77¢

KERR AND BALL MASON JARS
Pints and quarts in wide mouth and regular styles. Note the savings on different sizes. Kerr Demonstration, Thursday, Friday, Saturday.
Kerr, pints, dozen . . . 69¢
Kerr wide mouth, pints, dozen . . . 89¢
Kerr, quarts, dozen . . . 84¢
Kerr, wide mouth, doz. qts. \$1.09
Ball, pints, dozen . . . 69¢
Ball, quarts, dozen . . . 84¢
Ball Ideal, pints . . . 89¢
Ball screw caps . . . 25¢
Kerr jars only at Ridge Store



Jar Pan Insert 39¢



Preserve Set 89¢

THERE ARE 140 Sears STORES IN ROCHESTER
Monroe at S. Union

2500 ★ 476 Ridge Road West — Glenwood 556

MAIN NEAR CLINTON

Go first to

Neisner's
5¢ to \$1.00 Stores

Open Until 6 P.M.—Friday—Saturday

The SALE OF SALES!

WHITE FOOTWEAR FOR WOMEN
900 PAIR—SHORT LOTS—Regular \$2.00 Shoes

ALL SIZES—WIDTHS—BUT NOT IN EVERY STYLE

OUT THEY GO!
50¢ A PAIR

PLENTY OF STYLES

SIZES 3 to 10
WIDTHS AA to E

SUPER SAVINGS



BEAUTIFUL SUMMER \$2 & \$3 WHITES
WEDGES PLATFORMS DUTCHIES
ALL WHITES FROM THIS SEASON'S
DRESS SPORT SHOES
STYLES AS PICTURED

OUT THEY GO!
\$1.00 A PAIR

Reduced During These Super SAVING DAYS

CO-EDS AND CORK SOLE BEACH CLOGS FOR SPORT WEAR

65¢
REDUCED PRICE

MEN! Here's Your Chance to Save 50¢ A PAIR ON REGULAR \$2.00 CAMP MOCCASINS AND LOAFERS

\$1.49
SHOE DEPT. 2nd FLOOR
ZIPPER STYLE

BOY'S, GIRL'S, GYM SNEAK AND PLAY SANDALS

SALE PRICE
55¢
SUPER SAVING PRICE



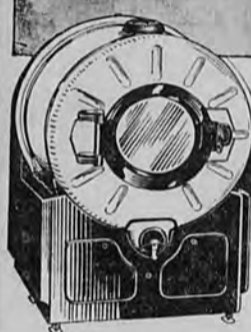
STYLE AS PICTURED

OPEN TILL 5 P.M. SATURDAY

ANNOUNCING — A NEW, BIGGER RENS-BACHLERS

FEATURING BARGAINS IN HOME APPLIANCES
FREE SOUVENIRS With Coupons on This Page

CLOTHES MAKE A WOMAN
...very tired on washday



TRY THE BENDIX
WAY TO GLORIOUS
CAREFREE
Washdays!

WASHES
RINSES. DAMP DRIES
\$124⁵⁰
PLUS SMALL
INSTALLATION CHARGE

SEE THE NEW LOW-PRICED
BENDIX HOME
LAUNDRY

It's not the fashion to wash clothes the old way... to waste precious hours of your life over a steaming washing machine, doing a backbreaking, man-sized job fifty-two times a year. The Bendix is the answer—a new, low-priced answer—to your question: But is there a way to wash clothes without any work? Yes! And we will be happy to show you how the new Bendix Utility Model will make your washdays a simple matter of flipping a switch. Use a Bendix Home Laundry just once, and washdays will become EX-washdays forever!

ASK US HOW TO WIN A FREE BENDIX
NO MONEY DOWN

GIFT TO LADIES

THIS BEAUTIFUL AND
USEFUL WATER BOTTLE.
ABSOLUTELY FREE NO
STRINGS... JUST BRING
THIS COUPON...



LOOK!
\$89⁹⁵
BIG SIX CUBIC FOOT Electric
GIBSON

Before rising prices struck, we made this happy buy. Now see — new 1940 quality-throughout Gibson electric at a price positively without equal. Look: Full 6-foot interior... 63-cube fast freeze compartment for ice (7½ pounds), dessert, or frozen storage... gleaming all-steel welded cabinet... sealed-in-steel Scotch Yoke mechanism! Act now, our stock is going!

SEE NEW 3-ZONE PRINCIPLE IN FREEZER SHELF GIBSONS



And see this! Gibson fits kitchens of today! Full-width Freezer Shelf provides huge cube, dessert and Frozen Storage Zone, vastly increases usable shelf area. Beneath it is the Normal Zone, for all usual food keeping. Below that is the Moist Zone. It preserves fruits and vegetables without weight-and-flavor loss. Finer food, real economy, with 3-Zone Freezer Shelf Gibson! \$300.00 up.

NO MONEY DOWN

GIFT TO MEN

TO EVERY MAN PRESENTING THIS
COUPON WE WILL GIVE ABSO-
LUTELY FREE

4 PKGS. RAZOR BLADES
FULL YEARS SUPPLY

Famous "QUALITY" Range

NO MONEY DOWN SALE

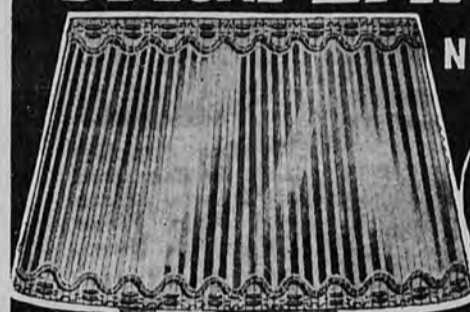
The finest Gas Range ever made! See this beautiful 1940 "Quality" Range when you stop in for your Free Gift during our opening days. Equipped with Unitop one-piece top and backguard. Let us show you the advantages of the center-cook burners, large, fully insulated oven and De Luxe automatic heat control. Fits snugly to the wall! Really the last word. Bachler's.

PRICES FROM
\$69⁹⁵
TO \$169.95

show you the advantages of the center-cook burners, large, fully insulated oven and De Luxe automatic heat control. Fits snugly to the wall! Really the last word. Bachler's.

THE OPENING OF
A NEW, BIGGER

7-WAY DE LUXE LAMP



WITH
NIGHT LIGHT



BETTER LIGHT
for BETTER SIGHT

Pleated
Shade
Gold Braid
Trim

3-way Switch for
3 Stages of Light

Brass Plated
3 Candle-Light
Fixture

Switch for Separate
Lighting - 1, 2 or
3 Lights

Heavy Fluted Tubing

Spotlight
Special
Price

\$3⁹⁵

Permanent
Oven-Baked
Ivory
Finish

**25¢ DOWN
A WEEK**

YOUR
CREDIT
IS
GOOD

GREATEST LAMP BUY EVER OFFERED 7 STAGES OF LIGHT!

Protect family eyesight! Three different degrees of light from the Opalite glass reflector. For reading, turn it once... turn it again for that warm cozy glow... turn it a third time for entertaining. FOUR OTHER STAGES OF LIGHT, TOO! Three candlelights and soft, diffused light light. Here is a Sales Triumph—a Super Special!

YOU DON'T NEED CASH
(Use Our Oh-So-Easy Plan)

MAIL COUPON TODAY!

RENS-BACHLER
40 State St.
Roch. N. Y.

Gentlemen: Enclosed please find 25¢ down payment on the HAMILTON BOSS 7-WAY DE LUXE LAMP. I agree to pay the balance 25¢ weekly.

Print Name _____
Print Address _____
City _____

Open Account Close Account New Account

Brass Plated Carved
Ornamental Design

Foot Control
Night Light Switch

Ornamental Brass
Plated Filigree with
Soft, Diffused
Light

Underwriter
Approved

Octagon
Break



Nothing
for Credit

REN'S-BACH
EASIEST TERMS IN CITY 40 STATE ST.

**MEN'S CLOTHING
Specials for Opening**



**SUITS
OR
TOPCOATS
\$12⁹⁵
2 for \$25**

There's a world of comfort and smartness in these well-tailored, quality suits. They're full cut with plenty of room for action... yet they fit perfectly. Try one on today — they're grand values at any price!

No Money Down
50c Week

EXTRA!

LADIES' DRESSES

\$1⁹⁵
Values To \$6



Smart, up to date dresses in the newest fabrics, cuts and colors. You certainly must at least see them at this price!

Ren's-Bachler's

Smashing ALL RECORDS FOR RADIO VALUE!

RCA Victor

9 TUBES
For More Performance

NEW ELECTRIC TUNING
For More Convenience

\$1 Down Delivers

3 BROADCAST BANDS

PLUS a generously proportioned cabinet of smart, new design... large, 3-band Edge-Lighted Dial... 2 built-in Antennas, one for foreign, one for domestic... Push-Pull Audio System for greater volume, finer tone... a stage of radio frequency amplification for extreme signal range... 12-inch Electro-Dynamic Speaker. Come in today and let this outstanding radio value speak for itself!



12-inch Electro-Dynamic Speaker For true RCA Victor tone



- 6 R.C.A. Tubes
- AMERICAN & FOREIGN Reception
- 2 aBnd Edge-Lighted FULL VISION DIAL
- Built in MAGIC LOOP ANTENNA
- EXTRA STAGE of R.F. Amplification

MODEL 16-T-2

**50c DOWN
50c WEEKLY**

- 6" ELECTRO-DYNAMIC Speaker
- 2 Point High Frequency TONE CONTROL
- Plug-in Connections for VICTROLA & TELEVISION

A GREAT NEW GAS RANGE

NORGE

Super Concentrator

MODEL GR-27-2

Only \$109⁹⁵



Spotlight Features Include

1. FOUR SUPER-CONCENTRATOR burners with Reflecto-Plates
2. AUTOMATIC TOP BURNER LIGHTER
3. ONE-PIECE, acid resisting, porcelain enameled cooking top
4. ONE-PIECE OVEN and broiler lining, porcelain enamel finish
5. EMBOSSED OVEN RACK GUIDES and removable oven racks
6. MODI-FIRE oven burner for low heat cooking
7. SAFETY OVEN LIGHTER
8. COMBINATION oven valve and heat control
9. HEAVY BLANKET-TYPE ROCK WOOL INSULATION
10. TWO UTENSIL DRAWERS
11. PULL-OUT DROP-FRONT BROILER with smokeless grill
12. PORCELAIN ENAMELED broiler pan
13. FLUSH-TO-WALL DESIGN
14. OVEN VENTED through back-rail
15. FOLDING cooking top cover
16. BASE RECESSED in front for toe room

Save time, work and money with this modern De Luxe Norgie. Heat can be accurately set to produce desired results. It almost does your cooking for you and saves on the gas bill, too. See it at Bachler's.



WITH Famous SUPER-CONCENTRATOR FUEL SAVERS REFLECTO-PLATE HEAT SAVERS

NO MONEY DOWN

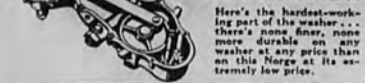
1940 NORGE WASHER

- BIG ALL-PORCELAIN TUB
- FAST WASHING ACTION
- STEAM SEAL
- DAMP DRYER
- PRESSURE SELECTOR
- LIFETIME WRINGER ROLLS
- FINGER-TIP RELEASE



- 8-POSITION SAFETY LOCK
- SELF-DRAIN TUB
- ALUMINUM AGITATOR
- NON-CLOG DRAIN
- POWER PUMP (OPTIONAL)
- HEAVY DUTY MOTOR
- WAIST-HIGH OUTSIDE CONTROL

The Washer with the Famous AUTOBUILT TRANSMISSION



Here's the hardest-working part of the washer... there's none finer, none more durable on any washer at any price than on this Norgie at its extremely low price.

Model VW-42 as shown
Only \$54⁹⁵

Don't let the low price of this big washer deceive you, for it's a genuine Norgie, built to Norgie standards and driven by the same Autobuilt transmission found on the highest priced Norgie Washer. Model VW-42 washes 35 pounds (dry weight) of clothes an hour... heat washes and "pressure cleanses" every-

thing from the daintiest garment to the grimeiest work clothes easily, quickly, economically. If you are looking for a long-time investment in a washer with a small down payment and convenient monthly payments, be sure to see all that you get for your money in this new 1940 Norgie.

LOOK!

Only
\$114⁵⁰

for this
NEW 1940

NORGE

OVERSIZE "6"

—ACTUALLY HAS 6.19 CUBIC FEET OF SPACE and NEARLY 12 SQUARE FEET OF SHELF AREA

plus

MANY OTHER FEATURES



- Famous Rollator Cold maker. Low operating cost. Permanently oiled and sealed. 5-year warranty.
- Steel cabinet finished in durable and beautiful Norgloss.
- Refrigerated freezer shelf for extra fast freezing.
- Freezes 8 pounds of ice at one time.
- Big double width dessert tray.
- Large cold storage tray for fresh meat.
- One-piece food compartment finished in porcelain enamel.
- Automatic interior light.
- Best insulation throughout, with Norgite cold-retaining interior door panel.
- Styled to beautify your kitchen. Modern base, sparkling chrome hardware.

SEE NORGE FIRST

That's all we ask. Easiest kind of monthly payments at Bachler's.

MODEL AR-6A

BACHLER'S

50c DOWN - 50c A WEEK

Entries Pour In For Ward Picnic "Jeep" Contest

The invitation to the "Jeep" contest under the stars extended by officials of the North Democratic Club, 22nd Ward, has met with enthusiastic acceptance judging by the scores of young couples registered for the dance contest which will be the feature of the 10th birthday celebration outing at Costich Park next Sunday afternoon and evening.

Gene Leonard, one of Rochester's foremost dance band leaders, has been selected as the first judge for the contest. Four others will be named, according to honorary chairman Leo Bellanca. What is believed to be the first outdoor dance floor in this area will be erected on the grounds to permit dancing.

All district leaders of the North units are co-operating with Joseph Veechio, general chairman of the picnic and state committeeman Joseph Oca, honorary chairman and organizer of the club, to break the attendance mark of 8,200 set in 1937 in Costich Park. Mrs. Ann Veechio Women's Division president, reports that special buses and cars have been secured for those in need of transportation. Former assemblyman Stephen S. Joy,

heads the reception committee. The democratic ward leaders which includes the majority of and aids.

It's Not Too Late TO RAISE CASH For VACATION!



OUR LOW COST LOANS ARE BRINGING VACATION JOY TO HUNDREDS OF MEN & WOMEN

If you are steadily employed and need money for your vacation... for a new or used automobile or to buy... consult our Loan Department. No collateral or co-maker required. Small monthly payments, private consultation rooms. You'll find it easy to borrow here!

GENESEE VALLEY TRUST COMPANY

Exchange and Broad
THE BANK OF PERSONAL SERVICE
Member of F.D.I.C.
Mrs. Helen Spaker, 108 Ackerman St.

HICKSON'S MONEY-SAVING NEW LOCATION ON OR ABOUT AUGUST 1st



SAVINGS Before MOVING, TOO
To save costly moving of much merchandise we are offering every item in the store at.....

SPECIAL CLEARANCE PRICES

- Console Radios
- Portables
- Refrigerators
- Washing Machines
- Electrical Appliances
- All Drastically Reduced

HICKSON'S EAST MAIN cor. FRANKLIN opp. EAST AVE.

WE'LL SET NEW RECORDS

Majestic's August SALE OF FURNITURE STARTS TODAY!

Again Majestic leads the parade! First with the August Sale and the first to offer such outstanding furniture values at these new low prices. If you're thinking of saving money on your furniture purchases... come to Majestic now and save up to one half.



Easy Terms!
★ AUGUST SUPER VALUE NUMBER ONE ★
12 PIECE LIVING ROOM
Complete
\$69
\$3.50 DOWN DELIVERS

ALL INCLUDED!
• Large Sofa • 2 Cushions
• Wing Chair • Ottoman
• Lamp Table • Coffee Table
• End Table • Table Lamp
• Floor Lamp

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 entire 12 pieces!

★ AUGUST SUPER VALUE NUMBER TWO ★
4 POSTER BEDS AT 1/2 PRICE
Regular \$8.95 Walnut or Mahogany 4-Poster Beds. All sizes. Sturdily built. Handsomely finished. Limited quantity.
\$444



★ AUGUST SUPER VALUE NUMBER THREE ★
13 PIECE BEDROOM
Complete
\$69
Not just a bedroom suite, but an entire 13-piece set! Includes springs, mattress, 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 FURNITURE Co.
204 COURT ST.
OUT OF THE HIGH RENT DISTRICT OPEN EVENINGS

ROCHESTER JOBBING HOUSE Presents Rochester's Greatest Sportswear Value!
MAMMOTH CLEARANCE Sale
OF ENTIRE STOCK OF SUMMER SPORTSWEAR INCLUDING Swim Suits, Ensembles, Slacks, Play Suits, Shorts, Sport Coats & Shirts

NOW DOUBLY DESIRABLE WITH the EXTRA SAVINGS BROUGHT YOU BY THIS SWEEPING STORE WIDE SALE.
No other store in all Rochester ever equals the Rochester Jobbing House for real values! This year the late season and cold weather, together with the advantages of our low overhead location, big volume buying, and direct selling add further to the extremely low prices found at the Rochester Jobbing House.



Men's Sport Ensemble
COOL
In 'n outer sport shirt. Pleated slacks and belt to match.
\$1.79
REG. \$2.98 Value
OTHERS TO \$5.98



MEN'S COMFORTABLE MOCCASINS
GENUINE LEATHER
\$1.19
Men's Sizes 6 to 12
Another exclusive Rochester Jobbing House Scoop! Real Indian style, never before sold at such a low price.

Ladies COTTON PRINT Dressmakers
Beautifully colored cotton prints lined throughout with fine combed jersey. Styles for young and old. Sizes 34 to 40.
\$1.00
Reg. 2.29 Val.

Men's SWIM TRUNKS
WOOL LASTEX **89c**
A swim trunk that will always retain its shape. Contrasting stripe. Pocket. Complete with belt.
SATIN LASTEX **1.19**
All Colors \$2 Value
CORDED LASTEX **1.98**
Zipper Fly. \$3 Value
100% WOOL (Boy's) **69c**
Regular \$1 Value
JUVENILE LASTEX **59c**
Regular \$1 Value

SPORT SHIRTS
Men's In'n Outer **2 for \$1**
Regular 79c Each
Men's CREW SHIRTS **4 for \$1**
Plain White or Contrasting Trim
Men's TERRY SHIRTS **79c**
New Panel Figure Reg. 1.19

Ladies New BALLERINAS
The smartest, most youthful suit of the year! Beautifully figured, shirred lastex Bra. With full ballerina swing skirt.
\$1.59 Reg. \$2.29

Ladies' & Girls' COTTON GABARDINE SLACKS SIZES 7 to 20
Plain Colors Or Contrasting Trims
Regular \$1.00 Value
59c

Men's SPORT COATS
Reg. \$10 Val.
\$5.98
All wool. In Herringbone, Tweeds and Diagonal weaves. A typical Jobbing House Value.

MEN'S & BOY'S SLACKS
Stripes — checks
Plaids — plain
Reg. 1.29 value
89c
Others to \$3.98

BOYS' COVERT SHORTS
Sanforized
For dress and play.
Reg. 69c ea. **3 for \$1**

Ladies COTTON PRINT Play Suits
3 Pc.
Popular chalk stripes and smart figured patterns. Blouse, shorts and skirt to match.
\$1.29 Reg. 2.29 Value
REMARKABLE VALUE

Ladies' Figured Lastex SWIM SUITS
Sleek, smooth, snug, smart, these suits with swing skirts have everything you'll find in suits priced at three times as much beautifully figured patterns in light and dark shades.
\$2.69 Reg. \$3.98

EXTRA LARGE SWIM SUITS \$1.98 Up
FOR MEN AND WOMEN SIZES TO 34

FOR THE LADIES
Fleece CARDIGAN Reg. 1.39 89c
BATHING SHOES Reg. 50c 29c
BATHING CAPS, Reg. 29c 15c
SPORT SHIRTS, Reg. 69c 39c

Girls' Lastex SWIM SUITS
\$1.59
Figured, Reg. \$2.29 Value

BOY'S SPORT Ensembles
Herringbone and plain pattern. Colors Blue, Tan, Green.
Reg. 1.98 Value
\$1.79

ROCHESTER JOBBING HOUSE
159-161 JOSEPH AVE. Cor. Nassau St. STONE 2260
Open til 9 Every Evening Unrestricted Parking

SUPER SALE FISHING TACKLE

SALE

FISHING TACKLE

SALE

AT ALL NOAH'S ARK STORES

6725
DOUBLE CANTLEVER
TACKLE BOX
Size 14 x 9 1/2 x 6 1/2 with lock. **95¢**

BUY ON OUR BUDGET PLAN



376
ARROW REEL

Single action, easy-running 80 yard reel.

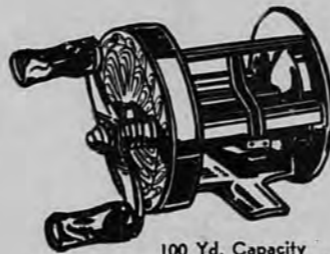
15¢



377A
100 YARD
CASTING REEL

Made with long-wearing hard steel bearings. Has adjustable click.

46¢



SHAKESPEARE
True Blue Reel

A 100 yard level-winder that will give service and satisfaction.

\$1.64



Pfeuger
AKRON REEL

Level wind reel with anti-backlash.

\$4.85

8 Quart
Minnow Bucket
Will keep your bait alive. \$1.00 VALUE.
47¢

BUY ON OUR BUDGET PLAN

FISHING FLOATS

- 793D—Cork Ball Float **3c**
- 793A—Crapple Wood Float **6c**
- 798—2" Cork Oval Float **9c**
- 793E—7" Long Celluloid Float **12c**

FISHING KNIFE
Has saw-tooth edge. **19c**

LEADER BOX
ALUMINUM LEADER BOX **15c**

801—BLACK FINISH Fly Box 96c

QUALITY SPINNERS

- 636—Single Indiana Spinner **5c**
- 635—Double Spinner **7c**
- 730—Luminus Tandem Spinner **32c**
- 640—Famous Junebug Spinner **8c**
- 723—Lowee Buffalo Spoon **25c**

USE NOAH'S **Cut Rate** BUDGET PLAN

Fishing RODS

900—Two Piece 4 1/2 Ft. Cadium
Casting Rod 15c

316—3 1/4 Foot Telescope
BAIT ROD 88c

546—Premax Solid Steel Offset Handle
Casting Rod 73c

Troll The Easy Way
Rod and Trolling Reel \$2.79

FISH HOOKS

- 760—Quality Treble Hook **4c**
- 748—Twenty Assorted Hook **5c**
- 732—4 Cards of 6 Snelled Hooks **7c**

ASSORTED PLUGS YOUR CHOICE 13c

TROLLING and CASTING SPOONS

- 572—6 Colorful Assorted Spoons ea. **2 for 15c**
- 614—Lake Trout Spoon **32c**
- 644B—2 Lead Willow Leaf Spinner **38c**
- 706—Junior Red Eye Wiggler **57c**
- 702—Bright Golden Wobbler **48c**
- 703—4A Devil Eye Wiggler **25c**

HEY FELLAS DON'T MISS THIS! FISHING TACKLE OUTFIT

INCLUDES ROD, REEL, TACKLE BOX, HOOKS, LINE

A complete fishing outfit with genuine Arrow Reel, 6 snelled hooks, roomy tackle box, steel casting rod, and fish line. Just the thing for the beginner.

Buy Now! A \$1.27 Value 69c

Fishing LINES

452—50 Foot
Cotton Loop 7c

470—25 Yd. Type "G" 'Gnat'
Fly Line 39c

482—Hercules—7 Strand Twisted
Copper Line \$1.57

446A—50 Yards—18 Lb. Test
Silk Line 39c

449—50 Yards—20 Lb. Test SENECA
Silk Line 66c

435—50 Yards—18 Lb. Test Famous Shakespeare Wexford
Line \$1.09
24 Lb. Test, \$1.28

FISHING HAT 19c
With Sun Shade

BASS FLIES YOUR CHOICE 12c

Sinkers

- 540 Turn-Over CLINCHER **12 for 5c**
- 530 Swivel BASS CASTING **6 for 10c**
- 516 Assorted GATOR GRIP **15 for 15c**

9c each

Complete Line of Nets

- 362A—30-Inch Cotton **FISH BAG 29c**
- 10/12 Ply 1/2" Mesh With Metal Rings
- 370—5x12 **Landing Net 37c**
- With 8-Inch Handle
- 369—14x15 Collapsible **Landing Net \$1.19**

NOAH'S ARK

ROCHESTER
60 STATE ST.
188-190 EAST AVE.
288-290 Monroe Ave.
200 NORTH Cor. University
561 STATE Cor. Lyell

NOAH'S ARK

★ **ROCHESTER** ★ **BATAVIA** ★ **GENEVA** ★

BATAVIA
206 E. MAIN ST.
GENEVA
437 Exchange St.

ROCHESTER SUN-THURSDAY, JULY 18, 1940

PAGE THIRTEEN



YOUR CREDIT IS GOOD
\$59.50
\$1 DOWN

Complete 9-Piece Living Room SUITE

- 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 been 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!

UNION 286 EAST AVE.

PRESENTS THEIR CONTRIBUTIONS
to ROCHESTER SUPER-SAVINGS DAYS

OPEN EVENINGS TIL 10 P.M.

\$49.95
\$1.00 DOWN



FREE COIL SPRING MATTRESS WITH THIS **BEDROOM SUITE**

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

INNERSPRING MATTRESSES \$8.50

Regularly \$16.50 Not A Second Line Mattress. Act At Once!



GLIDERS

Water repellent covers. All colors. 3 cushion seats and backs. Coil springs. Ball bearing hangers.

WERE \$29.95 NOW ONLY **\$17.95**

STUDIO COUCHES

Just 25 of These Some velour and tapestry coverings. All steel construction. **\$29.95** VALUES TO \$44.50

See this to Believe it!



THIS BEAUTIFUL 9 PC. DINING SUITE \$69.95

Modern Walnut. Finely styled. Will not be out of date for 20 years. Expert craftsmanship went into this suite, easily worth 30 dollars more.



FREE!
BRAND NEW BOYS OR GIRLS **BICYCLE**

Given With a Purchase of a New—Model C-S-F Super

THIS BIG 1940 6-CU. FOOT GIBSON REFRIGERATOR

FOR ONLY **\$89.95** \$1.00 Delivers

- Keeps Perishable Foods Fresh!
- 1940 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 1940 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.

BREAKFAST SETS



REG. \$39.50 THIS WEEK **\$24.50**

Porcelain top with two side leaves. Heavy duty box-seat chairs.

COGSWELL CHAIRS

With Ottoman imported Tapestry Coverings. Coil Spring Seats and Backs.

REG. \$34.50 NOW **\$24.50**

AUTOMATIC WASHER
The Laundry Queen



\$39.95
10 Year Guarantee

OPEN EVENINGS UNTIL 10 P.M.

UNION TIRE COMPANY
MAIN STORE
286 EAST AVENUE

OPEN SUNDAYS UNTIL NOON

286 EAST AVENUE—Rochester ★ 2 BIG STORES TO SERVE YOU ★ 114 WEST COMMERCIAL STREET

EAST ROCHESTER

SMASHING 3 FOR 1 SALE

BETTER LIGHT BETTER SIGHT

NOT 1 LAMP, NOT 2—**but ALL 3 LAMPS** Complete with SHADES

10 STAGES OF LIGHT! ALL THREE FOR THE ONE PRICE **\$9.95**

50¢ DOWN A WEEK

Mail This Coupon Today!
Union Tire Co., 286 East Ave., Rochester, N. Y.
Enclosed please find 50c as down payment on Hamilton-Ross 3-Pc. NIGHT LIGHT LAMP GROUP. I agree to pay balance 50¢ weekly.

NAME.....
ADDRESS.....
CITY OR TOWN.....

AMERICAN MADE HAMILTON-ROSS CERTIFIED QUALITY

Foot-Control NIGHT-LIGHT SWITCH

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Gloves to
Jimmy J
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St. Loui
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Louis An
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Captain
Wallace C
N. J. vi
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FELT
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6x9
\$1.7
All colors
room, dinst
Only Tw
H. P.
34 50



YOUR CREDIT IS GOOD
\$59.50
\$1 DOWN

Complete 9-Piece Living Room SUITE

- 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 been 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!

UNION
PRESENTS THEIR to ROCH SUPER-S DAY

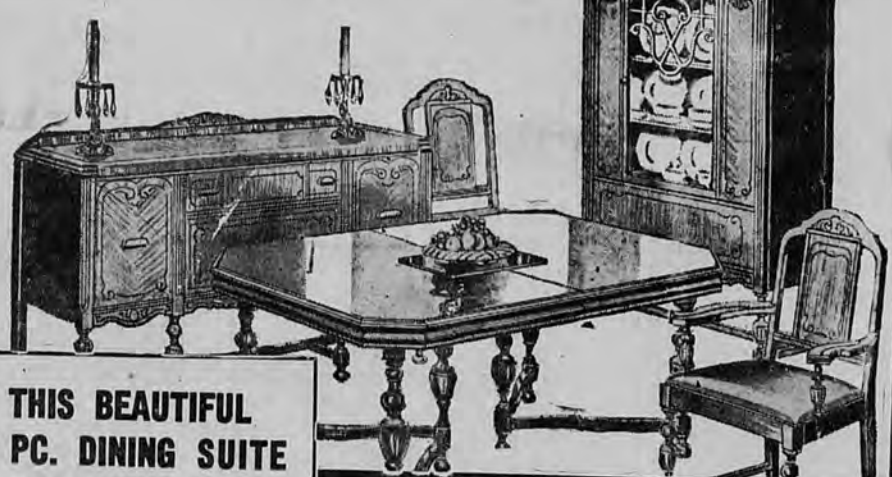
INNERSPRING MATTRESSES \$8.50
Regularly \$16.50
Not A Second Line Mattress. Act At Once!



GLIDERS
Water repellent covers. All colors. 3 cushion seats and backs. Coil springs. Ball bearing hangers.
NOW ONLY \$17.95
WERE \$29.95

STUDIO COUCHES
Just 25 of These
Some velour and tapestry coverings.
\$29.95
All steel construction. VALUES TO \$44.50

See this to Believe it!



THIS BEAUTIFUL 9 PC. DINING SUITE \$69.95

Modern Walnut. Finely styled. Will not be out of date for 20 years. Expert craftsmanship went into this suite, easily worth 30 dollars more.

BREAKFAST SETS
REG. \$39.50
THIS WEEK **\$24.50**
Porcelain top with two side leaves. Heavy duty box-seat chairs.

AUTOMATIC WASHER
The Laundry Queen



\$39.95
10 Year Guarantee

OPEN EVENINGS UNTIL 10 P.M.

UNION TIRE COMPANY
MAIN STORE
286 EAST AVENUE

286 EAST AVENUE—Rochester ★ 2 BIG STORES TO SE

RUGS 9x12 \$1.00
CLEANED and STEAMED
Rugs, Stained, Cleaned, Washed, Sturd, Moth, Damp and Germ-proofed... \$3.00
ELTER CO. Est. 1872
Glenwood 3466 - 44 Arthur St.

MYERS Wonder-Arch SHOES
FOR WOMEN
\$2.95 - \$3.85
WHITES
BLACKS
BLUES
BROWNS
Myers Shoe Store
19 FRONT STREET

That Makes Two Straight For Ann

Ann Vaccaro continued her heavy hitting to again take down individual honors in the Webber Ladies Summer League. Ann started off for a big total with 213 and ended with 190 but a poor middle game of 131 kept her down to 534.

Dorothy Lamour — Your story in the August TRUE STORY Magazine has been a revelation to me. It has saved my own marriage! I wish every young girl and married woman would read it. Jean McCall. (Adv.)

Softball Snapshots

By DON MATTARO

An interesting revival would be the INTER-LEAGUE softball series, which used to give the fans a real softball treat. The original plan picked eight of the strongest teams in the city, all league champions and set up the "Little World's Series" of softball. It certainly struck a popular chord with the fans a few short years back.

In 1933 more than 6,000 fans witnessed the P. & V. league champion Speedys sweep the series play from the Catholic, East Side and Industrial League Champions. Title holders of the East Side, Catholic, East Side Industrial World's Fair, Powers and Vail, Rochester Industrial, Maplewood YMCA and Retail Leagues could enter the tourney and decide the city champion.

James Giaconia, known to his teammates as "Giacon," has hurled the Finchers to the top in the Retail Store League, without a loss. He reached as high as 15 strikeouts per game. Also a member of the Catholic League, Powers and Vail wheel and the Mandell Drug Team, the youngster is in demand through his pitching prowess.

In a recent encounter with Harold "Shifty" Gears, conceded the best softball hurler in the city, "Zip" Leonetti, B. A. Speedy Cleaners' star Gears to keep his team in the twirler out-pitched the mighty running for the P. & V. National League title.

Sports rivalry, in many instances has broken up many a beautiful friendship. But in the case of Elmer Siebert Volo's Esso nine, and George "Sunny" Klas, the rule has failed. The two, though great rivals in the sporting world, have cemented a friendship that looms unbreakable.

The city's leading softball teams now start their drive down the home stretch. Only three or four weeks of action remain before pennants are awarded to first place teams and the City and State title playoff tournaments get underway at Kodak Park.

The men's tourney will start August 5th with the ladies' playoff listed for August 30 to September 2.

With the exception of the Daws in the Major wheel, who are atop of the heap with nary a loss, the other races are nip and tuck with anyone and everyone having a good crack left for the bunting.

Summer League Rolls Tuesday
Bill Santoro topped Webber's Summer League last Monday night with 618. Red McDonald had 616, Buster Gioia 609, Earl Masline 608, Bill Irwin 608, Ray Bolton 604 and Rotoli 588. Frank DelConte had high single, a good 259.

Next week's matches will be bowled on Tuesday night to allow the keggers an opportunity to attend the Democrat & Chronicle's Tournament of Champions Boxing Show at Red Wing Stadium.

Team matches: Champion Knit (2556) 3, Kuriah (2248) 0; Route 214-1 Post (1263) 2, Royal Crown Cola (2724) 1; C. C. West Coal (2727) 2, Hersberg Jewellers (2727) 1; Manhattan Liquor (281) 2, Kreis Service (2204) 1; Standard Motors (2557) 3, Arnsack (2331) 8; Milk-Bowl (2806) 2, White Lion Supply (2399) 1.

GUARANTEED USED TIRES
TRUCK AND PASSENGER
TRADE-INS - TAKE-OFFS
ALL SIZES IN STOCK
FLATS MADE ROUND... 35c
T. & V. TIRE CO.
560 West Main St. Main 2163

"Seald-in-Purity"



Expels Outside Air—Protects Taste and Flavor
Pure, long-lasting goodness... with real brewery flavor!
DUQUESNE PILSENER
"THE FINEST BEER IN TOWN"

Mrs. Mary Howard, 27 Roth St.

Where You Buy the **CHICKEN**

You Prefer
Legs - lb. 35c
Breasts lb. 45c
Wings lb. 25c
Necks lb. 12 1/2c
Livers lb. 45c
Giblets lb. 19c

BRING THIS COUPON
Lean Sliced Rindless
BACON 17c
With This Coupon

DOLANS
600 Jefferson Ave.
Cor. Bartlett Tel. Genesee 1417

WALKER'S ALL-CHICKEN PIES
And Beefsteak Pies
No vegetables — filled with choicest chicken only. Delivered by dozen. Special prices on quantity orders.
26 VELOX ST.
GLEN. 3783

WHO LOVES HIM?
Gatherine — You don't love Ca. Won't you release him? Find out who really loves him on page 28 of the August TRUE STORY Magazine, now on sale. (Adv.)

"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

Complete Floor Show Every Night

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



A myriad of taste-tempting Summer drinks! There's nothing our mixologist can't serve up to you!



Toe-tapping dance music, in the most modern tempo. You'll like Michael Fisher and his orchestra!

Cas... Easy dishes... mer n... savers... often o... Our in... casserol... dollar s... can be...
ROCH...
The Av... first in... Beer a... flavor... pitcher... drawn... try it...
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BEGINNING TO-NIGHT

HARRIS NUSBAUM OFFERS A
Clearance Summer Fashions
**IN THE HEIGHT OF THE
HOT WEATHER SEASON!**
—at prices that speak for themselves

DRESSES

You will recognize at once the value and style in these up to the minute dresses. Compare and see for yourself.

Regular Price	Sale Price
95c DRESSES	79c—2 for \$ 1.50
\$1.95 and 2.95	\$1.66—2 for \$ 3.00
\$2.95 and 3.95	\$2.69—2 for \$ 5.00
\$4.95 and 5.95	\$3.95—2 for \$ 7.00
\$6.95 and 7.95	\$5.95—2 for \$11.00

Sizes 9-17 12-20 38-52



LADIES SWIM SUITS

Smart lastex styles. Novelty wool and rayons. Swing skirts. Wide range of colors in 1940 fashions.

1.95 Values..Sale Price 1.49
2.95 Values..Sale Price 1.95
3.95 Values..Sale Price 2.95



EXTRA SPECIAL

\$1.95 Girls Lastex sizes 8 to 16
Sale price \$1.49

LADIES SPORTS WEAR

\$1.19 Value **PLAY SUITS 89c**
\$2.95 **SLACK SETS and PLAY SUIT \$1.95**



MEN'S SHIRTS

Up To \$1.95 Values!
Tru-Vals • Essleys
Van Heusens
Now All **\$1.09**
Save Up To \$2.85 On 3 Shirts

BOY'S WEAR

56c POLO AND SPORT SHIRTS **39c**
75c POLO AND SPORT SHIRTS **59c**
\$1.59 SLACK SETS **1.29**
\$2.00 SLACK SETS **1.69**

MEN'S WEAR

You men will appreciate our large assortments and low prices. Why walk all over the city?

59c and 69c SPORT SHIRTS **50c**
\$1.00 SPORT SHIRTS **79c**
\$1.95 SLACK SETS **1.69**
\$3.95 and \$3.49 SLACK SETS **2.49**

EXTRA VALUES IN MEN'S SUMMER PANTS

Val. to \$1.25 .. **89c**
Val. to \$1.95 .. **1.49**



WITH THIS COUPON

GENUINE CANNON SHEETS

72x99 Sale Price Only **88c**
81x99 Sale Price Only **98c**
81x108 Extra Special **\$1.08**

GENUINE CANNON PILLOW CASES

45x36 Sale Price Only ea. **22c**
45x38½ Sale Price Only ea. **24c**

LIMIT 2 PAIR TO CUSTOMER

STORE HOURS

Tonight to 9:30
Friday 9 to 8 P. M.
Saturday 8 to 10 P. M.
Other Days 9 to 9:30

HARRIS NUSBAUM

The Complete Apparel Department Store
221-229 JOSEPH AVE. PLENTY OF PARKING SPACE

OPEN EVENINGS

KEY DRUG
1¢ SALE

ONE WHOLE WEEK—TODAY THRU WEDNESDAY

Nationally Known Items at the greatest Savings of the season. Stock up at these Sensationally Low Prices!

WOODBURY SOAP
Reg. 10c Size
3 for 11c

Kitchen Charm WAX PAPER
Extra Heavy—125 Ft.
2 for 21c

WOODBURY Shaving Cream
35c Size
2 for 23c

PAPER NAPKINS
Box of 80
2 for 9c

BANDAGE
2 inch x 10 yd.
Reg. 10c
2 for 11c

Single Edge BLADES
Gem Type
Pkg. of 25
2 for 41c

Marrow Oil SHAMPOO
Reg. \$1.00 Size
2 for \$1.01

FLY SWATTERS
Reg. 10c
3 for 11c

Phillips Milk of Magnesia
Reg. 25c
2 for 26c

SAFETY RAZOR
Made to Fit Any Single Edge Blade
2 for 21c

Sanitary Napkins
Box of 12
2 for 21c

Professional HAIR BRUSH
Reg. 50c
2 for 51c

Facial Tissues
Box of 500
Reg. 25c
2 for 21c

CLOTHES PINS
Box of 40
Reg. 10c
2 for 11c

Phillips Milk of Magnesia Tooth Paste, Reg. 25c **2 for 26c**

Sterns Dog Soap Regular 20c **2 for 21c**

Beef Iron & Wine Pint Size Reg. \$1.00 **2 for \$1.01**

Casara Sagrada Tablets, 5 Grain Bottle of 100 **2 for 23c**

Amami Shampoo Reg. 15c Size **2 for 16c**

Lavon Hair Rinse Reg. 25c **2 for 29c**

Laaxative Quinine Cold Tab. Box of 24 **2 for 21c**

Freezone For Corns Reg. 35c **2 for 36c**

50c Jergen's Lotion & 25c Jergen's Cream Both For **39c**

Castoria 20 oz. bot. **2 for 21c**

Insect Sprayer Reg. 25c **2 for 21c**

Oil of Wintergreen 2 oz. bottle **2 for 31c**

Hills Nose Drops Regular 35c **2 for 36c**

Tea Touch Brush **2 for 43c**

Olive Oil Pint Size **2 for \$1.01**

Pebeco Tooth Paste 50c Size **2 for 39c**

MEN! 1¢ SALE COLGATE SHAVE CREAM
LATHER OR BRUSHLESS
TWO 25¢ TUBES ONLY **26¢**

Safety Pins Bunch of 40 Reg. 10c **3 for 11c**

Milk of Magnesia Tablets Bottle of 100 **2 for 41c**

Trim Furniture Polish 35c **2 for 21c**

Italian Room Regular 60c Size **2 for 61c**

Barbasol Shaving Cream Regular 50c Size **2 for 51c**

Naxoma Shaving Cream, 13 oz. Jar, reg. \$1 **2 for \$1.01**

COCOA BUTTER
Reg. 10c finger
2 for 11c

REG. 15c BATHBLOOM BATH SALTS
2 for 16c

BE-ETTES SANITARY TAMPONS
Regular 15c Box **2 for 26c**

BUSINESS ENVELOPES
Pkg. of 25 **2 for 6c**

JERGEN'S TOILET SOAP
5 for 11c

Brewer Yeast Tab.
Bottle of 250, Reg. \$1.00
2 for \$1.01

SACCHARIN TAB.
Bottle of 100 1/2 or 16 Grain
2 for 91c

KREML HAIR TONIC
Regular \$1.00
2 for \$1.01

HYGEIA NURSERS
Regular 15c
2 for 16c

WOODBURY CREAMS
Reg. 35c
2 for 56c

FOND'S FACE POWDER
Reg. 15c
2 for 11c

TOILET TISSUE
100 SHEET ROLL
3 for 11c

Smith Bros. or Ludens Cough Drops Reg. 3c **2 for 6c**

Castor Oil 4 Ounce Bottle **2 for 21c**

Petroleum Jelly 4 Oz. Bottle **2 for 16c**

Remedial Solution Pint Size Reg. 75c **2 for 76c**

Camphorated Oil 2 Oz. Bottle **2 for 21c**

Aromatic Spirits of Ammonia 1 oz. bottle **2 for 16c**

Spirit of Camphor 2 oz. bottle **2 for 36c**

Schoenfeld Lavative Tea Regular 25c **2 for 26c**

Rubber refill for Kurlash regular 15c **2 for 16c**

1¢ CASHMERE SALE BOUQUET HAND LOTION
LARGE SIZE 1¢ GIANT SIZE 35¢
BOTH FOR **36¢**
YOU SAVE 19¢

Aspirin Tab. bottle of 100 5 grain each **2 for 21c**

Paralichlorobenzine Mouth Crystals lb. can, reg. 50c **2 for 51c**

Citrate of Magnesia Reg. 12 oz. bottle, 15c **2 for 16c**

Prohak Jr. Blades 15c Pkg. of 20 **2 for 41c**

Mat Tall Combs Reg. 10c **2 for 11c**

Peroxide Regular Size **2 for 16c**

1¢ SALE HALO SHAMPOO
TWO 50¢ BOTTLES **Only 51¢**
YOU SAVE 49¢

Machine Oil Large 15c Can **2 for 16c**

Copper Pot Cleaners Regular 5c **2 for 6c**

Witch Hazel Pint Size **2 for 16c**

Electric Ironing Cord Regular 25c **2 for 21c**

Shoe Polish, Giant size, Reg. 15c Black, brown, Tan **2 for 16c**

Shu-Milk white Shoe Polish Reg. 10c bottle **2 for 11c**

BOOK MATCHES
Box of 50 Flaps
Reg. 10c
2 for 11c

Pond's Creams
55c Size
2 for 56c

LYON'S TOOTH POWDER
Reg. 50c Size
2 for 51c

HALF & HALF OR VELVET TOBACCO
15c Pocket Tin
2 for 16c

Double Edge BLADES
Gillette Type
Pkg. of 25
2 for 26c

TODDY
1/2 Lb. Can
Reg. 20c
2 for 21c

PLAYING CARDS
Bridge or Pinochle
Reg. 40c
2 for 41c

STATIONARY Portfolio
Reg. 40c
2 for 41c

DOG FOOD
Lb. Can
Reg. 10c
3 for 11c

Woodbury TOOTH PASTE
Reg. 25c Size
2 for 21c

Dreskin COOLIES
Reg. 20c
2 for 21c

PAPER PLATES
Box of 12
Reg. 10c
2 for 11c

Household AMMONIA
Pint Size
2 for 11c

Adhesive Tape
1/2" by 5 Yds.
Reg. 10c
2 for 11c

KEY
Rochester's Modern CUTRATE DRUG STORES

470 N Goodman near Main
92 E Main near Water
546 Monroe near Goodman
457 Ridge Rd near Dewey

Canning Jar Covers
Porcelain Lined
Box of 12 **20c**

Canning Jar Rubbers
box of 12
3 for 11c

Williams Talcum Powder
Regular 25c Size
4 for 31c

470 N Goodman near Main
92 E Main near Water
546 Monroe near Goodman
457 Ridge Rd near Dewey

Events Of The Week

THURSDAY, JULY 25

HALCYON GARDEN CLUB — Picnic Supper Meeting, Home of Mrs. Robert Whittier, Ridge Rd., 8 p. m.
BROOK-LEA COUNTRY CLUB — Buffet Supper, Clubhouse
TOWNSEND CLUB NO. 6 — Meeting, Liberty Theater, Ridge; Driving Park Ave.
GROTTO RODRIG — Exposition Park (Continuous through Saturday).

FRIDAY, JULY 26

DOUD POST — Benefit Dance, Post Home, Buffalo Rd.
SATURDAY, JULY 27

VETERANS OF FOREIGN WARS — Picnic, Thurston's, Vauxhall Rd.
AMERICAN INSTITUTE OF BANKING — National Dinner Dance, Yacht Club, 7:30 p. m.
LOCUST HILL'S JUNIOR ORGANIZATION — Dance, Clubhouse
E. G. MARSHALL W. R. C. NO. 27 — Annual Picnic, Seneca Canoe Club, Genesee Valley Park, 1 p. m.
CHURCH OF THE DIVINE INSPIRATION — Lawn Social, Home of Rev. Frances Adam, 210 Plymouth Ave. S.
IMPERIAL ORDER OF SCREWBALLS — Quarterly Jamboree, Moose Club, East Ave.

SUNDA, JULY 28

GRAND ARMY OF THE REPUBLIC — Basket Picnic, Emma Jettick Park, Auburn
MARINE POST 691 — Annual Picnic, Ellison Park

MONDAY, JULY 29

BASEBALL — Newark at Rochester (night game)

TUESDAY, JULY 30

BASEBALL — Newark at Rochester (2 night games)

WEDNESDAY, JULY 31

BASEBALL — Newark at Rochester (night game)

Dance Talent Contest Attracts "Jitterbugs" To Political Picnic

Headed by the winners of the North Democratic Club's "Jitterbug" and "Big Apple" exhibition held at Costich Park recently, the entries for the Central 18th Ward Democratic Club's dance talent contest reached the twenty-fifth mark last night.

Director Frank La Marca predicts that the Democratic Club event planned for Costich Park on August 4, will surpass the 1936 mark of 11,260 who turned out for the original picnic beauty pageant.

Women committee leaders, headed by Miss Mary Malone and Mrs. Rosina Busconi, auxiliary president, will meet at a meeting tomorrow night at the

Mormons Plan For 50,000 At August Conference

Final plans are being made to accommodate the thousands of Rochesterians who are expected to attend the annual Conference-Pageant of the Latter Day Saint church in Palmyra on August 1st through 4th.

The huge open-air pageant which attracted 35,000 people last year, will be staged on the side of the Cumorah Hill (Mormon Hill) which is located four miles south of Palmyra on the Palmyra-Manchester road on the evenings of August 2 and 3. Last year, because of limited parking space many hundreds of spectators were turned away by the state police as the road became congested. This year it is reported that the parking lot has been enlarged and facilities for taking care of 50,000 have been arranged.

Army Signs Sixty Recruits In City During July

When the members of the Army Recruiting Service put up the posters showing Uncle Sam pointing a finger and saying "I want you," they weren't joking. The old boy with the whiskers has room in his army for a good many recruits. Not only does he want men, but he's getting them every day, according to Sgt. Jesse O. Smith, in charge of the recruiting office in the Federal Bldg. on Fitzhugh St. N. Enlistments in the Rochester area for the month of July, up to Tuesday noon totaled 60, according to Sgt. Smith. Local recruits are being sent to Panama, Hawaii, Puerto Rico, and also to Fort Niagara in the infantry and to the field artillery unit at Fort Bragg in No. Carolina.

Not content to sit back and wait for embryonic generals to sign up, Sgt. Smith is leaving no stone unturned in an effort to gain his quota. For instance, to every graduate turned out by Rochester High Schools in June went a letter this month containing the United States Army's congratulations upon the completion of the school course. The letter inquires as to whether or not the graduate is going to college. And then it strongly suggests that if college is not contemplated, it might be a good idea to "join the Army."

Of course, most of the lads who walk into Sgt. Smith's office vision themselves as future Lindberghs — they all like the air force. But, in the words of the recruiting officer "they want to start at the top and then work downward." No enlistments in the air corps are now available.

Screwballs - - And Proud Of It!



Acting as any good "screwball" should, Louis Rosel, Roy Rumpff and William Cooley practice the art of glass eating as they prepare for the "screwball jamboree" to be held in Rochester next Saturday.

When a European gets the "organizing bug" he chooses a colored shirt, a leader to eulogize, picks out a martyr or two, shoulders a gun and goes out to "get somebody." But when the average American gets that same "bug" he forms a social organization and has some fun about it.

No exception is Rochester's latest gift to the nation's fun-loving groups — the Imperial Order of Screwballs.

Formed in Rochester last fall, the "screwballs" now have asylums (that's what they call the local chapters) in more than

20 cities and towns in the state. Syracuse, Buffalo, Batavia, Wellsville, Conesus Lake, Lancaster, Hornell, Dansville, Endicott and Perry, all have their quota of organized "screwballs."

This organization, according to Charles B. Tutty, Sr., Imperial Master Screwball, is composed of people who, by their own admission, do not consider themselves overly smart, but on the other hand are "not so dumb but what they can mind their own business."

And part of that business is to have a good time.

Therefore, a good time may be expected at the second quarterly jamboree of Rochester Asylum No. 1 which will be held Saturday evening in the Moose Club on East Ave. It is expected that more than 100 out-of-town "screwballs" will be here to participate in the rites. Screwball Roy R. Rumpff, Imperial Recording Screwball and one of the founders of the movement has planned to issue charters to several new asylums who want to join the march "down the bughouse trail."

According to the program at Stone 6001.

Continued On Page 3

Parks Dept. Report Proves Popularity Of City Playgrounds

A total attendance of 873,153 children was chalked up by 24 city playgrounds during the three month period ending June 30, according to Patrick J. Slavin, director of Parks in a report made public this week.

Episcopal Leaders Listed For Service

The Rt. Rev. Bartel H. Reinheimer, Bishop of the Episcopal Diocese of Rochester, has announced the appointment of two special committees which will study and report to the next diocesan convention on two important phases of religious life.

The Rev. Jerome Kates, D. D., rector of St. Stephen's Episcopal Church, will head the Committee on Church and State for the new Church Year taking the place of Dr. William A. Eddy, President of Hobart College. Assisting Dr. Kates will be the Rev. John G. Spencer, D. D., of Hornell, Mrs. Harper Sibley, Edward G. Miner and Judge John Van Voorhis of Rochester and Miss Katherine Darrin of Addison who served on the committee last year.

The Rev. Howard H. Hassinger, rector of St. Peter's Memorial Episcopal Church of Geneva, will continue as chairman of the Advisory Committee on Church Unity. Reappointed to this committee are the Rev. George E. Norton, D. D., the Rev. Henry R. Talbot, Col. Carey E. Brown, Mrs. Edwin Allen Steebins and Dr. G. Kirby Collier of Rochester.

If you do not receive the Sun regularly every Thursday afternoon, call the circulation dept. at Stone 6001.

The report, covering the work of the parks, playgrounds and recreation divisions of the city system shows the many phases of the department's work, including care of park grounds, municipal golf courses, small parks at street intersections, and trees lining the city streets.

According to Slavin, his workers had an unusually heavy load this year, particularly at the Genesee Valley Park golf links, where the early Spring flood waters ruined many of the greens and fairways, making a complete resodding necessary. In addition to this the heavy rainfall has caused the grass to grow faster than usual making extra cuttings necessary.

Special mention is made in the report of the lilac festival in Highland Park during the last week in May. It is claimed that the largest crowd ever, attended the showing of the lilacs which park employees say were extra delightful this year.

Greatest playground attendance was at the First St. grounds where a total of 79,511 was registered. This was followed by Carter St. Playground and the old U. of R. field, both of which went over the 47,000 mark.

Even the arrival of the stork at the Seneca Park zoo is contained in Park Director Slavin's report. Two Rhesus monkey mamas had "blessed events" one on April 7, the other on April 30. Attendance at the zoo was given as "up to 4,000 on Sunday."

Only One Week More To Buy

RUBEROID ROOFING & SIDING

At Bargain Prices!

We Must Sell Three Hundred Tons of Roofing And Eighty Tons Of Snow White Eternit Asbestos Siding This Month. No Reasonable Offer Refused During Removal Sale Ending August 1st.

	VALUE	SALE
Light Weight Smooth—1 ply	\$1.25	\$.69
Medium Weight Smooth—2 ply	1.50	.99
Heavy Weight Smooth—3 ply	1.75	1.15
75 lbs. Slate Roll Red-Green-Black	2.00	1.69
90 lbs. Slate Roll Slate Red-Green-Black	2.25	1.79
167 lbs. Standard Hex, per bundle	2.50	1.79
Silver White Asbestos Siding	2.50	1.95

Other Good Bargains Not Listed

Slate Roll and Shingles come in Red, Green and Black. Nails and Cement in roll 10c extra. Roll covers 100 sq. feet; Bundle Roofing covers 50 sq. feet; PRICES GUARANTEED FOR ONE WEEK ONLY.

HERE'S WHY

Roofing prices are going up. They have raised three times this year. We have to replace at higher cost. Our only reason for selling at ear-load prices and less is because roofing is heavy; we want to save moving twice, and clean out odd and discontinued items.

Ruberoid roofing has been known to the trade for thirty years for highest quality. Dealers and consumers who know quality will buy at these prices quickly.

MANY ODD LOTS
SHINGLES
1/2 PRICE

PHONE FOR FREE
ESTIMATE WITHOUT OBLIGATION,
SEND POST CARD, OR DROP IN.

EASY TERMS
\$5 MO.

KEMP ROOFING CO. 331 WEST MAIN ST. PHONE MAIN 1786

ROCHESTER'S AIR-COOLED QUALITY BASEMENT

FOR MEN AND BOYS



First Aid
To
Thrifty
Parents'
Pocketbooks

Boys' Slack Suits . . \$1.59

Exceptionally good values in these very popular sets for boys. Matching patterns, contrast tops, figured tops with plain trousers. All sanforized shrunk.

Boys' Wash Slacks . . 89c

Fine quality, durable slacks, these. All are sanforized shrunk and tub-proof. Stripes and the season's newest patterns in light and dark colors. All have plated fronts and are finely tailored.

Boys' Wash Shorts . . 59c

Plain shades, patterns, checks, plaids, medium and dark colors . . . a huge variety. All sturdily tailored. All with elastic waistbands and all sanforized shrunk.

Boys' Play Shirts . . . 49c

Beautifully tailored fine broadcloths, slub weaves and other cool cloths. Plain shades, pastel, whites and figured patterns. Get enough to last all thru the many hot-weather weeks ahead. They're real values.

KNITTED BASQUE SHIRTS 39c

Charge It Now . . . Pay As Of August
1/3 Due Sept. 10 — 1/3 Oct. 10 — 1/3 Nov. 10

- Extraordinary Bargains In Hot-Weather
- Suits For Men . . . Be Sure To See Them

A Spectacular Purchase

Cool, Eastman "Teca-Cloth"

Summer Suits

\$10

A SPECTACULAR purchase from our regular maker, together with broken groups from stock! Made of new Teca-Cloth, developed by the Eastman Kodak Company! Grand and cool to wear . . . the biggest ten-dollar's worth of summer suit comfort we think you've ever seen. Whites and plain colors in all the newest styles. See them, without fail . . . They won't be here long at \$10 . . . Values like these don't linger, as you well know.



The NATIONAL
Eastman at Stone

If your name and address is in the Sun office, 420 Burke Bldg., listed between the ads, call at for a dollar bill.

Wij hebben Gilbey's Gin

WE HAVE GILBEY'S GIN
in onze familie
IN THIS FAMILY
gedronken sinds
BEEN DRINKING SINCE

Grootvader's tijd!
GRANDFATHER'S DAY!



In South Africa and nearly every other corner of the earth, men who know liquors, long ago discovered that Gilbey's has a richer, smoother taste—and ever since Gilbey's has been the international favorite. Insist on Gilbey's!

THE INTERNATIONAL GIN DISTILLED BY GILBEY IN THE UNITED STATES, ENGLAND, AUSTRALIA, CANADA
National Distillers Products Corp., N. Y. C.—90 Proof—made from 100% grain neutral spirits
Mrs. Ellis Schechtman, 148 Monterey Rd.

Store Announces Photo Contest

Parents who believe their youngsters have outstanding personality will have an opportunity to prove it in the ninth annual Children's National Photograph Contest, announced by portrait studios throughout the nation this week.

Among the local studios co-operating in the \$3,000 prize affair is the Sibley, Lindsay and Curr Co.

Announcements state that winners will be selected solely for their personality and character, as reflected in their photographs.

Judges in the contest will include Angelo Patri, child-care expert, and Tony Sarg, creator of marionettes.

Full details as to method of entry and eligibility for the

contest can be had through the Sibley, Lindsay and Curr Co. photo studio.

Dorothy Lamour — Your story in the August TRUE STORY Magazine has been a revelation to me. It has saved my own marriage! I wish every young girl and married woman would read it. Joan McCall. (Adv.)

RODEO

All This Week
EDGERTON PARK
General Admission **55c**
Free Parking

**Sibley, Lindsay & Curr Co.
BASEMENT NEWS**



Sale!

Irregulars of 59c

Famous Make 4-Thread

**SILK
HOSIERY**

You'll Know It by the Patented Single - Unit Monitop!

It's fine gauge! It's splash-proof! It's a brand known from Maine to California! It's a positive sensation at this price, because the irregularities defy your detection and won't impair wearing qualities. Grand bargain for waitresses, beauticians, nurses, anyone who walks or stands a lot or gives hosiery really hard use. The rayon welt and rayon plaiting in the foot promise extra wear. Newest summer shades so that you can start wearing this bargain-of-bargains immediately!

39c

A PAIR!

BASEMENT, AISLE 8, CENTER

YOUR CREDIT IS GOOD WITH GARSON & WOOD

AUGUST FURNITURE SALE

At Garson & Wood's

Your Savings Pile Up in Our Store-Wide Sale!
Buy With Economy, Live in Style and Comfort!

Open Friday
Night From
7 Until 9

**EASY TERMS--AS LONG AS
2½ YEARS TO PAY ON
COMPLETE HOME OUTFITS**

Accounts Over 90 Days—½% a Month Carrying Charge

We Close
At 1 P. M.
Saturday



ANY PURCHASE
HELD UNTIL
WANTED—NO
STORAGE
CHARGE

Beautiful "Ca-Vel"
100% MOHAIR!

3-Piece Suite!

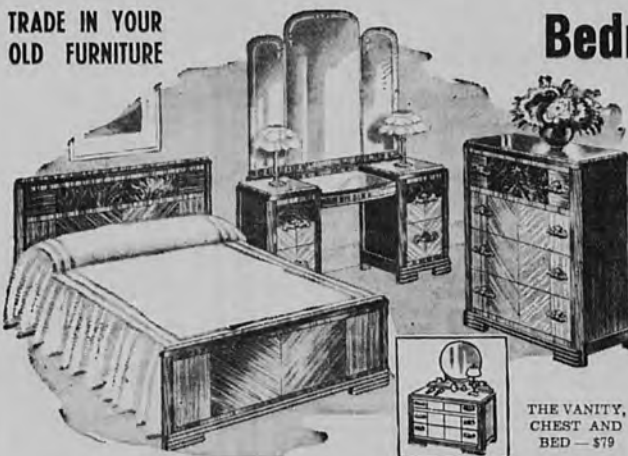
AT AUGUST SALE SAVINGS NOW!

**Five-Year Guarantee \$115
Against Moth Damage!**

★
Evening Appointments
Gladly Made . . . Just
Telephone Main 5103
FREE PARKING AT ANY
DOWNTOWN STATION
FREE DELIVERY
ANYWHERE IN WESTERN
NEW YORK

Just one of the reasons why Garson & Wood's August Sale means so much to you! Lustrous, velvety soft, "Ca-Vel" Mohair, a very durable fabric! Splendid davenport and 2 chairs with carved wood legs, panels and bottom molding. \$139 value! Store-wide reductions!

TRADE IN YOUR
OLD FURNITURE



Bedroom Suites!

Matched Walnut

\$69

3 PIECES — DRESSER,
BED AND CHEST

AUGUST SALE!

You'll exclaim at the beauty and rich appearance of this suite, at so low a price! American built and finished with veneers with Zebra trim! Mahogany drawer bottoms. Just proofing! Cedar lined bottom drawer in chest! Save at Garson & Wood now!

THE VANITY,
CHEST AND
BED — \$79

Garson & Wood

111 CLINTON AVENUE SOUTH

TELEPHONE MAIN 5103

Sun advertisers offer you greatest savings on quality merchandise. Read the Sun regularly every Thursday.

SHOP EARLY FOR YOUR CHICKEN SPECIALS THIS WEEK-END TO AVOID DISAPPOINTMENT Prices Are Low

FRESH HOME-DRESSED	BROILERS Frying Chickens 3-5 1/2 lb. avg. Roasting Chickens 3 1/2-4 lb. avg.	25c
CHICKEN BREASTS .. lb. 45c CHICKEN LEGS .. lb. 35c CHICKEN LIVERS .. lb. 35c	CHICKEN NECKS .. lb. 10c CHICKEN WINGS .. lb. 17c CHICKEN GIBLETS .. lb. 17c	
BEEF Cut from U. S. Inspected young steers.	Milk Fatteds For fritasens or salads.	16c
ROAST young steers.	FOWLS	
ZWEIGLE'S HOTS	Parboiled Coney Islands Skinless or Tender Casing Steamers	23c

CLARK'S MARKETS
824 Portland - Near Lux - Stone 471
906 No. Goodman - Near Bay - Cul. 4670
FREE DELIVERY

MPs Regina Held, 167 Mulberry St.

Colonel To Address Veterans League

The Monroe County Veteran Civil Service League, Inc., will hold a meeting at 221 Dewey Ave. on Monday, August 5th at 8 p. m. Fred E. Wegner, commander of the Monroe County Veterans Service Corps, and newly designated Colonel of the New York guard, will deliver an address on Home Defense and Civilian Preparedness.

All members of the League and state, county, or city employees who are veterans and are interested in becoming members, are urged by Pres. John Karp to attend the meeting.

KNIGHTS TO PICNIC

Members, families and friends of the Knights of Calvin will hold their annual picnic at 1600 Lexington Ave. on Sunday, August 25, beginning at 1 p. m. William Pannett is chairman of the affair.

Screwballs . . .

Continued From Page 1
ranged for the jamboree the events are right in line with what a screwball might be expected to do. First on the program is a "glass eating contest," open to all members. Second is a "craziest costume" contest. But the strangest thing on the program will be the awarding of a real live baby to the married couple who can furnish the best proof of their ability to care for it. Summonses to the jamboree describe the baby as follows:

"Male three months old, cute and pretty, blue eyed, guaranteed white American parentage, born in Allegany county. Adoption papers, legalized by court order, will be paid for by Rochester Asylum. Applicants must furnish sworn statements as to their financial ability to properly maintain the baby."

One thing is certain, the screwballs are certainly living up to their title.

Cooked tomatoes contain more vitamin C than do other cooked foods.

ROCHESTER'S LARGEST POPULAR PRICED STORE

Edwards **BIG Clearance SALE**
CRASH - CHINTZ - CRETONNE DAMASK Upholstery Fabrics
and CURTAIN REMNANTS

Up To 5 Yard Lengths **50% to 75% off** All Sales Final

Frankly, we have too many of them. Our stocks must be cleared immediately and we believe that Rochester housewives are thrift-minded enough to see the advantage of buying now. These fabrics are suitable for drapes, chair covers, stool covers, pillows etc. We urge you to SHOP EARLY for these rare bargains! The values can't be repeated for months!

EDWARDS—Fourth Floor

RIVERS August Furniture Sale
Starts To-day

GET TWICE AS MUCH FURNITURE FOR YOUR DOLLAR BY BUYING NOW!

Buy those extra pieces you've always wanted with the money saved on your original purchase. This is an unusual furniture sale. Rivers has been noted for their honest prices and values during the 29 years they have been in business. ALL ITEMS ARE HIGHEST QUALITY. ALL ARE REDUCED. Rivers do not hide behind the word QUALITY. The salesmen will be glad to show you unquestionable PROOF of the many superior features in this line of merchandise. If you prefer SEEING the quality if you want to save REAL dollars stop in this week-end at our spacious comfortable show rooms, just out of the high rent district.



*** One Of Our Big August Values ***
2 Pc. KID-MOHAIR LIVING ROOM SUITE
Beautiful, modern design. Practical Super-Sagless construction. Moss filled. All the chic news shades. Will look up to date for years to come.
AUG. SALE PRICE \$99.50
REG. \$135

Rivers . . . Will Let You Make Your Own Terms
OPEN TUES. - THURS. & SAT. EVENINGS FROM 7 TO 9:30 P. M.

Frank A. RIVERS Co., Inc.
226 SOUTH AVENUE



Summer ONLY STRESSES OLD OVERHOLT'S YEAR-ROUND POPULARITY

Because the rich flavor and sturdy body of this most popular of all U.S. bottled in bond rye whiskeys never thin out—even in a tall, cool drink.



NATIONAL DISTILLERS PRODUCTS CORP.
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We Will Not Do Any Watch Repair Work That We Cannot Guarantee

Bring your watch to Edwards. If anyone can fix it, our experts can. But we won't charge you a penny if we can't guarantee the work.

Watches Cleaned and Oiled . . . \$1
Main Spring Fitted \$1
Stem & Crown ea. 75c

EDWARDS—Street Floor

OPEN an EDWARDS NEW 90 DAY Charge Account
No Down Payment
No Interest to Pay

PAY 1/2 AUG 10
PAY 1/2 SEPT 10
PAY 1/2 OCT 10

Mail or Phone Your Application

JUMBO VALUE

July 1940 calendar showing the date July 25th.

Jumbo Values Represent New Merchandise, Specially Purchased, Specially Priced for One Day's Selling Only.

Men's Wash SLACKS
On Sale One Day Friday Only
1.69

All woven fabrics! All fast colors! Smart stripes, handsome checks and a huge assortment of solid colors. Remember, these SANFORIZED slacks are priced at 1.69 for one day, tomorrow only! Reg. 2.98.

Sizes 29 to 50
EDWARDS—Street Floor



EDWARDS BARGAIN BASEMENT
LOWEST PRICES ALWAYS EVERY DAY A BARGAIN DAY SHOP DOWNSTAIRS AND SAVE

BIG SALE! SEERSUCKER HOUSE DRESSES

Special Sale Price 79c Made to Sell for 1.19 each

They Wash Like Hankies & Need No Ironing

Wonderful group of gay, young dresses to wear anywhere and everywhere. Every one smartly styled, handsomely tailored! Gay color combinations of powder blue, grey and white . . . red, white and blue . . . rose, white and blue. Sizes 14 to 44! Buy several at great savings!

- Collarless Style • Collar Styles
- Wide, Multi-Color and Narrow Stripes
- Round or V Necklines
- Misses and Women's Sizes

On Sale In EDWARDS BARGAIN BASEMENT.



ROCHESTER'S LARGEST POPULAR PRICED STORE

Edwards Featured In Our **AUGUST SALES** for the **HOME**

1400 Sq. Yds. **INLAID LINOLEUM**
1.29 sq. yd.

Always a Fast Seller at 1.69 & 1.79.

Tile, marble and embossed designs—suitable for any room in which you wish to use hard surfaced floor coverings. Every yard reinforced with burlap backing. Only 1400 Sq. Yds. SHOP EARLY!

Buy On EDWARDS Budget Plan No Down Payment—As Low As \$1 Weekly

EDWARDS—Fourth Floor



Adelaide Says: "Don't Let The Heat Get You Down"

JEEPERS! Limp as a RAG! (description of US, your drooping, snoring seribe)... as off we go to PRESS!

Goggle your FLICKERS here, gals, we're about to dish a honey of a hot-weather thirst-quencher. And can you think of any DUCKIER way to begin a COLUMN???

CLARET CUP 'tis a. A bottle of claret, a pint of Saratoga Vichy, a sliced lemon, 4 slices of fresh pineapple. Sugar to taste and ice well. Serves four, unless you're thirsty! Yahl! Yahl! The guests'll love it. Even YOU will!

Getting Down to Some Serious Biz...

CORKING sale of the WEEK in FIRST in line of TIPS...

SALE at MILL END SHOPS, 71 Clinton S... 2,000 yards of LINENIZED crash (Sun and Tub) PRE-SHRUNK, 80% of em... 50 inches wide... REGULAR value 69c at the SUPER-SAVING price of 33c...

PERMANENT waves via SPRAY. If that hasn't TICKLED our FANEY! DREAM of a wave without HEAT, minus machine, spared that TOP-HEAVY awfulness, and one that positively POOPOOS the will-my-hair-take-it problem. UTOPIA? Ummm... Think not!

Lookie, baby, we didn't DREAM this. We marched up to Sibley's and saw with our very own ORBS. Here's the

story—it's sprayed into the hair while you recline over the shampoo board. Because the wave employs no heat, no protectors are necessary, no pads are used... no heaters... no machine or heavy overhead apparatus. (Weight on the head is reduced by some 68%)... light as the proverbial feather as-it-twer!

It's the CHERCEST midsummer entertainment we've had round these parts—delightful spot—romantic 'n all that! DAVE KESSLER's doing a SWELL job promoting... ITURBI (the rumor goes) is ANGEL-ing the project for a GRANDthe place is MANITOU on the Lake, just a delightful

drive from here... Wednesday and Friday nights, Sunday after... If there's a PLEASANTER place to while away a summer evening, YOU tell US!

LENA BRUNEAU'S the gal what has us INTRIGUED with her profession—hair dyeing. It's her favorite indoor sport—she'd rather dye hair than... waaal, than... you guess what! It's her specialty. She'll tell you more about hair-dyeing—how to recondition a bad job—what to do and what not to do if you're aimin' to change from a RAVISHING blonde to a sophisticated titian-haired damsel. She'll give a FREE consultation—answer questions by phone or letter—and she's

GOOD—knows her business from A to Z—used to be an INSTRUCTOR—is probably one of the BEST pro hair-dyers you'll find anywhere—80 East Avenue Bldg... Stone 4443...

LOVE-DOVIES who're middle-ailing it these days might take a tip from a gal what covers the shop-beat... 'n waltz up to LAUER'S, 50 State. What with August Furniture Sales due most any day and a band of crack interior decorators roaming the place, a newlywed, a bride to be (or what will you) has merely to WAVE the wand. We've been GOOING over Lauer's selection of ultra-modern furniture. There're scads

of ideas floating the spacious floors. Come August Furniture Sales 'n WOWIE! what bargain opportunities. It's your best bet for sound, professional advice plus budget-kind prices...

Smartly-gowned pretties who catch second glances these days are those with the well-groomed, fresh-from-the-band-box look. Mebbe you think laundering washable dresses helps. Waaal we're in the cleaner-rooting class... Like our summer cottons CLEANED... Think WATTS Gen. 614 does a SWELLEAGANT job too! Sends our washables back looking fresher—exactly like new again (which laundering doesn't do).

Extravagant—(suppose so!) but worth it, by cracky... The SMART gals are doin' it!

Frank Morgan's first job after leaving Cornell University was selling toothbrushes from door to door.

WALKER'S ALL-CHICKEN PIES
And Beefsteak Pies
No vegetables—filled with choicest chicken only. Delivered by door. Special prices on quantity orders.
26 VELOX ST.
GLEN. 3783

CENTRAL TRUST COMPANY
LOW COST LOANS TO MEET YOUR EVERY FINANCIAL NEED
* PERSONAL * AUTOMOBILE * REAL ESTATE * HOME IMPROVEMENT
Loans
MAIN OFFICE * Main 1625 * BRIGHTON BRANCH 1806 EAST AVE.
Miss Mary Redmond, 3 Bardin St.

Sibley, Lindsay & Curr Co.
M-m-m-m! BROILERS!
Milk-fed birds, home-dressed, averaging 2 1/2 lbs. each. Lb. ... **27c**

HAM SAUSAGE Tower Brand Sliced 19c Lb.	GROUND STEAK 100% Beef Fresh Ground 29c Lb.	STEAMERS Tower Brand Skinless 25c Lb.
--	---	---

Sunshine Cakes Large Size ca. **35c**

"Tea Leaves" A Flaky Pastry doz. **21c**

ORANGES California Valencia 2 doz. **65c**

LEMONS Fancy Sun-kist doz. **35c**

BUTTER High-Score Creamery Tub 2 lbs. **59c**

COCOANUT STRIPS, a delicious Ontario cookie, package **15c**

CANTALOUPES, luscious, ripe, each **15c**

BRUNCH, the new all-pork lunch meal can **27c**

VELVEETA CHEESE, by Kraft, 1/2-lb pkg. 2 for **25c**

CASHEW NUT BUTTER, lb. **27c**

COFFEE, our 'Superior' brand, lb. 25c 2 for **47c**

CANADA DRY SPUR, 6 blfs. to carton, for **25c** (Plus Deposit)

PEACHES, Blue Label brand, sliced N. Y. State, No. 2 1/2 can **25c**, 3 for **69c**

CRAB MEAT, Frazar brand, 3 1/2 oz. tin **13c**
2 FOR **25c**

TOMATO JUICE, Campbell's, 50 oz. can .. **21c**
2 FOR **39c**

APRICOTS, Hunt's superior, whole, peeled, No. 2 1/2 can **21c**

TUNA FISH, Blue Label Mission . **15c**, 3 for **41c**

GROCERY, MAIN FLOOR
PHONE STONE 6500

WITH COUPON SWEETHEART SOAP
3 for 11c
Limit 3
KEY DRUG

WITH COUPON LYONS Tooth Powder
Reg. 25c size **11c**
Limit 1
KEY DRUG

WITH COUPON FLY SWATTERS
Reg. 10c **3c**
Limit 4
KEY DRUG

WITH COUPON SAFETY MATCHES
2 for 11c
Limit 4
KEY DRUG

WITH COUPON Milk of Magnesia Tab.
Tin of 30 Reg. 25c **7c**
Limit 2
KEY DRUG

WITH COUPON SHU MILK White Shoe Polish
2 for 9c
Limit 2
KEY DRUG

Beuchman Cleaner
Reg. 30c Size **19c**

LIFEBUOY SHAVING CREAM
Large Size **23c**

NOXZEMA CREAM
Boudoir Size, Reg. 75c. **49c**

RUBBING ALCOHOL
Pint Size **8c**

Hershey Chocolates
Lg. Size Mild & Mellow **3 for 23c**

BALL CANNING JAR COVERS
Screw Type Box of 12 **20c**

470 N Goodman near Mar. **92 E Main near Water**

546 Monroe near Goodman **457 Ridge Rd W near Dewey**

Rochester's Modern CUTRATE DRUG STORES

TODAY, TOMORROW, SATURDAY AND SUNDAY

FEENAMINT, reg. 25c size **19c**

SCHICK BLADES, pkg. of 12 **46c**

GLYCERINE, 4 oz. bottle **11c**

IODINE with applicator, reg. 15c **3c**

ASPIRIN TAB., tin of 12 **2c**

BATHING CAPS, 39c value **23c**

MARROW OIL SHAMPOO, reg. 60c size **28c**

BORDEN'S CHOCOLATE MALTED MILK, lb. can **23c**

LISTERINE TOOTH PASTE, reg. 25c **3 for 49c**

ANACIN TAB. bottle of 50, reg. 75c **59c**

BLAUD IRON PILLS, bottle of 100 **11c**

HAIR PINS, reg. 5c box **3c**

BREWER'S YEAST TAB., bottle of 250, reg. \$1.00 **49c**

ZINC OXIDE, 1 oz. tube, reg. 25c **7c**

SODA MINT TAB., bottle of 100 **7c**

HAARLEM OIL CAPSULES, box of 24, reg. 35c **13c**

Electric WHIPPER Reg. \$1.50 **98c**
Saves Time Saves Money

Be Wise—Try Alka-Seltzer Large Size **49c**

Electric FANS 8" Blade \$1.50 Value **98c**

HUSH CREAM DEODORANT CHECKS PERSPIRATION JAR **23c**

ELECTRIC HAIR-DRYER \$2.00 Value **\$1.49**

Compare This Value!

INGRAHAM WRIST WATCH \$1.69
New Single or Triple Braided Strap Reg. \$2.50

ELECTRIC STOVE Complete with Cord \$1 Value **59c**

Hinds Honey & Almond HAND LOTION Reg. \$1.00 Size **49c**

POCKET COMBS Reg. 10c **3c**

MINERAL OIL Heavy American Pint **25c**
Quart **45c**
1/2 Gal. **85c**
Gallon **\$1.49**

GOLF BALLS Reg. 35c **19c**
3 for 55c

WITH COUPON TOILET TISSUE
1000 Sheet Roll **3 for 11c**
Limit 6
KEY DRUG

WITH COUPON BILL FOLD
Genuine leather 50c Val. **19c**
Limit 1
KEY DRUG

WITH COUPON HAIR CURLERS
Reg. 5c **3 for 7c**
Limit 6
KEY DRUG

WITH COUPON WOODBURY SHAVING LOTION
Reg. 50c Size **19c**
Limit 1
KEY DRUG

WITH COUPON BEACH SLIPPERS
Terry Cloth Insole **9c** Pair
Limit 3
KEY DRUG

WITH COUPON Trim Furniture Polish
Reg. 35c Size **11c**
Limit 2
KEY DRUG

ADLERIKA Reg. \$1.00 **67c**

COCOA BUTTER 8 - 1-ounce fingers **29c**

BALL CANNING JAR RUBBERS Box of 12 **3 for 11c**

SURE — I CAN USE AN EXTRA DOLLAR

Berghash Bargains

100% PURE CALIFORNIA WINE
Ask for FREE Wine Recipe Book, and make a refreshing "Wine Cooler".
Choice Tokay, Sherry, Port, Muscatel, Maderia, Angelica.
\$1.39 Full Gal. Compare \$2.00 Value

4 Year Old Straight Bourbon WHISKEY
"Cream O'Grain"
\$1.89 Full Qt.
3 Quarts \$5.50 Rochester's Best

90 PROOF LONDON INN Distilled Dry GIN
Distilled by an old English recipe. At excellent straight or for cocktails. Smooth, Palatable, satisfying.
\$1.29 4*5 Qt.
3 for \$3.75

BERGHASH
124 CLINTON AVE. S. MAIN 786
NEXT TO LOEW'S ROCHESTER THEATER
FREE PARKING OPPOSITE OUR STORE

One Spot Flea Killer Kills Lice, Fleas, Aphids, Beetles, Crab Lice, Potato Bugs, Chiggers, Warts. *DUST ON ONE SPOT* - Mrs. Dean Stebbins

Luckies Camels Chesterfield. Old Gold Phillip Morris Carton \$1.39 Tax Paid

New KODAKS-BROWNIES for vacationists

BROWNIE REFLEX
NEW type miniature camera with reflex finder that shows the picture in full size while you're making it! Only \$4.47.

KODAK DUOX
MAKES 16 album-size 1 1/4 x 2 1/4 inch pictures per roll of No. 620 Kodak film. Gives you more pictures for your money. Costs only \$5.75.

KODAK VIGILANT JUNIOR MODEL SIX-20
MODEL Six-20 for 2 1/4 x 3 1/4 inch snapshots. Has variable Kodak lens and precise Dial shutter. Featured at only \$9.50.

FILMS DEVELOPED AND PRINTED
23c
Any 6 or 8 exposure roll

KODAK FILMS AT LOW PRICES
127 FILM 20c
120 FILM 20c
620 FILM 20c
116 FILM 25c
616 FILM 25c

Thousands asked for it!

DELSEY Toilet Paper
SOFT LIKE KLEENEX

ADLERIKA Reg. \$1.00 **67c**

COCOA BUTTER 8 - 1-ounce fingers **29c**

BALL CANNING JAR RUBBERS Box of 12 **3 for 11c**

**SEARS
ANNUAL
AUGUST**

**Fur
Sale**

Starts TODAY!



LUXURY FURS!

RICH NEW MARKINGS AND FINISHES due to dyeing and dressing improvements!

1940-41 FASHIONS!

New full, draped SWAGGERS... VOKES... SHIRRED BACKS... smart COLLARS... FITTED styles... new SLEEVE TREATMENTS... STROLLERS... TOPCOATS!

SENSATIONAL VALUE!

Enormous orders—placed months ago—bring you THE MOST SENSATIONAL SAVINGS IN OUR FUR-SELLING CAREER!

YOU NEED PAY ONLY \$3 NOW!

Free storage till you take out your coat in the Fall... or use Sears Convenient Time Payment Plan!

**BIGGER VARIETY
BETTER QUALITY
GREATER SAVINGS**

\$39

A SEARS BOND—YOUR GUARANTEE!

Buy furs at Sears with CONFIDENCE. A Sears Bond goes with every coat in this August Fur Sale—guaranteeing the garment for wear, style and value.

If you want an out-and-out BARGAIN in beautiful furs, come to Sears this August! You'll rub your eyes in wonder at the fabulous richness of these furs. You'll gloat over the fashions—furs handled like fabric—definitely dressmaker touches—feminine elegant styles that will be smart for many seasons. Workmanship? Top-notch. Assortments? Tremendous. And—by purchasing big quantities early and "beating" the market rise—we bring you the MOST SENSATIONAL FUR VALUES in our entire history!

All These "Expensive" High-Style Furs at \$39!

Mink Dyed Coney, Pieced Caracul, Seal Dyed Coney, Beaver Dyed Coney

Brown, Black, Gray—Women's and Misses' Sizes

SEARS, ROEBUCK AND CO.

Fur Coats, Second Floor—Monroe Avenue Store Only



Bathing Beauties

A two-weeks' stay at Atlantic City's Hotel Knickerbocker with all expenses paid is the reward of these comely young lassies for winning the Schine Theatre's Bathing Beauty Contest. Miss June Oakley, 3440 Lake Ave., who represented the Liberty Theatre in the finals at the Riviera Theatre last Friday, won first place. Miss Mary Constanline, 11 Council St., was a close second.

Democrats To Show Movie

A free showing of the motion picture "Pleasure Time," featuring Fred Waring and his Pennsylvanians will be given tonight at the Grand-Webster Hall, under the sponsorship of the 18th Ward Democratic Club, Inc.

Intimate shots of life in the Waring organization, rated as one of the outstanding dance bands in the nation will be shown in the picture.

The committee heading this presentation includes Joseph G. White, John Gorky, James Monks, Jr. and William Guilfoil.

Where You Buy the Cuts of CHICKEN
You Prefer
Breasts lb. 45c Livers lb. 45c
Wings lb. 23c Giblets lb. 19c
Necks lb. 12 1/2c

BRING THIS COUPON
Extra Special
Fresh Cut CHICKEN LEGS **29c**
Regularly 35c Lb.
With This Coupon

DOLANS
600 Jefferson Ave.
Cor. Bartlett Tel. Genesee 1417

Enjoy the whiskey that's
light as a feather
THREE FEATHERS
CLARI-FINED flavor-protected
90 proof. Blended Whisky, 75% grain neutral spirits. Distilled by Distillers Corporation, N. Y.
*Wm. F. & P. Co. © D. D. Corporation 1940

RELIEF CORPS PICNIC
Members of the E. G. Marshall W. R. C. No. 27 will hold their annual picnic at the Sequoyia Canoe Club in Genesee Valley Park next Saturday. Dinner will be served at 1 p. m. Mrs. Anna Hoyt, chairman, has requested those attending to bring their own silverware and dishes.

\$4.95 off Regular \$13.70 List Price!
CHOICE OF:
Goodyear DELUXE ALL-WEATHER!
U. S. Royal DE LUXE!
Goodrich SILVERTOWN!
Firestone CHAMPIONS!

TIRES 6:00x16's
Sale Prices Include Your Old Tires! **\$8.75** Exch. 50c Weekly

• First Quality! • First Line!
SALE PRICES ON WILLARD TIRES

6.00	x	5.50	x
16	\$495	17	\$490
5.25	x	4.75	x
18	\$485	19	\$435

These Sale Prices Include Your Old Tires
KOMINZ TIRE CO.
3 Big Stores—Open Evenings
469 Ridge Rd. W. At Derby Ave. 182 Monroe Ave. 417 Monroe Ave.
8 A. M. to 8 P. M. Daily 8 A. M. to 8 P. M. Daily 7:30 A. M. to 11 P. M.
Miss Irene Sullivan, 325 Clay Ave.

These are the Berries...
THAT GO INTO LOVE'S
Delicious Home Made
Fresh Strawberry ICE CREAM 25¢ QT.
Sold Only At LOVE'S Stores

Doors Open Promptly Tomorrow Morning At 9 A. M.
GREYSTONE'S
190 East Main St. next to Neisner's 5 & 10
DISPOSAL SALE!

**WE MUST VACATE!
EVERYTHING MUST BE SOLD AT ONCE!
EXTENSIVE ALTERATIONS START HERE SOON!**

FOR IMMEDIATE DISPOSAL OF GREYSTONE'S REMAINING STOCK—PLUS MERCHANDISE WE BOUGHT AT A SACRIFICE TO MAKE THIS ONE OF ROCHESTER'S GREATEST VALUE-GIVING EVENTS! DON'T MISS THIS SALE!

Stock Consists of Brand New, High Quality, Seasonable

Sale Continues Until Everything is Sold!
SIZES FOR EVERYONE
**DRESSES
COATS-SUITS
HOSIERY
HANDBAGS
LINGERIE
BEACHWEAR
SPORTSWEAR**

Everything Assembled On One Mammoth Floor

WOMEN'S WEAR AND ACCESSORIES
All To Be Sold At Low
GIVE-A-WAY PRICES

- Opportunity of A Lifetime!
- Every Woman Should Attend!
- Let Nothing Keep You Away!
- Never Before! Probably, Never Again!
- No C. O. D. — No Exchanges!
- All Sales Final at these Sacrifice Prices!

STORE OPEN ALL DAY SATURDAY

GREYSTONE'S—190 E. MAIN
Between Clinton Ave. and St. Paul St. opp. McFarlin's

Thousands of Rochester families read the Sun each week as an economical guide to better shopping. Acquire the habit—shop through the Sun.

THE REAL TRUTH

Parents — If you think modern youth has lost all its ideals, here's a chance for you to learn the real truth. Read "To Take Love or Leave It" on page 26 of the TRUE STORY Magazine for August, now on sale at your nearest magazine dealer. (Adv.)

FALSE TEETH WEARERS

often worst breath offenders



Don't let Denture Breath and stains shout "False"

Dentists say—use POLIDENT

A thin dark film collects on plates and bridges. This film soaks up odors and impurities like a sponge! It holds germs and decay bacteria... gets into every tiny crevice where brushing can't even reach. And it's so tough that ordinary brushing seldom removes it.

Almost always it results in "denture breath"—probably the most offensive of all breath odors.

Yet there's a perfect way to clean and purify false teeth without brushing, acid or danger. It is Polident, a powder that dissolves away all scum, stains, tartaric acid and odor.

Grateful Users Praise It
Polident makes breath sweeter—plates or bridges look better and feel better. Tens of thousands call Polident a blessing for comfort, convenience and hygiene.

Long-lasting can only cost, any drug store. Money back if not delighted. Approved by Good Housekeeping Bureau and dentists everywhere. Hudson Products, Inc., N. Y.



You'll get a COOL reception from a NATIONAL'S **EAGLE** Highball and like it!
 Like King of Blends

90 Proof—40% straight whiskey, 60% grain neutral spirits. National Distillers Products Corporation, New York City.

Cigaret sets \$8,000 Blaze on Main Street



FIRE SALE!
at Patty Furniture Closing Out The Entire Stock at Sacrifice!

Furniture Store Windows Melt In Heat

Partially as Reprinted From Democrat & Chronicle Sunday, June 15

Spreading from the basement through floor joists into the first floor showroom, fire so hot that it melted show windows caused \$8,000 damage to a Main Street East furniture store late yesterday.

Traffic on busy Main Street was blocked for nearly an hour between Stillson and Gibbs Streets while firemen under Battalion Chief George S. Ulrich fought the stubborn blaze in the Patty Furniture and Appliance Store at 366 Main St. E.

Loss Partly Insured

Part of the \$7,000 loss to the furniture stock was insured, the owner, Thomas Patty, said. Damage to the building was estimated at \$1,000 by Ulrich.

Part of the \$7,000 loss to the furniture

stock was insured, the owner, Thomas Patty, said. Damage to the building was estimated at \$1,000 by Ulrich.

The fire started from a cigaret dropped through the glass sidewalk grating, the battalion chief said, one of the glass blocks being missing. Furniture in a basement showroom caught fire and the blaze spread, jumping to the first floor with its living room furniture displays. Ten floor model radios were destroyed.

Smoke Hampers Firemen

Thick smoke hampered the work of firemen who frequently had to seek relief outside as the fumes clouded the store.

The blaze was discovered by a patron who told Manager Forrest Brown, "I think your store is on fire, sir." Brown and a salesman, George Pacardo, traced the fire to the basement showroom and then turned in an alarm.

Many Pieces Undamaged

A great many pieces of furniture in the rear of the store remained undamaged, and some only slightly. Substantial insurance coverage makes drastic reductions possible. Quick sales are anticipated and prospective customers are urged to come early to avoid disappointment.

The most sensational furniture and home furnishing event Rochester has ever seen—\$50,000 stock to be sacrificed in this dramatic and drastic fire sale dis-

posal. It's the opportunity of a lifetime to anticipate your home needs for years to come. Much of this huge stock represents new merchandise, which, while in

the store, was scheduled for the opening of the fall season—in many cases untouched by fire, water or smoke.

SLIGHTLY DAMAGED FURNITURE CLOSED OUT AT HALF PRICE
HOME FURNISHINGS, ELECTRICAL APPLIANCES AT FRACTIONAL PRICES!

OPEN SUNDAY FOR INSPECTION ONLY

BEDROOM SUITES

	Reg.	Now
2-pc. Maple	\$29.50	\$18.50
3-pc. Maple	49.50	24.50
3-pc. Water Fall	89.50	59.50
3-pc. Water Fall	129.50	69.50
3-pc. Water Fall	149.00	79.50
4-pc. Modern	198.00	98.00
7-pc. Modern	295.00	179.00
7-pc. Modern	395.00	275.00
7-pc. Period	295.00	169.00
7-pc. Louis the 14th	495.00	295.00
7-pc. Louis the 15th	225.00	139.00

MATTRESSES—100 TO CHOOSE FROM

	Reg.	Now
Innerspring Mattress	\$44.50	\$21.50
Super Rest	39.50	18.50
Super Rest	39.50	18.50
Waldorf	29.50	15.00
Cotton	5.95	2.00
Cotton Innerspring	12.00	8.00

ELECTRIC REFRIGERATORS

	Reg.	Now
Norge, 6 cu. ft.	\$169.50	\$89.00
Philco, 6 cu. ft.	159.50	89.00
Briggs, 6 cu. ft.	199.50	99.00
Gibson, 6 cu. ft.	89.50	69.00
Stewart-Warner, 6 cu. ft.	249.50	169.00
Stewart-Warner 6 cu. ft.	119.00	88.00

DINING ROOM SUITES

	Reg.	Now
7-pc. Dinettes	\$ 89.95	\$ 49.50
9-pc. Walnut Jamestown	239.00	139.00
9-pc. Mahogany Jamestown	249.00	149.00
9-pc. Modern Walnut	269.00	159.00
7-pc. Walnut Dinette	69.00	39.00
9-pc. Oak	250.00	100.00

STUDIO COUCHES

	Reg.	Now
Studio Couch	\$ 18.00	\$ 9.50
Studio Couch	24.00	12.50
Studio Couch	29.00	18.50
Studio Couch	39.00	22.50
Studio Couch	49.00	27.50

ELECTRIC WASHERS

	Reg.	Now
ABC Washer	\$49.95	\$29.95
Norge Washer	59.95	39.95
Automatic Washer	69.95	49.95
Laundry Queen Washer	89.95	59.95
Thor Washer	89.50	48.00

VACUUM CLEANERS

	Reg.	Now
G-E Cleaners	7.50	6.95
Westinghouse Rebuilt	18.50	7.95
Eureka Your Choice	15.00	5.95
Hoover	22.50	9.50
Royal Cleaners	79.95	39.95
Royal Cleaners	49.95	29.95

LIVING ROOM SUITES

	Reg.	Now
2-pc. Tapestry	\$ 39.95	\$ 12.00
2-pc. Mohair	49.95	18.95
2-pc. Tapestry	69.95	39.95
2-pc. Velour	89.95	39.95
2-pc. Mohair	109.95	59.95
3-pc. Velour	139.50	79.95
3-pc. Mahogany	198.00	98.00
3-pc. Mahogany	225.00	139.00
3-pc. Mohair	298.00	169.00
3-pc. Mohair	325.00	189.00

RUG SPECIALS
Milton, Axminster, Hard Twist, Broadloom, American Orientals \$12.95 and up

RADIOS AND RANGES

	Reg.	Now
Philco table models	\$ 9.95	\$ 4.50
RCA table models	9.95	4.50
RCA table models	24.50	12.00
Philco console	69.95	34.50
RCA console	89.95	49.00
RCA comb. victrola and radio	189.00	95.00
Sterling comb. stove	198.00	95.00
Florence comb. stove	179.00	110.00
Advance comb. stove	169.50	89.00
Modern Made gas range	79.50	49.00
Enterprise gas range	69.95	29.00
Norge gas range	189.00	98.00

GREATEST FURNITURE SAVINGS OF A DECADE!
NO RESERVE...
EVERYTHING MARKED TO GO

PATTY'S

LOOK FOR THE BIG FIRE SALE SIGN

PLENTY OF PARKING FREE DELIVERY IN 100 MILE RADIUS NO MERCHANDISE SOLD TO DEALERS!

OPEN EVENINGS 'TILL 10 P. M. **366-368 MAIN ST. E.** OPPOSITE WEGMANS

ROCHESTER SUN
-WANT
WANTED
USED FURNITURE—top prices for used...
GRAY or white enameled...
HOUSEHOLD
LIVING ROOM SUITE...
ROUND oak tables...
ALL NEW steel beds...
LARGE SIZE cedar chest...
LIVING ROOM SUITE...
FURNISHED HOUSE...
FOR SALE
ROOM FOR
ATTRACTIVE, cool...
TRANSPORT
TRANSPORTATION...
ODD PIECE
FOR THE THIRTY...
SOLID MAHOGANY...
FURRIER
MOVIE
3 ROOMS FOR
4 Rooms for
6 Rooms for
Large refrigerators...
FELT BASE
While They
6x9
\$1.75
All colors suitable...
Only Two To A
H. P. FA...
134 SO. PLY...
9 OUT
10 AG...
Sometimes, as a...
So take this tip...
\$10.55 out of a...
Green River, liked...
claim that it is...
Smoothest Whiskey
GREEN...
The Perfect Bl...
AMERICA'S SMOOT...
AND GREEN RIVER...
IS BIG VALUE, TOO

-WANT ADS-

WANTED TO BUY

USED FURNITURE—Nolan's will pay top prices for used rugs, stoves, etc. Main 903-430 State Street.

GRAY or white enamel combination and bungalow ranges. Will pay \$10.00 and up. Phone Mr. Carter, Main 8222.

HOUSEHOLD GOODS

LIVING ROOM SUITES sold at 10% above factory cost, any style, every kind of fabric made up to your order. Liberal allowance for your old suite. Fahrre, 134 No. Plymouth Ave.

ROUND oak tables, \$2.00; dressers, \$2.00 and up; vanities (walnut) \$10.00; kitchen chairs \$6.00 and up; occasional chairs \$2.50 up; easy lounge chairs \$5.00; living room suites, \$10.00 up. Fahrre Furniture, 134 No. Plymouth Ave.

ALL NEW steel beds \$3.85; four poster beds \$4.95; coil springs \$4.50; cotton mattresses \$3.85; inner spring mattresses, \$6.50. Use your credit. See Fahrre's before you buy for a saving to you. Twin beds, springs & mattresses, complete \$23.00. 134 No. Plymouth Ave.

LARGE SIZE cedar chest \$5.00; unfinished chest of drawers \$15.00 and up; washing machines \$10.00 and up; used Axminster and Wilton Rugs (\$1.00) \$4.00 and up. H. P. Fahrre, 134 No. Plymouth Ave.

LIVING ROOM SUITES, easy chairs, and love seats tailored to your order. Any fabric or style direct from factory to you at prices that will surprise you and make the old pocket book feel young again. There will be no retail profits on a part of this kind. Remember DIRECT FROM FACTORY TO YOU Textile Mfg. Co. Phone Main 8222.

Furnished House For Rent

FURNISHED HOUSE—Six Rooms, desirable location \$45.00 per month. Available September 1st. Apply Rochester Sun Box No. 20.

FOR SALE

ALMOST new 120 Base Italo American Piano Accordion, value \$300. Will sacrifice. 622 Brown St. Call evenings.

ROOM FOR RENT

ATTRACTIVE, cool, cosy front room, refined, home atmosphere. Pleasant surroundings. Convenient location. Fresh new furnishings. Spacious closet space. Excellent food, meals optional. Use of phone. Perfect for business girl or elderly woman. Nursing care available. \$7 week with "brak" breakfast. 219 Meigs. Mon. 3079. Highly recommended.

TRANSPORTATION

TRANSPORTATION to Adirondacks, 3 or 4 persons, share expense, three days, leaving Friday, Aug. 2, return Sunday or Monday, Box 78 Rochester Sun Office.

ODD PIECES

FOR THE THRIFTY BUYER \$25 Sell base rugs, Saturday only, \$1.50, no dealers, two to a customer; Inland linoleum 50c sq. yds. Saturday only. These are the lowest prices in Rochester. H. P. Fahrre, 134 North Plymouth Ave.

SOLID MAHOGANY Colonial dresser \$8.00; old commode \$1.00 each; standing lamps 50c and up; Console radio, \$1.50 each; Mahogany walnut maple and oak dressing tables and vanities, \$4.00 and up; Birds eye maple dresser, \$6.00; large cedar chest \$2.00; tubular \$1.50 up; rocking chairs, \$1.00 up; vanity \$6.00 and up; desks, \$4.00 and up. H. P. Fahrre, 134 No. Plymouth Ave.

FURRIERS

BE THRIFTY—be wise, take your fur coat to Personal Furriers, 447 Lyell, and economize. Regular \$15.00 lining, now \$9.00, linings direct from mill.

MOVING

3 ROOMS \$5 FOR
4 Rooms for \$7.00
6 Rooms for \$12.00

Large refrigerators and heavy combination ranges extra. Large covered vans, plenty of pads, capable handlers. Old furniture, rugs, stoves, etc. taken as payment for moving.

Phone Mr. Carter
MAIN 8926

FELT BASE RUGS

While They Last
6x9 9x12
\$1.75 \$2.95

All colors suitable for living room, dining room and bedroom.

Only Two To A Customer

H. P. FAHRER

134 SO. PLYMOUTH

9 OUT OF 10 AGREE

Sometimes, as shown here, it pays to play a sure thing. So take this tip now, Mister: *110,533 out of a total of 124,185 people (9 out of 10) who taste Green River, liked it. Hence we claim that it is "America's Smoothest Whiskey."

GREEN RIVER

The Perfect Blend that's AMERICA'S SMOOTHEST WHISKEY

AND GREEN RIVER IS BIG VALUE, TOO

Green River Whiskey 40% Alc. by Vol. 80 Proof. 100% Grain Neut. Distilled by C. & G. Dist. Co., Inc., Chicago, Ill.

Wegmans HOME OWNED FOOD MARKETS

COLD SAVINGS on Hot Weather FOODS

It's Got To Be Good—It's Guaranteed

PRIME STEER TENDER AND TASTY SHOULDER ROAST OF BEEF

The King Of All Ovens 18^{lb.} Try One For Sunday Dinner

PLUMP MEATY HOME DRESSED **BROILERS 25c** We Split and Clean Them For You

Fancy Georgia **ELBERTA PEACHES 19c** Till Basket

Large Juicy **CALIF. ORANGES 23c** doz.

Guaranteed Large **WATER-MELONS 39c**

Assorted Iced **LAYER CAKES 25c**

2 Oz. Bottle Baker's **VANILLA bot. 25c** Staley's Cream

CORN STARCH 2pkg. 19c

2 1/2 Lb. Sack Best Flour **PILLSBURY'S sk. 85c**

8 Oz. Package Crispy Crackers **FRESH CRAX pkg. 9c**

Quart Jar, **DILL PICKLES jar 13c**

No. 3 Can, State Pack Bartlett **PEARS can 10c**

12 Oz. Bottles Frontier **BEER & ALE 4for 23c**

Widmers Pure **GRAPE JUICE pt. 10c**

Lb. Crosse & Blackwell **MARMALADE jar 19c**

Large Can Campbell's **PORK & BEANS 3cns. 25c**

28 Oz. Bottles Assorted **SODA POP 4for 25c**

No. 3 Can Texas Unsweetened **GRAPEFRUIT can 9c**

SPECIAL!

LAND O'LAKES SWEET CREAM BUTTER 32c Pound Roll

FREE PARKING AT ALL SEVEN WEGMAN STORES

Arts, Advised For Summer Menus

Chill in refrigerator. Pour this mixture into six tall glasses, add ice. Whip remaining cream, add a little sugar and flavoring, if desired. Place a spoonful of cream on each serving. Serves 6.

and garnish with ice cubes in frozen.

FRUIT PUNCH FOR 25
Another party suggestion is rolled watercrust sandwiches, assorted cookies and fruit punch. Serve the punch in bowl chilled ice cubes 4 oranges 2 c sugar No. 2 can crushed 1 c water pineapple 1 qt. grape juice 2 qt. tea 4 lemons 1 qt. ginger ale Boil sugar and water for 5 minutes. Add rest of ingredi-

ents with exception of ginger ale. Chill thoroughly. Add ginger ale just before serving and pour over ice.

A drink one can have on hand at all times is iced tea. This recipe makes sparkling clear iced tea. It can be made in a jiffy and is delicately flavored.

ICED TEA
Cover 4 T of tea with 6c cold water and let stand in the refrigerator for 24 hours. Pour over ice and serve with lemon juice and crushed mint.

Table Decoration
Wax flower candles of various sizes and colors make a

novel centerpiece. Float them in a little water in a shallow bowl, and perhaps add the wax turtle or duck candles, as well. Just before dinner is announced, light them all, and see how many compliments you receive from your guests.

Good-bye Blues
If some article of wearing apparel or linen has too much bluing in it, soak for several hours in one quart of warm water with two tablespoons of vinegar in it. Wash out in the usual way.

WHO LOVES HIM?
Katherine—You don't love Carl. Won't you release him? Find out who really loves him on page 28 of the August TRUE STORY Magazine, now on sale. (Adv.)

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RUGS 9x12 \$1.00
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Rugs, Steamed, Cleaned, Washed, Stred, Mott, Damp and Fern-grouted \$3.00
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FISHING OUTFIT 69c COMPLETE WITH ROD, REEL, HOOKS, LINE, AND TACKLE BOX

SKY CHIEF PORTABLE \$14.95 AC-DC and BATTERY

BADMINTON OUTFIT \$1.69 Complete with 2 shuttlecocks, 2 rackets, and book of rules. All packed in a handy box. WORTH \$2.50

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CALIF. ORANGES 23c doz.

WATER-MELONS 39c

LAYER CAKES 25c

VANILLA bot. 25c

CORN STARCH 2pkg. 19c

PILLSBURY'S sk. 85c

FRESH CRAX pkg. 9c

DILL PICKLES jar 13c

PEARS can 10c

BEER & ALE 4for 23c

GRAPE JUICE pt. 10c

MARMALADE jar 19c

PORK & BEANS 3cns. 25c

SODA POP 4for 25c

GRAPEFRUIT can 9c

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The Right To Limit Quantities — None Sold Dealers

Thousands of Rochester families read the Sun each week as an economical guide to better shopping. Acquire the habit—shop through the Sun.

THE REAL TRUTH

Parents — If you think modern youth has lost all its ideals, here's a chance for you to learn the real truth. Read "To Take Love or Leave It" on page 28 of the TRUE STORY Magazine for August, now on sale at your nearest magazine dealer.

FALSE TEETH WEARERS

often worst breath offenders



Don't let Denture Breath and stains shout "False"

Dentists say—use POLIDENT

A thin dark film collects on plates and bridges. This film soaks up odors and impurities like a sponge. It holds germs and decay bacteria... gets into every tiny crevice where brushing can't even reach. And it's so tough that ordinary brushing seldom removes it.

Almost always it results in "denture breath"—probably the most offensive of all breath odors.

Yet there's a perfect way to clean and purify false teeth without brushing, acid or danger. It is Polident, a powder that dissolves away all acid, stains, tarnish and odor.

Grateful Users Praise It
Polident makes breath sweeter—plates or bridges look better and feel better. Tens of thousands call Polident a blessing for comfort, convenience and hygiene.

Long-lasting can only cost a few cents. Money back if not delighted. Approved by Good Housekeeping Bureau and dentists everywhere. Hudson Products, Inc., N. Y.



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FIRST GRADE ONLY 7 Gals. Gas \$1
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ask for this better beer

Guaranteed to please

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"THE FINEST BEER IN TOWN"

Beat the Heat

DELCO ELECTRIC FAN!

Scientifically designed for quiet operation. 10" oscillator. 88 ft. rubber cord. Attractive bronze finish. Act now and save \$1.50 with your old fan.

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FOR YOUR OLD FAN
Regularly \$9.95
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AN IDEA FOR TODAY **SWISS STEAK**
WITH SPECIAL BAKED POTATOES

MEAT KING OF FOODS

Swiss Steak With Special Baked Potatoes
Have round steak cut thick. Dredge with flour and brown on both sides in hot lard. Season with salt and pepper. Slice onion rings and remove the centers. Mash, season and beat, slowly adding heated milk, until potatoes are fluffy. Fill potato shells with mashed potatoes, decorating the top by forcing the mashed potatoes through a pastry tube. Return them to the oven for long enough to brown slightly. Serve with Swiss steak.

KAUFMAN'S GENUINE KENTUCKY
SPRING LEG-O-LAMB 23c
SWISS STEAK 37c
Cut From Best Arpeako Deluxe Top Round

JUMBO EXTRA FANCY RED Raspberries 10c
ARPEAKO CREAMERY ROLL BUTTER 29c

TOMATOES 4 CANS 25c
WATERMELONS 30c
Guaranteed Rippe Striped

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BINGO PLYMOUTH CHURCH HALL Plymouth Ave. at Troup Dancing To Jimmy Van and His Orchestra Every Sat. 8:30 P. M. Door Prizes—Jack Pot

Rochester's leading stores advertise their best values in the Sun. Get the habit—depend on the Sun for latest shopping news.

TELLS ALL

Helen—You'll think twice about wanting to be a movie star after you've read Dorothy Lamour's own true story. In the August TRUE STORY Magazine she holds back nothing—tells the innermost secrets of her heart. Get TRUE STORY today. It's on sale wherever magazines are sold. (Adv.)



Crisp Salads, Cool Drinks, Simple Desserts, Advised For Summer Menus

By IRENE MUNTZ

Don't let these hot, muggy days get you down. Serve crisp cool salads, cool refreshing drinks and simple desserts. But remember that a good rule to follow even on the hottest day is—one hot dish—so here are three recipes that fit into a luncheon, supper or dinner menu.

Clear Tomato Soup
1 qt. canned tomatoes
2 c. water
1 sliced celery
1 onion, sliced
2 t. sugar
Combine all ingredients, bring to a boil and simmer gently for 1 hour. Strain and serve at once garnished with a thin slice of lemon which has been

sprinkled with finely chopped parsley.

Baked Bean Loaf
Temperature 400 degrees F.
Time: 20 minutes.

1 egg
1 can baked beans
1/2 c. celery, chopped
Beat the egg, add the beans, celery, chili sauce and onion. Crumb the bread and mix with the other ingredients. Pack in buttered bread pan and bake in a preheated oven.

Spanish Chocolate Frosted
1/2 T. cocoa
2 T. sugar
2 c. water
2 c. milk
4 c. strong coffee
1/2 c. cinnamon
2 t. vanilla
whipped cream

Mix the cocoa, sugar, and salt. Add the water and cook 5 minutes. Scald the milk and add the chocolate mixture, with the coffee, cinnamon and vanilla. Serve either hot or cold with a spoonful of whipped cream.

All of these recipes are equally good—hot or cold!

Chill in refrigerator. Pour this mixture into six tall glasses, add ice. Whip remaining cream, add a little sugar and flavoring, if desired. Place a spoonful of cream on each serving. Serves 6.

and garnish with ice cubes in frozen.

With exception of ginger ale. Chill thoroughly. Add ginger ale just before serving and pour over ice.

A drink one can have on hand at all times is iced tea. This recipe makes sparkling clear iced tea. It can be made in a jiffy and is delicately flavored.

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RUGS, Steamed, Cleaned, Washed,
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Delicate Flavor OF Mount Vernon BRAND
The Mixture of American Ryes
BOTTLED IN BOND STRAIGHT RYE WHISKEY

FOLDING CHAIR
Adirondack Type
1.50 Value **77¢**

UMBRELLA TENT
9 1/2 x 9 1/2 POLE-LESS
Steel frame construction in this sturdy tent. Has window in front, door, and back. Made of all-tempered fabric.
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Boys' or Girls' BALLOON TIRES
FULL SIZE DOUBLE BAR Model with bumper balloon tires. Latest design. Girls have chain guard. Boys' has double track bars.
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Hey Fellow, Don't Miss This! Has genuine Arrow reel, cord of 8 snelled hooks, rotary tackle box, steel rod and line. Swell for beginners.
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Complete with 2 quality rackets, 1 shuttlecock, a 2'x12' net, and bank of rackets. All packed in a handy box. \$85 WORTH \$2.50
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4 1/2" x 1 1/2" x 1 1/2"
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Complete with sleeve, clamp, asbestos.
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7-PIECE set, sizes 1/2 to 1 1/2.
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For All Fords
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For Most Cars
Good for 10,000 Miles.
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Up to 36 Mos. Guarantee
\$1.98

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25% Off
OUR DEEP CUT PRICES
Our complete line of Gloves, Bats and Baseballs at a saving of 25% from our cut prices. Come early.

OIL or GASOLINE STOVE
Built for long-lasting service, and low cost operation. Two Burner or Stove.
\$3.49
WORTH \$5.00 YOUR CHOICE
3 Burner Stoves in Stock

COMMODORE TIRES
Extra Value
Guaranteed 15 Months
SIZE PRICE
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MOTOR OIL 88¢
Reduce friction... save motor wear. This economical motor oil is mile-age-wise to your motor. Buy a supply now! TWO GALLON SEALED CAN. \$2.40 VALUE

NEW LOW PRICES
39-Plate LEADER STORAGE BATTERY **\$1.98**
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BASEBALL GOODS 25% Off
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Heavy insulation. Size 17-11 1/2 x 8 1/2.
2.50 Value **\$1.77**

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60 STATE Street OPEN EVENINGS
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Porch Curtains Ready-Made **33 1/3% OFF** OUR CUT PRICES

Apples, either baked or as
applesauce, have a better flavor
when cooked in a covered rather
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If your name and address is
listed between the ads, call at
the Sun office, 420 Burke Bldg.,
for a dollar bill.

Softball Snapshots

By DON MATTARO

The Major Softball league crown which has been perched on the brow of the mighty Kodak Park ten since the organization of the loop five years ago, may pass on to a new pretender this season.



"But I can't explain!" BROKEN DATE
BROKEN FRIENDSHIP
because of **REGULAR PAIN**

Explaining is difficult when you have to break appointments because of menstruation's functional pain. Yet how easy many women now find it to relieve such pain — to carry on in comfort — with the aid of Midol!



MIDOL RELIEVES FUNCTIONAL PERIODIC PAIN

Right now the Daws, loom high in the opinion of the league followers as the club to win the second half title chase and later eliminate the Kodaks, who won the first half banner. Daws have everything a soft-ball manager would desire in the way of pitching and hitting. Led by that clever veteran Pete Vesprille, the Clinton Avenue representatives have planned a careful and cautious campaign to put the skids under Minella's outfit.

Daws, however, still have one big headache to dispose of before they can emerge into the life of a champion, and that obstacle is Camera Works club. With small - in - stature but strong - in - pinches Billie Maslanka as their pitching leader, the fighting Cameramen

were the first to halt the Kodaks to send them reeling downward to last place. Camera Works is only a game away from the Daws as the result of last Friday's victory over the club.

Al Papalis, organizer of the Community softball league, is being boomed for the Assembly by softballers and former pastimers of the sport . . . Joe Shoniker, No. 11 School playground ace, is doing his stuff at a mountain resort in New York State . . . "Wild" Bill Alberts, the fastest lefthander of the game, is now a radio salesman . . . Mort Nusbaum WSAY's No. 1 man — is an outstanding example that softballers can make good . . . Nusbaum attracted attention to a fine announcing voice while debating with umpires over decisions concerning his Summer-ville-White City team.

In The Spotlight

By David O. Alber

Columbia Pictures is stymied. In the best tradition of Hollywood, they'd like to boast of the tremendous cost involved in filming "Howards of Virginia." They'd like to dwell on the great expense involved in recreating, to the minutest historical detail, its locale. But they can't do that for "Howards of Virginia." Sadly, they admit the background scenes for this film were shot in historic Williamsburg, Va. — recently restored at a cost of 16 million dollars by the Rockefeller Foundation!

All rights, have originated in Hollywood. Instead, it broke at the World's Fair, in New York. It happened this way: It was Johnny Green Day at the Fair and the popular band leader, visiting the Telephone Building, was a free phone call. Johnny called Anne Shirley at her Hollywood residence. She wasn't in, but the operator finally located her at the Cedars of Lebanon Hospital. Then, while 500 people listened in to the conversation, the film star told Johnny that the previous night she had given birth to a daughter.

The news that Anne Shirley had given birth to a baby girl should, by

LOST LOVE

Cart — I thought I could take love or leave it, that I could stick to the rules and let Katherine keep you. Bu, I can't! Please read the story on page 28 of the August TRUE STORY Magazine and you'll know what I mean. TRUE STORIES on sale wherever magazines are sold. (Adv.)

INDIGESTION

may affect the Heart
One trapped in the stomach of relief may not find a safe outlet on the heart. At the first sign of indigestion, heart and stomach depend on Ball's Compound to get the fire. The digestive tract, the Ball's Compound, is the best medicine known for self-indigestion. If the PHLEBY DOME doesn't open Ball's Compound, please write to us and receive DOUBLE MONEY BACK, 25c.

NERVOUS WEAK, SICKLY GIRLS

Thousands find Lydia E. Pinkham's Vegetable Compound simply marvelous to help relieve monthly distress with its weak, nervous spells due to functional disorders. Let Pinkham's Compound help you to go smiling thru difficult days. Truly the "woman's friend." WORTH TRYING!

Want to please all your guests?



Beverwyck's the beer!

Everyone who likes beer likes Beverwyck — and if they are connoisseurs, they like Beverwyck best of all. Serve it to your guests — see if they don't say, "This is delicious — this is great — Beverwyck's the Beer!" (In steins, bottles or cans, or on draught at your favorite tavern).



DISTRIBUTOR: Bergen-Kleifgen Co., Inc. CULVER 3300

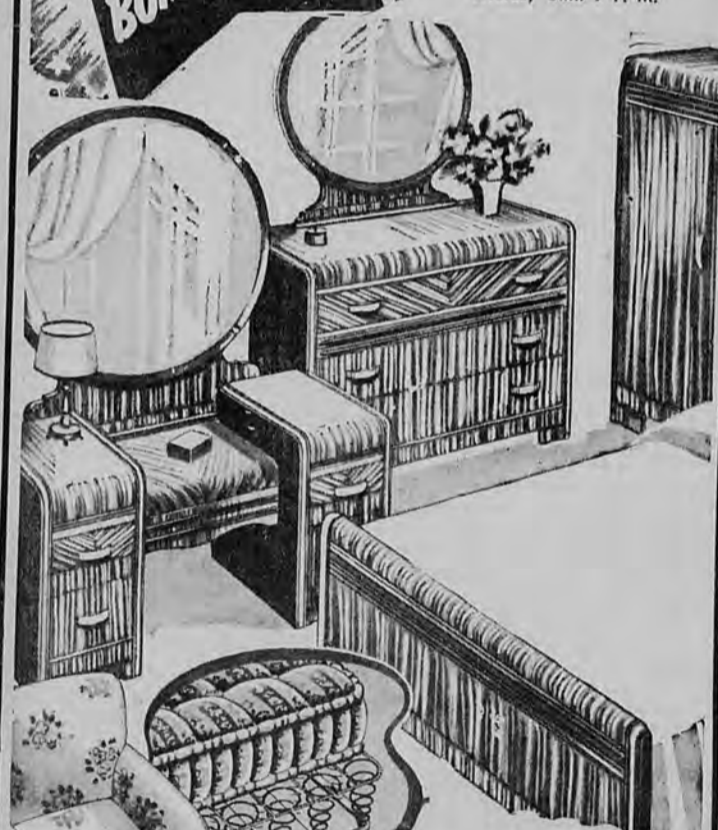
It's a VALUE BOMBSHELL

FURTHER PROOF

You Can Save By Buying At Majestic — Out Of The High Rent District

Compare the quality of this complete outfit with furniture selling at double our low price. Then you'll see why it's a value sensation.

Open Every Day and All Day Saturday Until 9 P. M.



12 PIECE MODERN WATERFALL BEDROOM

\$ 59

A beautiful walnut finish, hand-somely designed suite you'll be proud to own. And now you can get all the rest of the furniture at no extra cost. Bed, chest, dresser or only, mattress, coil springs, boudoir chair, throw rug, pair of pillows, bed spread and two bedside lamps — everything is included.

ALL 12 PIECES Included

\$3.50 DOWN • 18 MONTHS TO PAY

Majestic Furniture Co.
204 COURT STREET

1 Pound **BORAX** Pure - U.S.P. **9c**

60c Quart **FLIT** Insecticide **29c**

DAW'S ORIGINAL CUT-RATE DRUGS

OPPOSITE TEMPLE THEATER	CORNER AQUEDUCT	1 DOOR FROM STILLSON	CORNER DEWEY	AT BULL'S HEAD	JUST OFF MAIN	NEAR GOODMAN
56	31	353	452	880	473	539
CLINTON AV. E. MAIN ST. E.	MAIN ST. E.	RIDGE RD. W. MAIN ST. W.	N. GOODMAN	MONROE AV.		

TODAY THRU SATURDAY

WITH THIS COUPON
WOODBURY'S SOAP Regular 10c Size **3c** (Limit 3 Bars)

CLAPPS Baby Foods 3 for **17c**

PETERSON'S OINTMENT 35c Size **16c**

PEE - CHEE Shoe White 25c Size **11c**

CASCARA Sagrada Tabs Bot. of 100 **12c**

BARBASOL Shave Cream 50c Tube **19c**

EPSOM SALT TABS Box of 50 **9c**

MAR-O-OIL SHAMPOO Reg. 60c **29c**

GEM RAZOR BAY RUM SYRUP OF FIGS LAXATIVE 35c SIZE **33c**
BLAUD'S IRON PILLS BOTTLE OF 100 **12c**
FITCH'S TALCUM FOR MEN 55c SIZE **8c**
CITRATE OF MAGNESIA 25c SIZE **6c**
PALMOLIVE SHAVE CREAM LARGE SIZE **2 for 33c**
HAARLEM OIL CAPS BOX OF 24 **13c**

WITH THIS COUPON
ROOT BEER EXTRACT Makes 40 pints of delicious Root Beer. Reg. 25c Bottle **9c** (Limit 3)

WITH THIS COUPON
PROBAK JUNIOR BLADES Box of 20 **18c** (Limit 3)

WITH THIS COUPON
BOOK Matches BOX OF 50 PADS **3c** (Limit 1 Box)

WITH THIS COUPON
SACCHARIN TABLETS 1/2 or 1/4 Gr. Bot. of 100 **9c**

GLOVER'S Flea Powder Reg. 35c **23c**

SHUR-OFF For Corns Reg. 35c **19c**

HYGEIA NURSERS 8 Oz. Reg. 15c **8c**

ZINC OINTMENT Reg. 15c **7c**

OIL OF CITRONELLA For Mosquitoes 2 Ounces **14c**

RUBBING ALCOHOL Pint Size **8c**

PIPE TOBACCOS PRINCE ALBERT VELVET — HALF & HALF 15c Size Tins **8c** (Limit 2)

WITH THIS COUPON
TOBACCO POUCH Lined With Genuine "PLIOFILM" ODORLESS WILL NOT CRACK! MOISTURE-PROOF, WILL NOT DRY UP! Will preserve the aroma of your favorite pipe tobacco and keep it fresh! Regularly Sold at 35c **13c** (Limit 2)

Manufacturers CLOSE OUT! GENUINE Briar PIPES Limited Supply
Slight imperfections do not impair their smoking quality. Made from selected, natural briar. The greatest pipe value ever offered anywhere!
VALUES UP TO \$1

WITH THIS COUPON
GENUINE LEATHER BILL FOLD It's the kind you've always wanted . . . lightweight, compact, genuine leather saddle stitching. Complete with identification tabs and a built-in change pocket. A real 75c value! **23c** (Limit 2)

LILLIAN RUSSELL CIGARS Humidor Fresh **5 for 9c** (Limit 10)

The Rochester Sun

TRUTHFUL NEWS TRUTHFUL ADVERTISING

Vol. 111, No. 40

ROCHESTER SUN, THURSDAY, AUGUST 1, 1940

PHONE STONE 6001

Events Of The Week

THURSDAY, AUGUST 1
KAUFFMAN POST NO. 41 — James E. Strates Shows; Scottsville Rd.
MORMON CHURCH — Annual Conference begins; Palmyra.
WEST WEBSTER FIREMEN — Field Day (Continues through Aug. 3)

FRIDAY, AUGUST 2
LEGITIMATE STOCK CO. — Play "Charley's Aunt"; Gregory St. Playhouse; 8:45 p. m.
KAUFFMAN POST NO. 41 — James E. Strates Shows; Scottsville Rd.
MIDGET AUTO RACES — Airport Stadium; Scottsville Rd.
ROCHESTER YOUTH COUNCIL — Dance; Summer Youth Garden; Windsor Pavilion.
EDGAR F. KOHLER AUXILIARY NO. 53 — Meeting; City Hall Annex, Court St.

SATURDAY, AUGUST 3
LEGITIMATE STOCK CO. — Play "Charley's Aunt"; Gregory St. Playhouse; 8:45 p. m.
KAUFFMAN POST NO. 41 — James E. Strates Shows; Scottsville Rd.
UNIVERSAL SPIRITUALIST CHURCH — Basket Picnic; Ontario Beach Park; Grounds 2; 1 p. m.

SUNDAY, AUGUST 4
16TH WARD DEMOCRATIC CLUB — Annual Outing; Costich Park; 11:30 p. m.

MONDAY, AUGUST 5
MONROE COUNTY VETERANS CIVIL SERVICE LEAGUE — Meeting; 221 Dewey Ave.; 8 p. m.

TUESDAY, AUGUST 6
CALPODIA FAIR — Agricultural Show (Continues through Aug. 10).
ROCHESTER YOUTH COUNCIL — Dance; Summer Youth Garden; Windsor Pavilion.

WEDNESDAY, AUGUST 7
ANNA P. CLARY TENT NO. 19 — Card Party; City Hall Annex, Court St.; 8 p. m.

BE A BUCK HUNTER

Each Week Five Names and Addresses Are Published In The Sun Between The Ads. Come to the Sun Office For A Dollar Bill When Your Name Appears.

Sun Offers World's Fair Tours

★ ★ ★ ★ ★
See New York City For Less Than \$15

To the thousands of readers of the Rochester Sun who have planned to go to the New York World's Fair and to those who would like to go but have felt they cannot afford an expensive trip, this story should make very pleasant reading.

Through a special arrangement with the New York Central R. R. the Rochester Sun will, beginning next week, offer to its readers an opportunity to see New York, see the fair, stay in one of the city's finest hotels, ride to and from the big city in speedy railroad trains, at a cost which we expect to be under \$15.00. Yes, that will be the entire cost — less than \$15.00.

Recreation Aides Awarded First Aid Certificates

First aid and safety certificates have been awarded to 30 recreation teachers of the county-wide recreation program sponsored by the Board of Education, Municipal playground Dept., County Recreation division and the W. P. A.

Awards were made following a ten-week instruction course which is a part of the first aid and safety education program conducted by the county recreation division to have all teachers and playground instructors capable of teaching first aid and safety to the 50,000 children and adults enrolled in the summer activities program.

Rochester-Toronto Shriners To Meet On Lake Cruise

Reports of the general committee indicate entertainment galore with food and refreshments in abundance is in store for those members of Damascus Temple who "sign up" for the annual boat cruise to Cobourg, Canada on August 9.

Toronto temple of the Shrine is also holding its annual outing on the same day, has chartered a boat and will meet the Rochester delegation in the middle of Lake Ontario and proceed into Cobourg where the population headed by the town council and mayor will extend a welcome, with small boys and girls, diving into the water alongside the boat to recover coins tossed over board by the nobles.

Parade To Signal Picnic Send-Off For Democrats

A caravan of automobiles will move out of the Public Market, under police escort Sunday to signal the beginning of the Central Eighteenth Ward Democratic Club 16th annual picnic to be held at Costich Park in Norton St.

SAUSAGE ROAST

Members of the Saint Boniface Church Drill Team will sponsor a sausage roast at the home of Mr. and Mrs. Frank Vogel, 1220 Clinton Ave., next Saturday at 5 p. m.

Pop, Hot Dogs, Ice Cream, Etc., Keep Boys Happy



Carriers Prove Eating Capacity at Sun Picnic

Did you ever hear of a lad eating four sandwiches, three hot dogs, two ice cream sandwiches, potato salad, and beans and then topping it all off with six or seven bottles of pop, a quantity of peanuts and several suckers? Quite an order—isn't it?

Drownings Bring Appeal From City Safety Director

With the death of David Edwards, 3d, 229 Parsells Ave. on Monday bringing the total number of accidental drownings to three in the city and seven in Monroe County this year, comes a plea from Thomas C. Woods, commissioner of public safety.

Woods this week cited the safety record of the supervised city beaches at Ontario Beach and Durand-Eastman Park as the best reason in the world why swimmers and bathers shun unsupervised spots and do their swimming in sight of the life-guards posted at the city beaches.

"There have been a number of drownings in Rochester since I became commissioner of public safety," said Woods, "but mighty few of them have occurred at our city beaches. While we are proud of this record, I deplore the fact that so many lives have been lost simply because people will swim at the lake, in the river, yes, even in the canal, where no lifeguards are present and no safeguards for the swimmer maintained."

"Of course," the commissioner continued, "I don't say that all the drownings that have occurred could have been prevented even if lifeguards were present. But it stands to reason that with a safety record as fine as we possess, the chances for a fatality are much less in supervised areas. The city has provided beaches at the lake and pools throughout the city where people can swim and bathe in safety. Why take chances? It isn't worth it."

You're MISSING SOMETHING!

If You Don't Visit The August Furniture Sales Leading Merchants Are Advertising In Today's Rochester Sun

- ST. BONIFACE DRILL TEAM — Sausage Roast; Home of Mr. and Mrs. Frank Vogel, 1220 Clinton Ave., 8:30 p. m.
- EDGAR F. KOHLER AUXILIARY NO. 53 — Picnic; Ontario Beach Park; Grounds 5; 8 p. m.
- OPEN DOOR SPIRITUALIST CHURCH — Basket Picnic; Highland Park.
- SUNDAY, AUGUST 4 — 16TH WARD DEMOCRATIC CLUB — Annual Outing; Costich Park; 11:30 p. m.
- MONDAY, AUGUST 5 — MONROE COUNTY VETERANS CIVIL SERVICE LEAGUE — Meeting; 221 Dewey Ave.; 8 p. m.
- TUESDAY, AUGUST 6 — CALPODIA FAIR — Agricultural Show (Continues through Aug. 10).
- ROCHESTER YOUTH COUNCIL — Dance; Summer Youth Garden; Windsor Pavilion.
- WEDNESDAY, AUGUST 7 — ANNA P. CLARY TENT NO. 19 — Card Party; City Hall Annex, Court St.; 8 p. m.



BLOND OR BURLLED WALNUT Bed, Chest, Vanity or Dresser

Here is a bedroom suite that Lauer's rightfully describe as an exceptionally fine value. The smooth modern lines are accentuated by the absence of metal drawer pulls. The extra large tilting mirrors are flawless copper-sealed plate glass. Each drawer is completely dust-proofed and center guided. You'll find partitioned shirt drawers and handy trays where most convenient. We picture this suite in striking blond prima vera woods. It is also available in beautifully matched burlled and pin-stripe American Walnut. Lauer's August Sale price includes full or twin size bed, chest, and your choice of vanity or dresser (not pictured).

\$119
3-PIECES

Lauer's August Sale

50 STATE STREET



Save \$29 Now At Lauer's
2 Pc. SUITE
Upholstered In Loompoint

\$100

Regularly valued \$129, this luxurious, full size davenport and chair is typical of the splendid furniture on sale at Lauer's during August. Superb construction... Styled in the best of modern traditions... Comfortable to the Nth degree. Select your own matching or contrasting color fabrics.



TRADE IN YOUR OLD FURNITURE
Lauer's renovate your furniture and sell it in their own Bargain Basement. Thus you are assured of a fair trade-in allowance.

**STORE OPEN FRIDAY NIGHT 'TIL 9
AND ALL DAY SATURDAY 'TIL 5:30**

USE LAUER'S BUDGET TERMS
90-day extended accounts are the same as cash. You pay only 1/4 per cent monthly on longer term purchases from \$25 to \$1000.

Plans Made For Annual 20th Ward Republican Outing

Supervisor Jesse Fox has been appointed chairman of the reception committee for the annual 20th Ward Republican pic-

nic, by Joseph Szymanski, general chairman. The picnic, which will be held in Elser's Grove, Buffalo Rd., on Sunday, August 18th, will attract many prominent Republicans from city and county. James A. Bergin, ward leader, has been appointed honorary chairman.

PERSONAL AUTOMOBILE REAL ESTATE HOME IMPROVEMENT
Loans at low cost
CENTRAL TRUST COMPANY
25 E. MAIN ST. • MAIN 1625 • 1806 EAST AVE.

A SAVING on Every Purchase of Your Money Back
SALE

SPORTSWEAR for The Entire Family

Genuine Leather **MOCCASINS** \$1.19
Real Indian type moccasins that you will love in most all climates. Ideal for camp, vacation or for home use. *Super Value!*
Reg. \$2.29

Women's Cotton Gab **SLACKS** 59c
Reg. \$1.00 value

Women's Reg. Tpc **SPORT SHIRT** 39c
PRINT OR PLAIN

Women's 3-Pc. **PLAY SUITS** 89c
Shorts - Blouse - Skirt. Reg. \$1.50 value

Men's Sport **SHIRTS** 2 for \$1
MEN'S Ribbed Crew **SHIRTS** 3 for \$1

Women's Wool & Laster **SWIM TRUNKS** 89c
With belt, pocket and side stripe. Reg. \$1.39

Women's Rubber **Bathing SHOES** 29c
REG. 50c

Girls Laster **BOYS' WASHABLE SLACKS** 89c
Sanitized—Reg. \$1.29

Women's Rubber **SWIM SUITS** \$1.59
Beautiful Prints. Reg. \$2.50

BOYS' SWIM TRUNKS 59c
All Wool—Reg. \$1.00

BOYS' COVERT SHORTS 39c
Sanitized—Reg. 50c

ROCHESTER JOBBING HOUSE
159-161 JOSEPH AVE. Cor. Nassau St.
Open til 9, Every Evening Unrestricted Parking

Across The Bridge Table
By Asa Spades

Many interesting possibilities can occur with today's hand. For instance in a recent duplicate game one team succeeded in bidding and making seven clubs on a board, scoring 2140 points — 1500 for the grand slam, 500 for a vulnerable game and 140 for tricks.

Several teams bid and made six clubs and one team arrived at a contract of six no trumps and made it.

East dealer.
North-South vulnerable.
East passed and South opened the bidding with two clubs, which was correct, the hand having more winners than losers. West passed and North responded with two spades, a constructive bid which told her partner they undoubtedly had a slam.

They were using the Blackwood convention and South next bid four no trump for a slam try. North responded with five hearts, showing two aces. South then bid seven clubs, knowing that her partner held the ace of spades and the ace of hearts and figuring that she could discard her losing diamond on the ace of hearts.

Unfortunately, when the dummy was laid down, declarer saw that the heart ace was a singleton. If it were not for an unwise opening lead by West the contract could not have been made. West led the six of diamonds, low card was played from dummy and the trick won by South with the ten. The rest was a lay-down. Any other lead would have held the contract to six.

BASKET PICNIC
A basket picnic at Highland Park has been scheduled for Saturday afternoon and evening by members of the Open Door Spiritualist Church. Invited also are members of Rev. Leota Maxwell's two classes of the same church.

1 WEEK ONLY 2000 YARDS SLIPCOVER AND DRAPERY FABRICS

50-Inches Wide ALL ONE LOW PRICE
SUNFAST! TUBFAST! OVER 80% ARE PRE-SHRUNK FABRICS!
33c
USUALLY 69c AND UP

Includes all new Spring and Summer Fabrics—Solids, Stripes, Florals, Smart new patterns that will exhilarate your interiors. Come early.

SLIPCOVERS
Custom Made!
Of Any Fabric In Sale
CHAIR 5.84
DAVENPORT 9.68
Complete with material, labor. Cut by experts in your own home. Labor guaranteed. Skirts with pleats.

MILL END SHOP
71 Clinton Ave. So. Opposite J.E. Thompson Co.
Mrs. Anna Katz, 40 Hawkins St.

do you enjoy a more mellow brew?
Beverwyck's the beer!
Beverwyck has a soft, glowing flavor as mellow as the tone of a Stradivarius cello. To know how mellow fine beer can be, try Beverwyck today. In steinias, bottles or cans — and on draught at your favorite tavern.
Beverwyck Breweries, Inc., Albany, N.Y.
BEVERWYCK'S AT THE FAIR—Be Sure to Visit the Hunting Lodge, West Loop, Amusement Area
DISTRIBUTOR: Bergen-Kleifgen Co., Inc.
10 Public Market CULVER 3300

Sibley, Lindsay & Curr Co. Phone STONE 6500

LOOK! CALLAS
Tender, tasty callas — Famous Sibley quality. Wonderful to take on picnics, or for meals at home!

5 to 7 lbs. average wt.
Lb. **17c**

Tower Sliced Ham **SAUSAGE** lb. **17c**
Finest Print **LARD** 2 lbs. **15c**
Tower Skinless **STEAMERS** lb. **25c**

Fresh-Baked, Spicy **GINGERBREAD SQUARES** . . doz. **21c**
Serve them with Whipped Cream for dessert tomorrow!

Luscious **Butterscotch Pecan TARTS** doz. **35c**

Fancy High Score Creamery Tub **BUTTER** . . 2 lbs. **59c**
Kraft, American, Brick or Velveeta **CHEESE** . 2 lb. box **43c**
Extra Fine Quality Domestic Swiss **CHEESE** lb. **29c**
Sibley's Delicious Sliced Smoked Boiled **HAM** . . . half lb. **28c**

Luscious, Large Ripe **CANTALOUPE** ea. **19c**
Large California Valencia **ORANGES** 3 doz. **69c**
New **POTATOES** 15 lbs. **29c**
GROCERY, MAIN FLOOR **Stone 6500**
Grocery Order Board Opens at 8 A. M.

Large Bars, Ivory **SOAP** 3 for **25c**
Medium Bars, Ivory **SOAP** 5 for **27c**
Our Breakfast **COFFEE** . . lb. tin **25c**
2 lbs. **49c**
12 1/2-Oz. Can V-8 Vegetable Juice **COCKTAIL** . 3 cans **37c**
Pirate Jumbo, Wet Pack **SHRIMP** . . 3 cans **49c**
Crispy Educator **CRAX** pkg. **14c**
Famous Geisha **CRABMEAT** . . can **25c**
2 cans **49c**
Hellman's Mayonnaise **43c**
Qt. Jar

BOTH STORES

Sears

It's a bargain at \$59
But-You Can Save \$22
And get 30 Boxes Rinso

\$37

Feature for feature—Dollar for dollar Kenmore is America's greatest buy—sparkling white porcelain enamel tub, big 20 gallon tub, lifetime safety sealed Kenmore mechanism, that needs no oiling, smooth burnished aluminum agitator, safety wringer release, adjustable wringer with big balloon rollers—comparable to washers that cost \$30 more. With pump, slightly more.

THERE ARE TWO Sears STORES IN ROCHESTER
Monroe Avenue At S. Union 476 Ridge Road West

If your name and address is printed between the ads —
Come to the Sun office and Receive A Dollar Bill.

FREE

Handy Rubber Plate Scraper FREE to every woman who registers at our 89 East Avenue Showroom on or before August 3rd. 5 3/4" handle. Blade is 2" deep and 3 1/2" long. Made of soft rubber so you can get into corners.

Bring In This Coupon

R. G. & E's ALL-AMERICAN HIT PARADE
This coupon when filled in entitles bearer to one Rubber Plate Scraper when presented at 89 East Avenue on or before August 3, 1940

NAME _____
ADDRESS _____
PRESENT RANGE MAKE _____ AGE _____ YEARS
INTERESTED IN NEW RANGES: YES _____ PERHAPS LATER _____ NO _____
WHAT OTHER APPLIANCES ARE YOU INTERESTED IN _____
Coupon must be presented by an adult

Rochester Gas & Electric Corporation

Sears

Never before, perhaps never again a super sensational buy like this!

REGULAR \$50 TYPE ROTARY \$37 ELECTRIC
And Old Machine

★ and if you hurry—we'll give you a \$10 Sewing Course Book — without any added cost to you! Limited quantity. Monroe store only!

THERE ARE TWO Sears STORES IN ROCHESTER
Monroe Avenue At S. Union 476 Ridge Road West

* Walnut Cabinet!
* Air Cooled Motor!
* Full Size Head!
* Phone Stone 2590 for Home Demonstration.

Summer Fashions . . . Fads . . . and . . . Fancies



You'll want this bit of feminine frippery for your summery dancing evenings. The bag above is the latest creation of Josef. Fashioned of white sharkskin beading with simulated seed pearls in the gold plated frame. "Red Punch" is the heady new color shown for summer lipstick charm with matching nail polish. The celanese pin waffle crepe frock pictured at the right is perfect for sportswear. Of course its washable. Tuck a bright hanky in the flower-pot pocket, make a wish on the lucky four-leaf studs and cuff links and sally forth into warm weather as fresh as-you please.

Sun Chosen For National Ad Drive

A full copy advertising schedule has been placed in the Rochester Sun for the New Chichester's Pills beginning next week. The nation-wide campaign will be run in 425 leading newspapers from coast to coast. In Rochester, the campaign will run exclusively in the Sun. It is said that the new Chichester's Pills are the result of more than three years' laboratory research, clinical tests and use in private practice by physicians of highest reputation who have proclaimed them to be the best agent of a non-narcotic, non-coal-tar type yet developed for the relief, and often the cure of functional pain and distress experienced periodically by so many women.

A NEW MAN!

Janet — Your letter made a new man of Bill. When you turned him down, he lost his job through too much drinking and things looked pretty black for him. Now he has his self-respect and his job back again, thanks to you. Read "When She Walked Out On Me" in the September True Story Magazine now on sale.

Their sole use is for the relief of pain and other trying periodic symptoms. For that purpose they are claimed to be absolutely safe. It is stated that in many cases they have effected permanent cures.

Carriers Picnic . . .

(Continued from Page 1)

wear Co., the Rochester Jobbing House and Small's.

The following carriers took home the prizes which ranged from Sun glasses to a handsome wrist watch:

Benny Levin, Chris Strippoli, Albert Steffenhagen, Rocco DiPonzio, Joseph Crawford, Vincent Indovina, Gordon McCowan, Alex Szpiller, Frank Contestible, Richard O'Connor, Melville Kless, Peter Grammiro, Patsy Panzetta and William Strang.

General arrangements for the outing were supervised by a committee of Sun carriers including:

John Guidice, Robert Clark, Eugene Leo, Chris Strippoli, Oliver Schulwitz, Ferris Ferris and Albert Yacono.

★ AT SMALLS

A Watch You Can Wear Any Place and Anywhere!



A Sensationally New WATERPROOF WATCH \$12.95

25¢ DOWN • 50¢ WEEKLY

USE YOUR CREDIT

ENJOY YOUR VACATION WITH A NEW ZENITH PORTABLE RADIO



Plays in your car, train, plane — or anywhere.



The Patented Secret of Superior Performance AC-DC ELECTRIC OR BATTERY, And Pay Small's Easy Way—

75¢ DOWN • 75¢ A WEEK

Small's 28 MAIN STREET EAST

Pure Cane SUGAR \$4.70 100 lb. Bar.

City Delivery—10c Per Bag Extra

We carry a large assortment of both Ground and Whole Spices of Fine Quality.

SALAD ACCESSORY SUGGESTIONS

Lobster, 27c can — Crabmeat, 21c can
Tuna fish, 2 for 25c Salmon, 25c—Shrimp 13c

Best - Any Style MACARONI 2 lbs. for 15c

Libby 46 oz. Pineapple JUICE 25c can

Suntine Salad DRESSING 95c gal.

Kraft MAYONNAISE 41c Qt. Jar

Welch's Fancy Tomato JUICE 21c can

Kraft Kay SPREADS (4 Kinds) 2 jars 29c

Salad DRESSING 32c Qt. Jar

Orange - Grapefruit JUICE BLEND 19c 46 Oz. can

White Pitted DATES 19c lb.

American or Velveeta CHEESE 41c 2 lb. brick

Atlantic Supply HOUSE - MAIN 4173

Free City Delivery On Purchases of \$2 and Over. Free Parking on 50c Purchase

FROM THIS TO THIS IN 2 SHORT YEARS



Opening Today!

THE NEW and BIGGER A. R. GOODRICH STORE OF FINE FURNITURE AT 453 W. MAIN ST.

Open Evenings for Your Convenience



In two short years, the Goodrich Furniture Company has outgrown the small store where they began . . . and now announces the opening of these new, spacious, modern showrooms . . . four floors of them filled with the finest quality Grand Rapids, Jamestown and other leading makes of beautifully styled furniture . . . PRICED SENSATIONALLY Low!

With a great deal of pleasure we point to these new and larger quarters . . . not as just a symbol of outstanding achievement . . . but as material evidence of the confidence and goodwill the name Goodrich enjoys in hundreds of Rochester homes.

Our customers "had to be shown" . . . and our policy of selling the finer furniture they wanted FOR LESS created such enthusiasm that our need for a larger store soon became very apparent.

So there you have a short, short success story that is all the more significant because it is so short. BETTER VALUE-GIVING DID IT . . . and we invite price comparisons to prove it. Come in today or tomorrow . . . on our opening days . . . and view the biggest assortment of quality furniture bargains you ever saw. They're the kind of values that mean GREATER SAVINGS for you . . . whether you select a single chair . . . or furniture for one room or five.

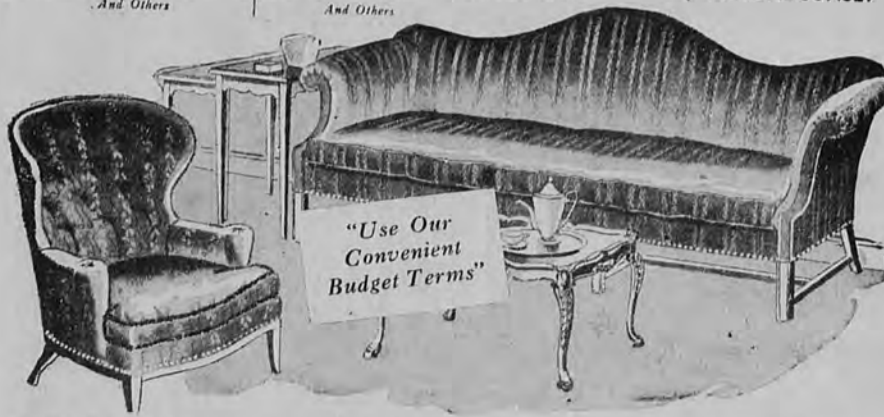
Visit Goodrich For Better Buys In Famous Make Furniture

Living Rooms By . . . JAMESTOWN-ROYAL GRAND RAPIDS SHERMAN BROS. And Others

Bedrooms By . . . PHOENIX ADVANCE EMPIRE CASE And Others

Floor Coverings By . . . ALEXANDER SMITH BIGELOW MOHAWK

All Style Lamps By . . . REMBRANDT LIGHTOLAER MUTUAL SUNSET



"Use Our Convenient Budget Terms"

A. R. Goodrich, Inc. Free Parking in Rear. 453 West Main St.

BIG Savings

FOR YOU ON EVERY WEGMANS PURCHASE

Warm Weather Calls For ---
TENDER YOUNG FRESH-DRESSED MILD
GENUINE SPRING LAMB
BONELESS SHOULDER ROASTS
21c YOUNG LAMB LEGS
Rochester's Largest Meat Retailers

Delicatessen
FRESH, RICH PHILADELPHIA

CREAM CHEESE
2 PKGS. **13c**

Bakery
MAMMOTH FLUFFY CAKES

ANGEL FOOD
25c ea.

Vegetables
LARGE, FRESH, CRISP
ICEBERG LETTUCE
6c hd.

TENDER, SWEET, COOKED
HAMS 21c
Less Waste or Shrinkage
Whole Ham or shank half

- 28 OZ. BOTTLES ASSORTED **SODA POP 4 for 25c**
- 12 OZ. BOTTLES FRONTIER **BEER & ALE 4 for 23c**
- 8 OZ. PACKAGE CRISPY **FRESH CRAX pkg. 9c**
- QUART JAR FANCY **DILL PICKLES qt. 11c**
- NO. 2 CAN TEXAS **GR. FRUIT JC. 2 cans 15c**
- FINE FRUIT PECTIN **CERTO... bot. 19c**
- SALAD DRESSING **MIRACLE WHIP qt. 32c**
- DOLE (GEMS, TIDBITS, **PINEAPPLE... can 9c**
- FINE BROWN **SUGAR.. 2 lbs. 11c**
- VICTOR FANCY MEDIUM **SHRIMP 2 cans 21c**

FINEST BUTTER MONEY CAN BUY!



EVERY PACKAGE OF **LAND O' LAKES BUTTER** CONTAINS U.S. GOVT. CERTIFICATE OF QUALITY!

LAND O' LAKES 32c POUND ROLL

Wegmans
HOME OWNED FOOD MARKETS
FREE PARKING FOR CUSTOMERS

CARD PARTY
Anna P. Cleary Tent No. 19, Daughters of Union Veterans of the Civil War, will hold a card party at City Hall Annex, Court St., next Wednesday at 8 p. m. Prizes and refreshments will be offered. The committee includes Edith Curtis.

A NARROW ESCAPE!
June — You almost ruined Nils life but you saw your mistake in time. You were lucky to realize that you cannot change human nature. Turn to page 30 of the September True Story Magazine and read "Taking Chances" for the whole story. September True Story Magazine is now on sale at your favorite newsstand.

Florence Kennedy, Nancy Thompson.
RUGS 9x12 \$1.00
CLEANED and STEAMED
Rugs, Steamed, Cleaned, Washed,
Sized, Moth, Damp and
Germ-proofed **\$3.00**
ELTER CO. Est. 1872
Glenwood 3466 - 44 Arthur St.

See Ray B. Duffy
AUTO INSURANCE
Weekly Payments
1221 Lincoln-Alliance Bldg.
STONE 5903

HOME GROWN CHICKEN
We Dress and Deliver FREE
23c CALL MAIN 2966
Bill De Field & Roy Mestler
MONROE COUNTY POULTRY 68 FRONT ST.

WIN GUEST TICKETS!



Here's an opportunity to win guest tickets! Make as many words as you can from the title "I Love You Again" using each letter only as many times as it appears in the title. Free guest tickets will be given to the 15 persons sending in the longest list before Monday noon.

William Powell (Mr. Thin Man) & **Myrna Loy** (Mrs. Thin Man)
In Their Merriest Fun Frolic!

"I LOVE YOU AGAIN"
STARTS FRIDAY
AUGUST 8th
Cool **Loew's**

FREE! TEEL Reg. 10c Bottle When You Buy 25c Size **23c** For

DAW'S

ORIGINAL CUT-RATE DRUGS

56 Clinton Ave. S. Opp. Temple Theater	31 Main St. E. Corner Aqueduct	353 Main St. E. 1 Door from Sullivan	452 Ridge Rd. W. Corner Dewey	880 Main St. W. At Bull's Head	473 N. Goodman Near Just Oil	539 Monroe Ave. Near Goodman
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FREE! CASHMERE Bouquet Lotion When You Buy 3 Bars of Soap **25c** All 4 Items

With Coupon
SUN GOGGLES Regular And Slip-Over Styles **11c**
Assorted Colored Frames and Lenses
25c Value (Limit 2)

Prices... Today Thru Saturday (Right Reserved to Limit Quantities)
PICNIC SUPPLIES
PAPER PLATES Pkg. of 12 **8c**
DIXIE CUPS Hot or Cold 10c Pkg. **8c**
PAPER NAPKINS Box of 80 **6c**
DRINK STRAWS Box of 100 **8c**

With Coupon
JUMBO GUM DROP JELLIES POUND BOX **12c**
Soft Sugared Fruit Flavored Delicious (Limit 2 Boxes)

HELP THE RED CROSS!

WITH COUPON
LOVALON HAIR RINSE 28c Size **14c**

CLAPPS CHOPPED FOODS 3 for **25c**

KREML HAIR TONIC 60c Size **29c**

MAVIS TALCUM Formerly \$1 **49c**

NOXZEMA CREAM 25c Jar **14c**

DRESKIN CAMPANA'S 50c Size **28c**

CASTOR OIL—PURE 2-oz. Bottle **6c**

WITH COUPON
OXYDOL Large Size **14c** (Limit 1)

WITH COUPON
BATH POWDER Large 75c Box With Puff **39c** (Limit 2 Boxes)

WITH COUPON
CARBONA SHOE WHITE Tube or Liquid 25c Size **8c** (Limit 1)

- UNGUENTINE Large 50c Tube **43c**
- CALLOUS-EASE 25c Value **18c**
- KLUTCH 50c Powder for Plates **31c**
- BRILLIANTINE Fitch's 25c size **14c**
- GILLETTE THIN Blades, Pkg. of 8 **19c**
- HALEY'S M-O \$1.00 Pint Size **58c**
- CADUM 35c Ointment **24c**
- OLIVE TABS Edwards, 60c size **31c**
- NUJOL OIL 75c Pint size **49c**
- COLLYRIUM Eye Wash, 75c size **59c**
- PEBEGO 50c Tooth Paste **2 for 39c**

Prescriptions FILLED AT DAW'S Costs You Less

- ENVELOPES Package of 25 **3c**
- PLUTO WATER Large Size **39c**
- TEK 50c Tooth Brush **23c**
- SERUTAN Laxative, 60c size **49c**
- SCALPTONE Packets, 50c size **28c**
- SUN-TAN OIL Norwich's Reg. 35c **29c**
- DIAPERSIN Paper's 60c size **33c**
- GOLDMAN'S \$1.50 Hair Restorer **\$1.12**
- BARBO 60c Compound **36c**
- GILDES \$1.50 Pepto-Mangan **84c**
- FLY RIBBONS 5c Value **3 for 5c**
- SHOWER SPRAYS 75c Value **39c**

WITH COUPON
TODDY The Original Chocolate Malted Milk HALF POUND Reg. 25c **11c** (Limit 2)

WITH COUPON
WAX PAPER 100 Feet in Cutter Edge Box **6c** (Limit 2 Rolls)

WITH COUPON
PRESCRIPTION TOOTH POWDER Large 25c Size **8c** (Limit 2)

GLOVER'S Flea Powder Reg. 35c **23c**

CUTICURA OINTMENT 25c Size **16c**

HYGEIA Translucent Nipples Reg. 20c Value **9c**

COCOA BUTTER Pure U. S. P. in Handy Container **6c**

SHAVING SOAP 5c Value **2 for 5c**

BABY BOTTLES 8 oz. **3 for 5c**

WHITE SHOE LACES 27 Inch **3 pr. 5c**

GLYCERINE SUPPOSITORIES 25c Size **9c**

PETERMAN'S ROACH POWDER 25c Size **16c**

OIL OF CITRONELLA For Mosquitoes 4-oz. Bottle **24c**

RUBBER CRIB SHEETING 24 in. x 36 in. 35c Value **13c**

RUBBER BABY PANTS Rayon Covered 25c Value **11c**

ASPIRIN TABLETS BOX OF 12 **2c**

FITCH'S SHAMPOO 75c SIZE **49c**

COTTON ABSORBENT 50c POUND **17c**

ANACIN TABLETS BOTTLE OF 50 **59c**

BISODOL POWDER 65c SIZE **49c**

GERBER'S BABY FOODS REG. SIZE **4c**

WOODBURY'S TOOTH PASTE 25c Size **11c**

BLACK FLAG 60c Quart **29c**

Flashlight BATTERIES 10c Value **3c**

PRO-PHY-LAB-TIC 50c Tooth Brush—25c Tooth Powder Both for **29c**

— OXFORD —
TENNIS BALLS Pressure Packed Reg. 25c **21c** 3 for 59c

Stay Out Of The Oven For Hot Weather Meals

BY IRENE MUNTZ

Top stove meals are simple, easy and cool to prepare on a hot summer's day. For some families a hot dish is in order no matter what the weather. These one dish meals are an answer and with a crisp garden salad with fruit or ice cream as a dessert, the menu problem is solved quickly and easily.

TUNA FISH AND PINEAPPLE

4 T butter 1 c crushed pineapple
1 c uncooked rice 3 c chicken broth
2 cans tuna fish 1/2 t salt

Melt butter, add rice and cook until slightly browned. Add tuna fish, pineapple, broth and salt. Cover closely and when mixture steams, turn burner low and cook 40 minutes.

MOTHER LOVE!

Sunny—Your mother made it possible for you and Tony to marry. Even now after two years she dreams of the way she gave you love and happiness. For the whole story read "I've Seen Happiness" in the September True Story Magazine now on sale.

TRY OUR SPECIAL

LUNCHEON... 50c

Ideal Location For
**BANQUETS
BRIDGE PARTIES
Modernistic Grill
and Taproom**
24 Bowling Alleys
Open All Year

ENTIRE BUILDING
AIR-COOLED

WEBBER'S
501 South Plymouth

Where You
Buy the
Cuts of
CHICKEN



You Prefer
Breasts lb. 45c Giblets lb. 15c
Wings lb. 25c Necks lb. 12 1/2c
Livers lb. 45c Legs lb. 25c

BRING THIS COUPON

EXTRA SPECIAL
BAKED-VIRGINIA STYLE

PICNICS 19c

Ready To Eat Regularly
25c lb.

With This Coupon

DOLANS

600 Jefferson Ave.
Cor. Bartlett Tel. Genesee 1417



What to take on your
TOURING VACATION!

HANDY LASE

6 Full Quarts



Don't Forget Simon Pure
When Planning Your Trip

Simon Pure
BEER and ALE

Distributed by
Berger-Kleifgen Co., Inc.

10 PUBLIC MARKET
Culver 3300

Shoe Store and Jewelry Concern Sign Leases

A lease on the property at 96 Main St. E. has recently been made to the Father & Son Shoe Stores through the Charles I. Davis Realty Co., chain store lease specialists whose local offices are in the Burke Bldg. The former location of the shoe company will be occupied by the Weiss Jewelry Co. when alterations are completed, according to Charles I. Davis, head of the realty concern. Considerable activity is reported among chain stores seeking additional outlets and therefore an upward trend in business rentals is forecast.

PAY OFF THOSE BILLS

With A
LOW COST
LOAN



Don't worry over money matters if you have a steady job. You'll find it easy to borrow from us and our low rates will save you money. No collateral or co-maker required. Monthly repayments to fit your earnings. Private rooms for consultation.

FREE PARKING AT 101 EXCHANGE ST.

GENESEE VALLEY TRUST COMPANY

Exchange and Broad
THE BANK OF PERSONAL SERVICE

Member of F.D.I.C.
Mrs. Florence Cross, 6 Woodrow St.

SATISFACTION GUARANTEED

Lowest Prices

NOAH'S ARK



**THU·FRI·& SAT
Specials**

USE OUR
Cut Rate
BUDGET PLAN



**BADMINTON
OUTFIT**
2 RACKETS
1 SHUTTLECOCK
1 2' X 12' NET \$1.69



As Low as
25c
Per week



**REELSLICK
REEL
LUBRICANT**
10¢
Size 6¢



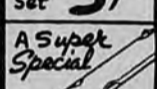
A FORD
& CHEVROLET
**IGNITION
POINTS**
Per Set **5¢**



PERMIT 603
**100% PURE PENNSYLVANIA
MOTOR OIL**
10
Quarts **98¢** Plus Tax
Worth \$2.00



**HOT OR COLD
PICNIC JUG**
Half Gallon **57¢**
Gallon **79¢**



A Super
Special
Sturdy
Folding
CAMP COT
\$1.07



**BLOW-
OUT
PROOF**
'A'
FORD
MUFFLER
\$1.13

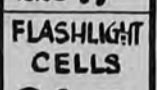


**CAMP
STOOL**
39c
Value **17c**

HEAVY DUTY • RED RUBBER
Inner Tube FREE!
WITH EVERY
STANDARD TIRE
GUARANTEED 15 MONTHS
PRICES WITH OLD TIRE



**AGATE
GUIDES**
ONE
PIECE
Offset
HANDLE
ROD
2.00
Value **66¢**



**FLASHLIGHT
CELLS**
2c
EACH
BRAND
NEW
FRESH
STOCK

SIZE	TIRE and TUBE	PRICE
440/450-21		\$5.78
475/500-19		\$5.98
450/500-20		\$6.45
525/550-18		\$6.90
525/550-17		\$7.22
6.00-16		\$7.98
6.25/6.50-16		\$9.69



**Charcoal
OUTFIT**
Folding GRILL
Ford BARIQUETS
LONG PORK
ALL FOR **67¢**

USE OUR
Cut Rate
BUDGET PLAN

60 STATE Street
561 STATE Cor. Lyell
288-290 MONROE Avenue
188-190 EAST Avenue
200 NORTH Cor. University
OPEN EVENINGS
FREE PARKING
WE RESERVE THE RIGHT TO LIMIT QUANTITIES—NONE SOLD TO DEALERS

Edwards

ROCHESTER'S LARGEST
POPULAR PRICED STORE

Enjoy More Home Comfort!
Compare! Shop! SAVE!
Buy Everything You Need
NO DOWN PAYMENT
And The Balance Weekly Or Monthly

AUGUST SALES FOR THE HOME

At a Low August Sale Price!



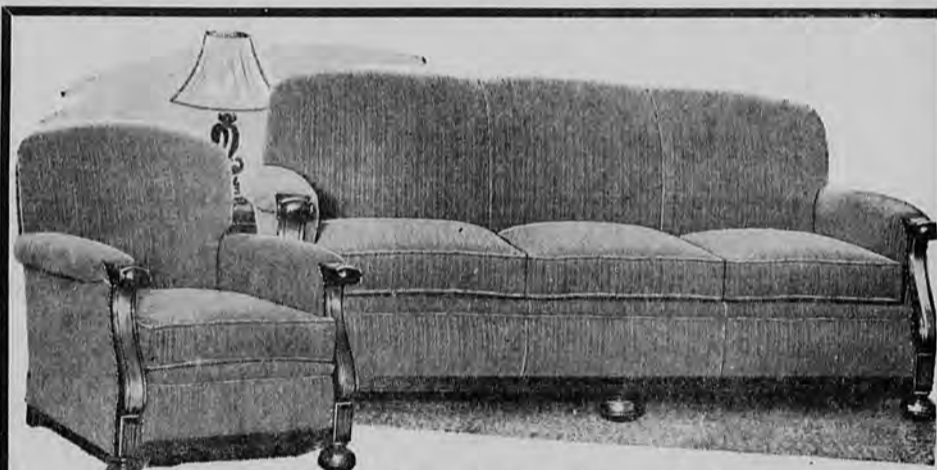
3-Pc. Modern Walnut Bedroom Suite 79.50

Purchased Separately:
Bed \$19
Chest \$24
Vanity \$36.50
Dresser ... \$36.50

It's value such as this one that has made Edwards August Sale the talk of Western New York for generations! All pieces are large and well-proportioned... rich-toned walnut veneers on gumwood, large mirrors, dust-proofed, solid oak interiors and center drawer guides.

**NO
DOWN
PAYMENT
\$1.50
WEEKLY**

EDWARDS—Fifth Floor



**2-Pc. Comfortable and Attractive
ANCHOR LOOP LIVING ROOM SUITE**

Purchased Separately:
Chair .. \$40
Sofa .. \$79.50

Two large, imposing pieces whose outward beauty covers a host of quality construction features! Hair and moss filling, super-sagless web foundation, dowelled and mortised inner frames. Anchor Loop-covers.

119.50

NO DOWN PAYMENT—Balance 2.45 Weekly
EDWARDS—Fifth Floor



AUGUST
SALE
Feature!
**ROYAL
WILTON
BROADLOOM**

COMPETITIVE
PRICE
5.85 SQ. YD.

4.45
SQ. YD.

9 AND
12 FT.
WIDTHS

Frankly, we were genuinely surprised when we were able to obtain this value for our August Sale. Just the colors and designs you want for your home... a portion of the styles won't be repeated this coming season and that fact has contributed to the unusual savings.

A 9x12 Rug Cut From This Carpet Costs Only \$4.50—No Down Payment—Balance Weekly
EDWARDS—Fourth Floor

Listen Neighbor---
WHEN WE SAY "SAVE" WE AIN'T FOOLIN'!

Save \$60

THOR WASHER AND IRONER COMBINATION

IRONER . . . (Regular Price) . . . \$99⁹⁵

WASHER . . . (Regular Price) . . . 64⁵⁰

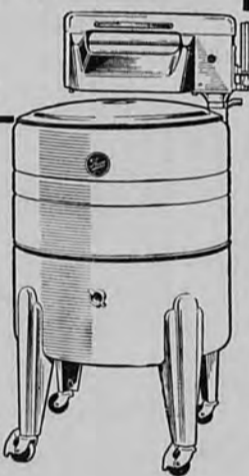
BOTH REGULARLY \$164⁴⁵

ALLOWANCE FOR YOUR OLD WASHER \$60

SPECIAL - BOTH FOR \$104⁴⁵

FEATURES — THOR SPEED IRONER

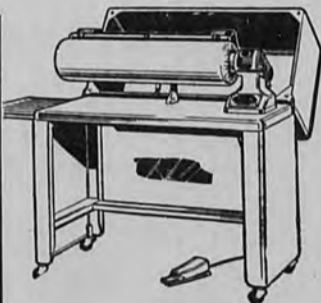
1. TABLE TOP
2. DOUBLE THERMOSTAT
3. TABLE EXTENSION
4. FOOT PRESSURE RELEASE



PAY ONLY

2

NICKELS A DAY



**HANDY BANK FREE
MAKES IT EASY TO SAVE
YOUR 2 NICKELS A DAY
WE MEAN WHAT WE SAY
WE SAY WHAT WE MEAN**

Sensational
**New 1940
PHILCO
REFRIGERATOR**
Value!

PAY ONLY

2

**NICKELS
A DAY**

Given FOR A LIMITED TIME
with this refrigerator!
**SPECIAL GIFT PACKAGE
PYREX WARE**



- 1 LEVEL-FULL MEASURING CUP WITH PERMANENT RED GRADUATIONS
- 1 UTILITY DISH
- 1 LOAF PAN
- 1 PIE PLATE
- 2 CAKE DISHES
- 4 INDIVIDUAL DEEP PIE DISHES
- 6 CUSTARD CUPS
- 1 HANDY WIRE RACK

Come in — Select Your Philco NOW!

**NO DOWN
PAYMENT**

Easy To Buy . . . Easy To Pay . . . The Seneca Way



PHILCO LH-6

Once again the Seneca Stores score a value scoop! Get this new Philco . . . and a beautiful gift package of pyrex Ware is yours free! The new Philco Refrigerator brings you brand new services and conveniences.



PHILCO KC-6 REFRIGERATOR

**SAVE
\$60**

First Time Ever Offered For Only **\$119**

Yes, you can save \$60 on this Philco Refrigerator. A \$179 model for only \$119! It brings you the famous Philco Conservador, shelf-lined Inner Door that gives 26% more quickly usable space. In addition, you enjoy every other fine refrigerator feature! Come in . . . see this handsome Philco Refrigerator now. Pay the easy Seneca way!

SENECA STORES
149 MONROE AVENUE

**CREDIT
JEWELERS**

OPEN EVENINGS TILL 10 O'CLOCK

Furniture Co. Marks Expansion With New Store Opening

Today marks the opening of the Goodrich Furniture Co., Inc. at 453 Main St. W. This organization, formerly located at 1683 Dewey Ave. was founded in September 1938 by Arnold R. Goodrich, president and treas. of the company. Immediate success of the venture has been proved by this expansion program which carried from a store of one floor with 4,500 sq. ft. of floor space to the new building with its four floors and 32,000 sq. ft. of floor display area. Goodrich, whose home is on Kilbourne Rd. has spent his entire life in the furniture business in this city. Prior to the founding of his own business he was with Howe and Rogers Co. The Goodrich Furniture Co. has specialized in low prices for quality Jamestown, Grand Rapids and Rochester-made furniture. They maintain that their low rent location has always been a big factor in keeping retail prices at their lowest.

Wings Stick To Expansion With New Store Opening

The Rochester Red Wings are a harassed bunch of ball players these days with the Newark Bears and Montreal Royals hot on their trail in a last valiant attempt to pull the Wings from the top of the International League perch. Tony Kaufmann and his Red Birds just concluded a series with the Newark Bears and are now faced with three games at the Norton Street Lot with the Jersey Giants. Neither of the two clubs are push-overs by any means and it is taking every bit of man power the locals can muster to stave off the enemy attacks. The Jersey Giants meet the Wings in single games on Thursday, Friday and Saturday and then Baltimore Orioles come to town for a Sunday doubleheader.

The Brooklyn Dodgers expect to break the National league attendance mark this year. The Cubs held it, having attracted 1,200,000 fans in 1929.

GUARANTEED TO PLEASE! **MATCHLESS TASTE & FLAVOR**

Drink DUQUESNE PILSENER
DU-KANE
"THE FINEST BEER IN TOWN"

Mrs. Mary Lannin, 61 Cady St.

ORTATION
Except As Noted:
to Adirondack, 3 expense, three days. 2 return Sunday Rochester Sun Co.

STARTS FRIDAY
*starts Saturday

ROCHESTER — "Pride and Prejudice," Greer Garson, Laurence Olivier; "Military Academy," Bobby Jontin.

PALACE — "The Boys From Syracuse," Allan Jones, Martha Raye; "Three Faces West," John Wayne, Sigrid Guide.

CENTURY — "My Love Came Back," Olivia DeHavilland, Jeffrey Lynn; "Mannhattan Heirloom," Robert Sterling, Virginia Gilmore.

REGENT — "All This and Heaven Too," Betty Davis, Charles Boyer.

CAPITOL — "Irene," Anna Neagle, Ray Milland; "Safari," Madeleine Carroll, Douglas Fairbanks, Jr.

FOR SALE
ALMOST new 120 Bass Italo American Piano Accordion, value \$300. Will sacrifice. 629 Brown St. Call evenings.

CHINA, lustre, glassware, crockery, bric-a-brac and various other articles. Friday and Saturday, 247 Greeley St.

Now Playing At Local Theatres

TEMPLE — "The Passport to Alcatraz," Jack Holt; "The Haunted House," Marcia Jones, Jackie Moran.

RIVIERA-DIXIE — "Gauchito Serrade," Gene Autry, Smilie Burnett; "Lone Wolf Meets A Lady," Jean Muir.

STATE-LIBERTY — "Four Sons," Don Ameche, Mary Beth Hughes; "In Old Missouri," Weaver Brock, Evzi.

MADISON-MONROE — "Forty Little Mothers," Eddie Cantor, Rita Johnson; "One Million B. C.," Lon Chaney, Jr., Carole Landis.

CAMEO-WEST-END — "20 Mile Train," Wallace Beery, Leo Corrilio; "Sons Of The Navy," Jean Parker, James Dunn.

GRAND — "Doctor Cyclops," Janice Logan, Albert Dekker; "Crooked Road," Edmund Lowe, Irene Hervey.

LAKE — "Star Dust," Linda Darnell, John Payne; "Shooting High," Jane Withers, Gene Autry.

LITTLE — "Shanghai," Charles Boyer, Loretta Young; Selected Short Subjects.

TOAST TOPPING
For something different to sprinkle on buttered toast, mix chocolate malted milk powder with sugar and cinnamon. Keep the mixture in a large sized salt shaker, within easy reach.

The PERFECT HOSTESS

KNOWS THE VALUE OF FINE LIQUOR
GETS FINE LIQUOR VALUES AT
BERGHASH
100% Pure California Wines

Choice of Port, Muscatel, Sherry, Reising, Tokay, Burgundy

\$1.39
Full Gal. Compare \$2.00 Value

LONDON INN GIN
90 Proof
Compare \$1.85 Value
Rochester's Best Gin Value

\$1.29
4.5 Quart

CREAM O'GRAIN
Four Year Old Straight BOURBON WHISKEY
A smooth bourbon excellent in an old fashioned.

\$1.89
Full Quart

IMPORTED SCOTCH **\$2.49**
Queen Victoria 100% Scotch Whiskey. Smooth and Palatable. \$3.00 Value. 4.5 Quart

Bottled-in-Bond—100 Proof
Straight RYE WHISKEY
Every Drop Aged 4 Years Before Bottling
Compare \$3.25 Value

\$2.10
FULL QUART

FREE DELIVERY

BERGHASH
124 CLINTON AVE. S. MAIN 786
NEXT TO LOEW'S FREE PARKING
ROCHESTER THEATER OPPOSITE OUR STORE

Where to go for Entertainment

PARTIES CARPENTER HALL
113 Fitzhugh St.
EVERY WEDNESDAY
8:15 P. M. All Are Welcome

BINGO PARTIES at BEELEY'S
Mon., Wed., 1:30 P. M.
Tues. Fri. 8:15 P. M.
142 GENESEE ST. in REAR

BINGO PLYMOUTH CHURCH HALL
Plymouth Ave. at Troup
25 DOOR PRIZES
Admission 20c
Every Sat. 8:30 P. M.
Door Prizes—Jack Pot

STARTING TONIGHT 8:30
Cornish's Regular Thursday Night Parties With
FREE BINGO
9 Parsells-Rear of Beauty Shop

NORM'S BINGO PARTY
CHILI RECREATION HALL
599 Chili Ave.
Monday, 8:30 P. M.
All Are Welcome

PARTIES AT Capital Theatre Hall
WEDNESDAY 8:15 P. M.
Come, Big Surprise
85 W. Main St.

PARTIES UNION LEAGUE HALL
Sunday and Monday, 8:15 P. M.
Wednesday and Saturday 1:30 P. M.
290 Gregory, at South Ave.

BINGO
Show 7 p.m. Games 8 p.m.
Thur., Fri., Sat. and Sun.

HOLLYWOOD BINGO HALL
35 PULLMAN AVE.

SALE!

TO THE PUBLIC:

When the landlord tells you to get out, there's nothing you can do about it. But we can't just move all this furniture out on the street! Our warehouse represents about half our entire floor space. Hence this drastic sale. We absolutely go on record as proclaiming this one all time — certainly the greatest of our 9 year history. As far as possible we will try to keep this merchandise out of the hands of dealers. We want you, the public, to get the benefit of these bargains. But please hurry. We need your help to clear our floors. Hundreds of other items on sale not mentioned in this ad. See them on our store tonight. A word to the wise is sufficient.

Harry Smith, Mgr.

18 MONTHS TO PAY

All Porcelain Tabletop

GAS RANGES
Reg. \$64.95 **\$25**

All Porcelain Tabletop COMBINATION

RANGES
Reg. \$149 **\$76**

Quality INNERSPRING

MATTRESSES
All Sizes Reg. \$16.75 **\$6.75**

Reg. \$7.95

BED SPRINGS
\$3

Reg. \$9.75

COIL SPRINGS
\$4.50

IRE CO.
T. OUT OF THE HIGH RENT DISTRICT

weis & fisher's

AUGUST FURNITURE SALE

FREE TRIAL OFFER

As a special inducement we make this **Sensational Offer** on the world's finest mattress

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 & Fischer will take it back and destroy it. If satisfied you pay **ONLY \$1 WEEKLY**

SIMMONS Pull-Easy STUDIO COUCHES
\$39.95

At Weis & Fisher you'll find it in your choice of the colors that will harmonize with your present furnishings.

ONE DOLLARS DELIVERS
80 CLINTON AVE. SOUTH

weis & fisher's
"rochester's showplace of furniture fashion"

HILCO LH-6
e scoop!
package
co Refri-
nd con-
E
9
Refri-
119! It
vador,
more
n, you
ature!
co Re-
way!
ay

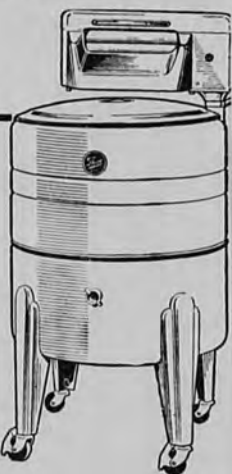
Listen Neighbor--
WHEN WE SAY "SAVE

Save \$60

THOR WASHER AND
IRONER COMBINATION

IRONER . . . (Regular Price) . . .	\$99 ⁹⁵
WASHER . . . (Regular Price) . . .	64 ⁵⁰
BOTH REGULARLY	\$164⁴⁵
ALLOWANCE FOR YOUR OLD WASHER	\$60
SPECIAL - BOTH FOR	\$104⁴⁵

- FEATURES — THOR SPEED IRONER
1. TABLE TOP
 2. DOUBLE THERMOSTAT
 3. TABLE EXTENSION
 4. FOOT PRESSURE RELEASE



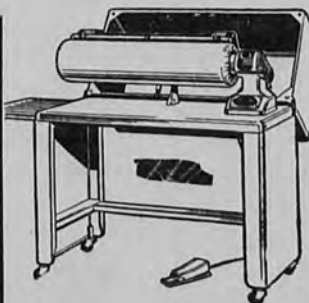
PAY ONLY

2

NICKELS
A DAY



HANDY BANK FREE
MAKES IT EASY TO SAVE
YOUR 2 NICKELS A DAY
WE MEAN WHAT WE SAY
WE SAY WHAT WE MEAN



SENECA S
149 MONROE

PATTY FURNITURE'S MAMMOTH

FIRE SALE

STILL GOING ON!

NEARLY HALF OF HUGE \$50,000
STOCK STILL TO BE SACRIFICED!

30 Electric Washers 1940-41

SLIGHTLY DAMAGED	ABC Washer	Reg. \$49.95	Now \$29.95
	Norge Washer	59.95	39.95
	Automatic Washer	69.95	49.95
	Laundry Queen Washer	89.95	59.95
	Thor Washer	89.50	48.00

51 Electric Refrigerators

GUARANTEED AS NEW MACHINES	Norge, 6 cu. ft.	Reg. \$169.50	Now \$89.00
	Philco, 6 cu. ft.	159.50	89.00
	Briggs, 6 cu. ft.	199.50	59.00
	Gibson, 6 cu. ft.	89.50	69.00
	Stewart-Warner, 6 cu. ft.	249.50	169.00
	Stewart-Warner 6 cu. ft.	119.00	88.00

49 Radios - All Makes - Prices

MOST TOTALLY UNDAMAGED	Philco table models	Reg. \$9.95	Now \$4.50
	RCA table models	9.95	4.50
	RCA table models	24.50	12.00
	Philco console	69.95	34.50
	RCA console	89.95	49.00
	RCA comb. victrola and radio	189.00	95.00

72 Dining-Living and Bedroom Suites

ALL IN A-1 CONDITION	2-pc. Maple Bedroom	Reg. \$29.50	Now \$18.50
	3-pc. Maple Bedroom	49.50	24.50
	7-pc. Dinettes	89.95	49.50
	9-pc. Wal. Jamestown Dining	239.00	139.00
	2-pc. Tapestry Living Room	39.95	12.00
	2-pc. Mohair Living Room	49.95	18.95

ALSO-- Vacuum Cleaners • Mattresses • Studio Couches

Yes - It's Unusual
For A Fire Sale,
But We Offer You

TERMS

NAME YOUR OWN TERMS - We Accept Them

PLENTY OF
PARKING

FREE DELIVERY
IN 100 MI. RADIUS

NOTHING SOLD
TO DEALERS!

PATTY'S

LOOK FOR
THE BIG
FIRE SALE
SIGN

OPEN EVENINGS
TILL 10 P. M.

366-368 MAIN ST. E.

OPPOSITE
WEGMANS

-WANT ADS-

WANTED TO BUY

GRAY or white enamel combination and bungalow ranges. Will pay \$15.00 and up. Phone Mr. Carter, Main 8926.

FELT BASE RUGS
While They Last

6x9 \$1.75
8x12 \$2.95

All colors suitable for living room, dining room and bedroom. Only Two To A Customer.

H. P. FAHRER
134 NORTH PLYMOUTH

HOUSEHOLD GOODS

LIVING ROOM SUITES sold at 10% above factory cost, any style, every kind of fabric made up to your order. Liberal allowance for your old suite. Fahrre, 134 No. Plymouth Ave.

ROUND oak tables, \$2.00; dressers, \$2.00 and up; vanities (walnut) \$10.00; kitchen chairs 50c and up; occasional chairs \$2.50 up; easy lounge chairs \$2.50; living room suites, \$10.00 up. Fahrre Furniture, 134 No. Plymouth Ave.

ALL NEW steel beds \$2.85; four poster beds \$4.95; coil springs, \$4.50; cotton mattresses, \$2.25; inner spring mattresses, \$5.50. Use your credit. See Fahrre's before you buy for a saving in your twin beds, springs & mattresses, complete \$25.50. 134 No. Plymouth Ave.

LIVING ROOM SUITES, easy chairs, and love seats tailored to your order. Any fabric or style direct from factory to you at prices that will surprise you and make the old pocket book feel young again. There will be no retail profits on a deal of this kind. Remember DIRECT FROM FACTORY TO YOU Textile Mfg. Co. Phone Main 2926

HOUSEHOLD GOODS

LARGE SIZE cedar chest \$6.00; unfinished chest of drawers \$3.50 and up; washing machines \$10.00 and up; used Atmister and Wilton rugs (10x13) \$4.00 and up. H. P. Fahrre, 134 No. Plymouth Ave.

HEAVY felt base rugs, lowest prices in Rochester, 12x15, \$8.50; 12x12, \$5.50; 9x15, \$3.50; 9x12, \$2.50; 9x10, \$1.00; 7x9, \$1.00; 6x9, \$2.25. Heavy felt base by the yard 8 ft. or 9 ft. widths 20c square yard. Medium weight 4 ft. width 35c sq. yd. Rug border 20c sq. yd. Light weight 4 ft. 20c sq. yd. Fahrre's 134 No. Plymouth Ave.

ROOM FOR RENT

ATTRACTIVE, cool, cosy front room. Refined, homey atmosphere. Pleasant surroundings. Convenient location. Fresh new furnishings. Spacious closet space. Excellent food, meals optional. Use of phone. Perfect for business girl or elderly woman. Nursing care available. \$7 week with "tray" breakfast. 219 Meigs Mon. 3079. Highly recommended.

ODD PIECES

FOR THE THRIFTY BUYER 6x9 felt base rug, Saturday only, \$1.50, no dealers, two to a customer; Inlaid linoleum 6x6 sq. yard, Saturday only. These are the lowest prices in Rochester, H. P. Fahrre, 134 North Plymouth Ave.

SOLID MAHOGANY Colonial dresser \$8.00; old comodes, \$1.00 each; standing lamps 50c and up; Console radios, \$1.50 each; Mahogany walnut maple and oak dressing tables and vanities, \$1.00 and up; Birks eye maple dresser, \$8.00; large cedar chest \$5.00; odd tables \$1.00 up; rocking chairs, \$1.00 up; vanity \$6.00 and up; desks, \$4.00 and up. H. P. Fahrre, 134 No. Plymouth Ave.

Furnished House For Rent

FURNISHED HOUSE—Six Rooms, desirable location \$45.00 per month. Apply Rochester Sun Box No. 20.

FURRIERS

BE THRIFTY—be wise, take your fur coat to Personal Furriers, 447 Lyell, and economize. Regular \$15.00 lining, now \$5.00, linings direct from mill.

TRANSPORTATION

TRANSPORTATION to Adirondacks, 3 or 4 persons, share expense, three days, leaving Friday, Aug. 2, return Sunday or Monday, Box 76 Rochester Sun Office.

MOVING

3 ROOMS FOR \$5
4 Rooms for \$7.00
6 Rooms for \$12.00
Large refrigerators and heavy combination ranges extra. Large covered vans, plenty of pads, capable handlers. Old furniture, rugs, stoves, etc. taken as payment for moving.
Phone Mr. Carter
MAIN 8926

Now Playing At Local Theatres

All Pictures Listed Now Playing
*Starts Friday
*Starts Saturday
*Starts Sunday
ROCHESTER — "Pride and Prejudice", "Great Gatsby", "Laurence Olivier", "Military Academy", "Bobby Jordan".
PALACE — "The Boys From Syracuse", "Three Faces West", "John Wayne", "Burd Gull".
CENTURY — "My Love Came Back", "Olivia De Havilland", "Jeffrey Lynn", "Mahattan Heartbeat", "Robert Sterling", "Virginia Gilmore".
REGENT — "All This and Heaven Too", "Betty Davis, Charles Boyer".
CAPITOL — "Irene", "Anna Neagle", "Ray Milland", "Safart", "Madeleine Carroll", "Douglas Fairbanks, Jr."
FOR SALE
ALMOST new 120 Bass Italo American Piano Accordion, value \$300. Will sacrifice. 629 Brown St. Call evenings.
GUNA, lustre, glassware, crockery, bric-a-brac and various other articles. Friday and Saturday, 247 Greeley St.

REMOVAL SALE!

We Have Lost Our Warehouse Lease! Must Get Out At Once. We Are Sacrificing Our Huge \$75,000 Warehouse Stock of Fine Furniture For Immediate Disposal. That's Why Reductions Are So Drastic. We Must Have Action - and Immediately. No Time To Lose. Hurry And Share In These Bargains!

TO THE PUBLIC:
When the landlord tells you to get out, there's nothing you can do about it. But out on the street! Our warehouse represents about half our entire floor space. So you can see, we have had to act quickly. Hence this drastic sale. We absolutely go on record as proclaiming this one of all time — certainly the greatest possible we will try to keep this merchandise out of the hands of dealers. We want you, the public, to get the benefit of these bargains. But please hurry. We need your help to clear our floors. Come mentioned in this ad. See them on our floors. You'll be amazed at the low prices. Sale starts tonight. A word to the wise is sufficient.
Harry Smith, Mgr.

EASY CREDIT OPEN EVERY EVENING UNTIL 9:30 P. M. 18 MONTHS TO PAY

3-PC. MODERN
LIVING ROOM SUITE
A \$69 VALUE
\$37
Luxurious davenport and two matching chairs included.

5-PC. MODERN WATERFALL
WALNUT BEDROOM SUITE
WORTH \$72
\$39
Bed, chest, dresser or vanity, night table and bench included.

5-PC. WALNUT
DINING ROOM SUITE
REG. \$119 VALUE
\$69

LIVING ROOM SUITES
Reg. \$120 2-Pc. Mohair Frieze Suite \$57
Reg. \$109 Simmons Living Room Bed Davenport \$49
Reg. \$129 3-Pc. Mohair Suite (choice of colors) \$65
Reg. \$79 2-Pc. Tapestry Suite \$33
Reg. \$124 2-Pc. Blue Mohair Frieze Suite \$55
Reg. \$249 4-Pc. Velvet Mohair Suite \$125

BEDROOM SUITES
Reg. \$119 7-Pc. Mahogany Chippendale Suite... \$67
Reg. \$249 5-Pc. Jamestown Walnut Suite \$120
Reg. \$59 3-Pc. Walnut Suite \$27
Reg. \$89 4-Pc. Walnut Waterfall Suite \$46
Reg. \$299 9-Pc. Grand Rapids Mahogany Suite \$140

ODD ITEMS
Reg. \$9.95 Living Room Rockers \$3.45
Reg. \$19.75 Radios (RCA, ZENITH, EMERSON, PHILCO) \$7.50
Reg. \$29 Odd Walnut Dressers \$14
Reg. \$15.95 Gateleg Tables \$6
Reg. \$7.95 All White Cotton Mattress \$3.25
Reg. \$33 Studio Couches \$16
Reg. \$29.50 Porcelain Breakfast Sets \$14
Reg. \$37.50 9x12 Axminster Rugs \$17.50

All Porcelain Tabletop
GAS RANGES
Reg. \$64.95
\$25

All Porcelain Tabletop COMBINATION
RANGES
Reg. \$149
\$76

Quality INNERSPRING
MATTRESSES
All Sizes Reg. \$16.75
\$6.75

Reg. \$7.95
BED SPRINGS
\$3

Reg. \$9.75
COIL SPRINGS
\$4.50

The PERFECT HOSTESS
KNOWS THE VALUE OF FINE LIQUOR GETS FINE LIQUOR VALUES AT **BERGHASH**
100% Pure California Wines
Choice of Port, Muscatel, Sherry, Reising, Tokay, Burgundy
\$1.39 Full Gal. Compare \$2.00 Value
Ask for a wine recipe booklet and enjoy a cooling summer wine drink.

LONDON INN GIN
30 Proof
Compare \$1.85 Value
Rochester's Best Gin Value
4.5 Quart **\$1.29**

CREAM O'GRAIN
Four Year Old Straight BOURBON WHISKEY
A smooth bourbon excellent in an old fashioned.
Full Quart **\$1.89**

IMPORTED SCOTCH \$2.49
Queen Victoria 100% Scotch Whiskey, Smooth and Palatable. \$3.00 Value. 4.5 Quart

Bottled-in-Bond—100 Proof
Straight RYE WHISKEY
Every Drop Aged 4 Years Before Bottling
Compare \$3.25 Value
\$2.10 FULL QUART
• FREE DELIVERY •

BERGHASH
124 CLINTON AVE. S. MAIN 786
NEXT TO LOEW'S FREE PARKING
ROCHESTER THEATER OPPOSITE OUR STORE

Where to go for Entertainment

PARTIES CARPENTER HALL
113 Fitzhugh St.
EVERY WEDNESDAY
8:15 P. M. All Are Welcome

BINGO PARTIES at BEELEY'S
Mon., Wed., 1:30 P. M.
Tues. Fri. 8:15 P. M.
142 GENESEE ST. in REAR

BINGO PLYMOUTH CHURCH HALL
Plymouth Ave. at Troup
25 DOOR PRIZES
Admission 20c
Every Sat. 8:30 P. M.
Door Prizes—Jack Pot

New Bingo
AT IT'S BEST
Chili Recreation Hall
Every Friday Night 8:15 p. m.
\$5.00 each for the 23 games
Mon. and Wed. 1:30 p. m.
Tues., Thurs., Fri. and Sat. 8:15 p. m.
509 Chili Ave. at Thurston
All are welcome

PARTIES AT Capital Theatre Hall
WEDNESDAY 8:15 P. M.
Come, Big Surprise
85 W. Main St.

BINGO
Show 7 p.m. Games 8 p.m.
Thur., Fri., Sat. and Sun.
HOLLYWOOD BINGO HALL
35 PULLMAN AVE.

MAJESTIC FURNITURE CO.
Between Clinton Ave. S. & Stone St. **204 COURT ST.** OUT OF THE HIGH RENT DISTRICT

PLAN FOR PICNIC
Final plans for a picnic of the Edgar F. Kohler Auxiliary, 55, Army and Navy Union will

be made at a meeting of the group tomorrow night in City Hall Annex. The picnic will be held at Ontario Beach Park, Grounds No. 5 on Saturday.

CAN YOU SPARE 3¢ a day for this nest-egg of cash?

For less than 84¢ per month, the "National" Policy pays you:

- Up To \$50 per week if injured in any kind of public conveyance—a bus, trolley, taxi, train or boat
- \$25 per week for living expenses or any other purpose, in case of SICKNESS, ACCIDENT OR HOSPITALIZATION—whether you are a salaried worker or do not work at all... no matter what your occupation
- Up To \$200 In addition—for emergency expense money if you are injured, get sick or need hospital care while traveling or vacationing away from home
- Up To \$7500 In case of accidental death or any of the serious injuries plainly listed in your policy

DRAW MONEY FROM FEDERAL'S PAYROLL IN CASE OF SICKNESS, ACCIDENT, HOSPITALIZATION!

Unless you can positively guarantee that, between today and August, 1941, you will not be sick, accidentally hurt or need hospital care, you owe it to your peace-of-mind and your family's protection to enjoy the cash benefits of Federal's "NATIONAL" Policy.

be touched, know that you can count on generous weekly or lump sum benefits, in case you happen to be one of the nine million hurt, sick or hospitalized within the next 12 months. The coupon brings you immediate information on how you can enjoy a nest-egg of cash when you need it most—for less than 84¢ a month. WHY NOT MAIL IT—RIGHT NOW?

Instead of depending on luck, charity or savings that should not

NO RED TAPE—NO MEDICAL EXAMINATION—NO EXTRAS: Over \$6,000,000 in claims already paid by **Federal Life & Casualty Company of Detroit**. Fully approved and under the strict supervision of the Insurance Departments of New York, New Jersey, Massachusetts and Connecticut, as well as the State Insurance Departments of the 28 other States in which this 34-year old Company operates.

National Policy Division, Federal Life & Casualty Co. of Detroit, Division 15, 110 E. 42nd Street, N. Y. C. Without the slightest obligation, let me know how I can guarantee myself the cash payments provided by the "NATIONAL" Policy in case of ACCIDENT, SICKNESS OR HOSPITALIZATION.

I am between the ages of 18 & 75

NAME _____

ADDRESS _____

CITY _____ STATE _____

Mrs. Frances Hochadel, 35 Rand St.

RIVERS August Furniture Sale SECOND BIG WEEK!

ONE OF OUR FEATURE VALUES Only While Present Stock Lasts!



JAMESTOWN MADE!

3 PC. WATERFALL DESIGN Bedroom Suites

Imperial Jeriah Veneers. Very newest design. Comes in 3 beautiful finishes—Mahogany, Blood, Swedish Mahogany. Full size. Come in while stock is still fairly complete, they are going fast.

MAKE YOUR OWN TERMS
Open Tues., Thurs. and Saturday
Evenings 7—9:30

A remarkable value at our regular price. Now a sensation at only **\$99.50** Reg. \$137.50

Frank A. RIVERS Co., Inc.
226 SOUTH AVENUE

City Softball Tourney Starts Monday At K. P.

By DON MATTARO
Four topnotch softball aggregations entered in the city softball tournament will start Monday evening in the opening round for the city championship and a crack at the state title.

Two games are on tap at Kodak Park with Camera Works meeting the Lincoln-Alliance in the opener at 8:15 p. m. The second game will pit the strong Grafex club against the untested Rochester Royals.

The tournament will operate under the double elimination system created last season by Commissioner "Tex" Irwin. Although this gives the teams a greater opportunity to win the tourney banner, it has taken away the "zest" of the sudden death elimination feature.

Double bills will be scheduled on consecutive nights, with eight teams participating in the first round this week. All games will be played under the Park rules.

Billed as the best attraction of the week is Tuesday's doubleheader which tangles the Kodaks with Fairport, and the cocky Mandell Drugmen against the Lees. Johnny Cupik will be the likely starter for the drug makers when they face the Thursday night P. & V. loop entry. Lees, have combined the cream of the crop from Joe Fisher's Pfaff team and with a newcomer, Joe Malone, on the mound may prove a big headache to Sam Pandina and Co.

Three Bowlers Top 500 Mark In Ladies League

Marie Hickey banged out 533 to lead the individual scoring in last Monday's Webber Ladies' League. Bobbie Vaccaro had 523 and Ida Alpaugh 504.

Team matches: Brass Ball (2239) 3, Racliffe (2067) 0, Coo's Cuties (2444) 2, Edward's Dress Shop (1849) 0, Rivers Furniture (2147) 3, Old Spain (1839) 0, Packard (2115) 2, District Insurance (1889) 0, Initial Towel Supply (1930) 3, Gene's Cafe (1772) 0.

Second division clubs have been hardest for Red Ruffing to beat this year. Two-thirds of his defeats have been chalked up by them.

Struble's 625 Best In Summer League

Charlie Struble topped the Webber Summer League last Monday night with 625. Tony Barber had 620, Charlie Carfi 610, Norm Wilsie 609, Angelo Zello 602, Vic Russell 601, Tony Perotta 583, Reynell 582, DeBlase 580, Ray Bolton 580, Mostyn 577, Joe Court 573, Bill Bunn 570, Russ Thomas 568 and Ed Copenhagen 560.

Team matches: Milt-K-Bot (7733) 3, Champion Knit (2377) 0, Hershberg Jewellers (2091) 2, Apollo (2277) 0, Royal Crown Cola (2871) 2, Kreis Service (2211) 3, Standard Motors (2714) 3, Kuriah (2129) 0, Manhattan Wine & Liquor (2776) 3, C. C. West Coal (2337) 0, Ruiz 3 in 1 Post (2803) 2, White Lines Supply (2603) 1.

THIS IS WAR!
Margery—Kurt never knew he killed his own son. That is why war is so horrible. It destroys love and families but you will find peace in your pursuing work. Read "Farewell to Love" in the September True Story Magazine. Now on sale at all newsstands.

Pitchers who can go the distance in the American league are Bobby Feller, Buck Newsum, and Thornton Lee. The records show them away out front in that respect.

Inquire about A Personal Checking Account

- A Service for Everybody
- No Minimum Balance Required
- May Be Opened with \$5.00
- There Is No Charge or Depositing
- Only Cost \$1.00 for 12 Checks

FIRST INDUSTRIAL BANK
30 CLINTON AVE. NORTH
Member Federal Deposit Ins. Corp.

INDIGESTION
may affect the heart
Get trapped in the stomach or other organ on the hair trigger on the heart. At the first sign of indigestion get out from the kitchen and take a bottle of CHEMIE-A-TONE today. Mix two (2) spoonfuls in one-half glass of water. It's easy. No trouble at all and pleasant to take. You need only 2 or 3 doses per day. Often within one day—sometimes within one hour—splendid results are obtained. If the pains and discomfort do not quickly leave and if you do not feel better, CHEMIE-A-TONE will cost you nothing to try as it is sold under an absolute money-back guarantee.

CLARK'S HAVE A LARGE STOCK OF THE SIZE & QUALITY OF POULTRY YOU WANT. SHOP EARLY!

COUPON
Best Grade Boneless COOKED HAM... **31¢**

Fresh, Milk-Fatted FOWLS For Priced as or Salad **17¢**

CHICKEN BREASTS... 1b. 45¢
CHICKEN LEGS... 1b. 35¢
CHICKEN LIVERS... 1b. 30¢

Home-Dressed CHICKENS... 25¢
Sliced Bacon... 19¢
Beef Roasts... 17¢

CLARK'S MARKETS
824 Portland—Near Lux—Stone 471
966 No. Goodman—Near Bay—Cul. 4870
FREE DELIVERY

WITH COUPON IVORY SOAP Medium Size 3 for 11¢

WITH COUPON MACHINE OIL 15c Size Can 6¢

WITH COUPON CIGARETTE HOLDERS Regularly 10c 2 for 9¢

WITH COUPON WILLIAMS TALCUM POWDER Reg. 25c 7¢

WITH COUPON ELECTRIC IRON CORD Regularly 25c 11¢

WITH COUPON Velour POWDER PUFF Large Size 5 for 10¢

AMAMI SHAMPOO Regularly 15c 7¢

ASPIRIN TAB. Bottle of 100 6¢

MILK OF MAGNESIA U. S. P.—Pint Size 13¢

Carbena Shoe White Reg. 25c 11¢

MILK OF MAGNESIA TABLETS Bottle of 100 Reg. 50c 19¢

BALL CANNING JAR COVERS Porcelain Lined Dozen 20¢

470 N Goodman near Main **92 E Main near Water**

546 Monroe near Goodman **457 Ridge Rd W near Dewey**

Rochester's Modern CUT RATE DRUG STORES

- TODAY, TOMORROW, SATURDAY AND SUNDAY**
- Tincture of Green Soap, pint 29c
 - Sulphur Candles 2 for 11c
 - 60c Peterman Discovery 36c
 - Oil of Citronella 2 oz. 14c
 - 50c Barbasol Shaving Cream 19c
 - 25c Fenamin 19c
 - 25c Carter's Little Liver Pills 19c
 - 50c Coraga Plate Powder 29c
 - Epsom Salt, 1 lb. 3c
 - 60c Jad 29c
 - Cashmere Bouquet Talcum Powder, large size 2 for 27c

Seamless Rubber PACKETTE FOLDING SYRINGE

Convenient Travel Set Can be tucked away in luggage or medicine chest. Ideal for personal use at home or travel.

\$1.75 Value **98¢**

GUARDSMAN SUPPORTER

Guaranteed—Flexible Ribs with Extra Pouch. Reg. \$2.50 Value. **\$1.49**

WALDORF AIR-CONDITIONED PIPE

Designed to Offer the Perfect Smoke
Money Saving—Smokes Every Particle of Tobacco in Bowl
Always Dry—Always Sweet

Specialty **98¢**

WITH COUPON CLOTHES LINE 50 Feet—Reg. 25c Limit 2 13¢

WITH COUPON STYPTIC PENCIL Regularly 10c 2 for 3¢

WITH COUPON PICNIC PLATES Box of 12—Reg. 10c 6¢

WITH COUPON Copper POT CLEANERS Regularly 5c 3 for 5¢

WITH COUPON FLY SPRAYER Regularly 25c 11¢

WITH COUPON TODDY Pound Can 22¢

VACUUM BOTTLES Reg. \$1.00 69¢

DON'T FRY IN THE SUN Gaby GREASELESS SUNTAN LOTION

THREE SIZES 25¢ 47¢ 89¢

EASTMAN 620 Brownie Special Reg. \$3.75 3.19

SACCHARIN TAB. 1/4 or 1/2 Grain Bottle of 1000 47¢

Marrow Oil Shampoo Regularly \$1.00 48¢

POCKET WATCH EXTRA SPECIAL 74¢

- Unbreakable Crystal
- With Second Hand

Clog-pruf GEM RAZOR GIANT TUBE BARBASOL 5 GEM BLADES

NEW MEDICINE CHECKS STOMACH PAINS QUICKLY

If you suffer from gas, heartburn, excess acidity, indigestion, bloar or ulcer pains, try this new medicine at once. It is helping thousands find relief. Get a bottle of CHEMIE-A-TONE today. Mix two (2) spoonfuls in one-half glass of water. It's easy. No trouble at all and pleasant to take. You need only 2 or 3 doses per day. Often within one day—sometimes within one hour—splendid results are obtained. If the pains and discomfort do not quickly leave and if you do not feel better, CHEMIE-A-TONE will cost you nothing to try as it is sold under an absolute money-back guarantee.

POSTMASTER CIGARS A Mild Smoke 14 for 25¢

OLD SPICE TALCUM POWDER 50¢

ASOLIN

BATHING CAPS Assorted Styles 23¢ and up

PALMOLIVE SHAVING CREAM Regularly 25c 2 for 33¢

Compare the Value New Larger JAR 1 1/2 Ounce 23¢ HUSH CREAM DEODORANT Checks Perspiration Odor

All for 59¢ A Real \$1 Value

Dr. SCHOLL'S New Super Soft ZINO-PADS FOR REMOVING CORNS CALLOUSES SOFT CORNS 31¢

Between the toes Quickly Relieve BUNIONS

BALL CANNING JAR RUBBERS Box of 12 3 for 11¢

AUGUST 7, 1940

THE SIZE & SHOP EARLY!

UPON 31c

Beef Roasts 17c

UPON 3c

UPON 3c

UPON 3c

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UPON 3c

Events Of The Week

THURSDAY, AUGUST 8

ROYAL ARCANUM — Stag Dinner: Grand Hotel, Irondequoit Bay.
WEST WAY SOCIAL CLUB — Picnic: Home Mrs. Marie Rumm, 141 Lyell Ave.
MIZPAH CLASS OF GREECE BAPTIST CHURCH — Picnic: Summer home of Mr. and Mrs. Fred Wignall, South Shore of Sodus Bay.

FRIDAY, AUGUST 9

ROCHESTER SUMMER SYMPHONY ORCHESTRA — Concert: Highland Park Bowl, 8:30 p. m.
CLARA BARTON TENT — Card Party: 11 Clinton Ave. N.
FOREST LAWN ASSOC. — Field Day: GLEN MILLER and HIS ORCHESTRA — K. of C. Auditorium.

SATURDAY, AUGUST 10

MIDVALE GOLF CLUB — Dance: Clubhouse, 10 p. m. to 2 a. m.
ROCHESTER ZONTA — Inter-city Day.
MONROE ACADEMY — Annual Picnic: Home of Dr. C. F. Winslow, East Henrietta Rd.
RETIRED FIREMEN'S BENEVOLENT ASSOC. — Field Day: St. Paul Street Grounds, 9:30 Thomas Ave.
GENESSEE VALLEY COURT 34 — Banquet: Home of Kate West, 50 Jackson St., 5:30 p. m.

SUNDAY, AUGUST 11

11TH WARD DEMOCRATS — Basket Picnic: Ellison Park, Orchard Grove, Diamond 2, 10 a. m.
BUSINESS AND PROFESSIONAL WOMEN'S CLUB — Dinner: Oak Hill Country Club.
SONS AND DAUGHTERS OF ST. GEORGE — Basket Picnic: Webster Park.

MONDAY, AUGUST 12

GAY FOSTER ROYALTY — Ballet: Airport Stadium, Scottsville Rd. (continues for one week).

TUESDAY, AUGUST 13

LEGITIMATE STOCK CO. — Play: "He Who Gets Slapped", Gregory St. Playhouse, 8:45 p. m.

WEDNESDAY, AUGUST 14

LEGITIMATE STOCK CO. — Play: "He Who Gets Slapped", Gregory St. Playhouse, 8:45 p. m.
YOUTH COUNCIL — Dance: Windsor Pavilion.
ROCHESTER OUTDOOR OPERA CO. — Opera: "Lucia di Lammermoor" and "The Masked Ball", Edgerton Park.

Still Tryin' To Be Kids!

The twenty old men of the Barry Bruiser-Curtin Crusher combination met in weekly combat Monday night, the antics of old Jupe Pluvius notwithstanding.

On a sloppy field the puffing ancients battled to a 19-14 decision that was awarded the Bruisers. The Curtin men sorely missed their third sacker Jack Roche who is still hobbling about on crutches as a result of an earlier fray, and Olin

Butts, resting from former efforts. Bob Doherty, another casualty, did his stint at first base, complete with bandages. The game was featured by several high dives on the part of pitcher Perkins who did his best to emulate a steam shovel, and Curt Gerling who banged out the longest home-run smash on record. Gerling needs a real hit in order to circle the bases before darkness sets in, due to his 47-inch girth.

BE A BUCK HUNTER

Each Week Five Names and Addresses Are Published In The Sun Between The Ads. Come to the Sun Office For A Dollar Bill When Your Name Appears.

The Rochester Sun

TRUTHFUL NEWS TRUTHFUL ADVERTISING
ROCHESTER, N. Y., THURSDAY, AUGUST 8, 1940

ROCHESTER'S WEEKLY SHOPPING GUIDE
Delivered to 75,200 Rochester Homes
Every Thursday

Screen Star Expected To Appear at Charity Baseball Game Here

That Harold Lloyd, famed screen comedian may visit Rochester this month, loomed as more than a possibility this week, according to officials in charge of the annual Shrine Knights of Columbus baseball night, scheduled for Red Wing Stadium Thursday evening, August 29.

Lloyd, a member of the Imperial Divan of the Shrine is trying to complete arrangements to attend the stadium affair and pitch the first ball. Of course, he could also be expected to give a short talk to the crowd. It is said that the man who made shell-rimmed glasses famous has been an i-tous to visit Rochester for some time and inspect the Eastman plant.

Plenty of music and color is assured for the semi-military review which will precede the game between the Red Wings and the Buffalo Bisons. Four bands will furnish music and already acceptances have been received from a dozen local uniformed fraternal units to participate in the event.

Proceeds of the affair will be divided equally between the charity funds of the two sponsoring organizations.

German Day To Be Celebrated Sunday By Local Groups

Under the Stars and Stripes of their adopted land, more than 10,000 Rochester area residents of German descent will throng Schuetzen Park, Ridge and North Clinton, next Sunday in memory of the landing of the first Germans in America in 1683.

The occasion will be the city's 33rd annual German Day celebration and the theme of the day's program, opening at 3 p. m. will be the participation of Americans of German descent in the building up of this country. Sponsoring the celebration is the Federation of German Societies, comprising the city's 30 original German groups.

Exact date of the landing of the first immigrants was October 6, 1683, but, according to Wittman, the celebration date was changed to the summer to make possible outdoor observance.



Chief Petty Officer Frank D. Rotunno, USNR 24 Delavan St. who has been recalled to active duty by the United States Navy Dept. Rotunno leaves Rochester on September 5, for the Navy Yard at Philadelphia where it is expected that he will be placed in an instructor's post. He previously served with the Navy for 18 years. His period of active duty is undetermined but he has been assured by his employers, the North Side Furniture Co., that his post as credit manager of the organization will be waiting for him upon his return to civilian activity.

Play Areas Feature Pets On Parade

Nearly 300 hundred children will participate in pet shows to be staged on school play areas beginning today. A spectacular array of pets will be presented to the judges when No. 15 School holds its annual play-area pet show under the sponsorship of the Recreation Division, Rochester Board of Education. Prizes will be awarded for the proudest looking rooster, best groomed dog; the most unique kittens; 3 black kittens; funniest looking pet; the largest; the smallest canary; the best behaved guinea pigs and the rarest. The judging is listed for 10 a. m.

The judges for the event will be Frank Ariola, James Wilmot, Norman Ulp and Rocco Pagnella.

Business Women Complete Plans For Party

The Rochester Business and Professional Women's Club will entertain members of federated clubs in Western New York State on Sunday at Oak Hill Country Club. Dinner will be served at 2 o'clock, after which Miss Madelyn Marios, Rochester astrologer, will discuss what events may follow in Europe in an address, "Stars over Europe."

A brief resume of important business matters that transpired at the recent Northeast Regional Conference will be given by Miss Florence M. Kreckel, president.

Miss Marie E. Dutch, chairman, is being assisted by Miss Alice C. Wyszard, Miss C. Lois Pringle, Miss Flora C. Haack, Miss M. Agnes Flynn, Miss Martha Haack, Miss Elizabeth Law, and Miss Katherine Bradley.

World's Fair Tours Offered Sun Readers At Record Low Price

Through a special arrangement with the New York Central Railroad and New York City's Commodore Hotel, The Red Sun is now able to offer its readers a thrilling week-end in New York City and at the World's Fair on any desired Friday, Saturday and Sunday during the Summer, starting this week.

The complete cost of the Rochester Sun tour is only \$14.00 for adults and \$9.80 for children under 12 years of age.

The Hotel Commodore, one of the finest hotels in the entire world and on par with the most lavish accommodations offered tourists overseas or in this country, will welcome every Rochesterian taking this thrilling round trip tour to the nation's largest city and World's Fair, proclaimed the most extravagant exhibition ever constructed in the history of the world.

Via New York Central

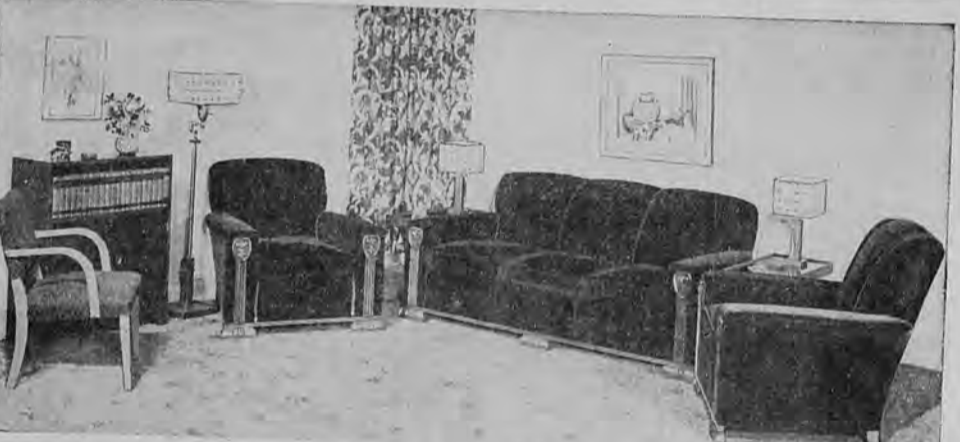
A speedy, comfortable train ride directly to New York is taken on a New York Central train leaving Rochester at 11:20 p. m. (daylight time) Friday night. The train arrives in Gotham at 7:30 a. m. where a delicious breakfast is served to each tour guest in the Arcadia restaurant, right in Grand Central Terminal. Then to the Hotel Commodore where room reservations will already have been made. Following this, the travellers are speeded to the World's Fair on express trains of the Interborough Subway. Besides the souvenir admission tickets to the Fair which each tour guest will have, an admission ticket to Billy Rose's Aquacade, and a ticket to the Trylon and Perisphere or the Winter Wonderland or Gardens on Parade, is included. In addition, admission to the Observation Roof of famed

Store Staff Enjoys Annual Outing



Swimming, dancing, eating and a series of sports events, all shared the spotlight at the annual picnic of the Lincoln Store employees, held Tuesday at Crescent Beach. Miss Lucy Di Natale was chairman with Miss Eleanor Tesch in charge of the sports program.

(Continued on Page 2)



Lauer's Bring You Better Modern Furniture At An August Sale Price That Saves You \$30

DAVENPORT AND 3 CHAIRS \$124

Not one—Not two—But THREE chairs are included in this 4-piece living room suite. And furthermore—the davenport and two big lounge chairs are covered in 100% government standard mohair—that lustrous long-wearing, deep pile fabric that imparts a glow of quality to upholstered furniture. The lovely occasional chair is shown in smart modern figured tapestry—colorful and durable. Note the depth and size of the davenport and matching lounge chairs—the broad well-proportioned arms (built for comfort as well as style) . . . The smart wooden trim which accents the modernity of the entire group. And take special note—Lauer's are selling this 4-piece group for only \$124—A saving to you of \$30.

AUGUST SALE
Studio Couch
With Back and Arms
Reg. \$39.75
\$32.50
2 Innerspring Mattresses

AUGUST SALE
Breakfast Set
Extension Table — 4 Chairs
Reg. \$37.50
\$29.75
Porcelain Table - Leather Chairs

AUGUST SALE
Broadloom
Plain - Figured - Two-Tone
Reg. \$5.75
\$3.95
Any Size Cut To Your Order

Lauer's August Sale



This Suite Is of Walnut Through and Through

Its Original New York Selling Price Was \$179 for 3 Pieces

From top to bottom, inside and out—this bedroom group is fashioned of beautiful American walnut . . . And Lauer's certify to you that the \$119 August Sale price is \$60 less than the regular value of 3 pieces (bed, chest, and vanity). Note the perfectly matched hurred walnut drawer fronts and bed panels. . . See the graceful serpentine curves of this suite. Both mirrors are extra large, perfect plate glass. Here, during Lauer's August Sale, you get your money's-worth in the finest of furniture. Bed, chest, vanity and dresser—\$159. Stand — \$14.75. Bench — \$13.75.

\$119

TRADE IN YOUR OLD FURNITURE AT LAUER'S

Lauer's renovate your furniture and sell it in their own Bargain Basement. Thus you are assured of a fair trade-in allowance.

STORE OPEN FRIDAY NIGHT 'TIL 9 AND ALL DAY SATURDAY 'TIL 5:30

USE LAUER'S BUSINESS-LIKE BUDGET TERMS

90-day extended accounts are the same as cash. Your pay only 1 1/2 per cent monthly on longer term purchases from 6 to 18 months.

He Says He Didn't Say It—So There!

BY ED RANDALL
We have been requested to publish the following statement from Coot Webber, bowling tycoon of Plymouth Avenue. "Many bowlers, who were members of teams I sponsored in various events last Fall, have resented the fact that I was quoted as calling them a bunch of bums in a recent news article. I wish to go on record as stating that I did not utter these harsh words at all. I have the greatest personal regard for all these boys. They are swell fellows, all perfect gentlemen and I admire each and every one of them."

RUGS
DOMESTIC & IMPORTED
9x12 \$9.95
WE CAN SAVE YOU AS HIGH AS 50%
BEEBE'S
CUT-RATE RUGS
Open Evenings 470 E. Main STONE 5491

Give a **HOT DAY** the **COLD** shoulder with a **NATIONAL'S EAGLE** "The King of Blends"



Collins
90 Proof—40% straight whiskey, 60% grain neutral spirits. National Distillers Products Corporation, New York City.

World's Fair . . .

(Continued from Page 1)
Radio City is also a part of the tour.

Stay at Commodore
Saturday and Sunday the Rochester traveller will have a room at the Hotel Commodore.

On Sunday, there is a choice of several New York Central trains that may be taken for the return trip to Rochester. The last train leaves New York at 12:35 o'clock Sunday night and arrives in Rochester at 7:33 Monday morning.

One of the most popular features of this Rochester Sun Economy World's Fair tour is that each traveller is free to come and go as he pleases. If you want to spend more time in the city and less at the Fair, you may do so. There are no tour conductors, you are not herded together in one party, you can come and go as, if and when you please.

Rochester is World's Fair minded, and so that vacation schedules will not prevent a single person from this outstanding opportunity to visit the World's Fair, in this, its final year, the Rochester Sun has made these tours available each week-end until the Fair's closing in October.

Tickets and full details of the Economy Tours can be secured at the Rochester Sun office, 420 Burke Bldg. A folder describing the trip can also be secured at this office, or phone Stone 6001 and one will be mailed to you without obligation.

Furniture Co. Attributes Record Business To Sun Advertisement

"People have money to spend and are willing to spend it if prices are right," is the declaration of Harry Smith, manager of the Majestic Furniture Co. in commenting on the response to his warehouse removal sale announcement in last Thursday's Sun. That the prices this firm offered in the advertisement were "right" is the opinion of Smith who announces an unprecedented response to his message.

"People started coming into the store as early as Thursday afternoon and they continued to come, in ever-increasing numbers right up to closing time. On Friday and Saturday we were literally swamped with customers who wanted to share in the values we are offering. We even had to turn people away," said Smith.

"This week, we have increased our sales staff, and are again offering a great opportunity, through the forced closing of our warehouse, for people who want and need new furniture."

Apologies were extended to the public by Smith, for the sometimes slow service last week-end. He states that this was totally because the response was so much greater than was anticipated.

STRAWBERRY DELIGHT
Beat one cup each of sugar and crushed strawberries with one egg white and one-quarter cup lemon juice. Pour over slices of sponge or angel cake or serve over cottage pudding.

See Ray B. Duffy
AUTO INSURANCE
Weekly Payments
1223 Lincoln-Alliance Bldg. STONE 5902

Movie Guide

All Pictures Listed Now Playing Except As Noted:

*Starts Saturday
"REBELLION"—"I Love You Again"; William Powell, Myrna Loy; "Out West With The Peppers"; Edith Fellows.
PALACE—"The Ramparts We Watch"; "Pop Always Pays"; Leon Errol, Dennis O'Keefe.

CENTURY—"When The Daltons Rode"; Randolph Scott, Kay Francis; "Ladies Must Live"; Wayne Morris, Rosemary Lane.

REGENT—"The Boys From Syracuse"; Allan Jones, Martha Raye; "Tears Faces West"; John Wayne, Sigrid Gurie.

CAPITOL—"Brother Orchid"; Edward G. Robinson; "Tom Brown's School Days"; Sir Cedric Hardwicke, Freddie Bartholomew.

*TEMPLE—"Fugitive"; Ralph Richardson, Diana Wynyard; "Hold That Woman"; James Dunn, Frances Gifford.
RIVIERA-DIXIE—"Typhoon"; Dorothy Lamour, Robert Preston; "A Champ At Oxford"; Laurel and Hardy.

*STAY-LIBERTY—"Gaucho Serenade"; Gene Autry, Smiley Burnette; "Lone Wolf Meets A Lady"; Warren William, Joan Perry.
MADISON-MONROE—"Five Little Peppers At Home"; Edith Fellows, Dorothy Peterson; "I'll Red My Way"; Bing Crosby, Gloria Jean.

*CLAMOR-WEST-21st—"Fairy Little Mothers"; Eddie Cantor, Rita Johnson; "One Million B.C."; Lon Chaney, Jr., Carol Landis.
LAKE—"Abe Lincoln In Illinois"; Raymond Massey, Ruth Gordon; "Five Little Peppers At Home"; Edith Fellows, Dorothy Peterson.

GRAND—"Johnny Apollo"; Tyrone Power, Dorothy Lamour; "On Their Own"; Spring Byington.
*LITTLE—"The Moon's Our Home"; Margaret Sullivan, Henry Fonda; Selected Short Subjects.

HARD-BOILED EGGS

If you want hard-boiled eggs to look their best when shelled, boil them from 10 to 12 minutes, then douse into very cold water. The sudden shock prevents the undesirable green ring.

Now ONLY **69c**
A Regular \$1 Value

It holds 2 quarts. In tangerine, yellow, blue or green. Ice lip makes easy pouring.

Closed Saturdays at 1 P. M. During August
Free Deliveries
15 EXCHANGE ST.

1 1/2 Hour Free Parking with purchase of \$1 or over—Opposite Store—at "Jack's Parking" 101 Exchange St., near Spring



WATCH IT . . . CUT 20% OFF YOUR FOOD BILLS

Yes, it cuts food bills because it cuts food shrinkage! Builds your family's health because it saves health-giving vitamins and minerals. That's not all! Saves nearly 1/3 of your cooking time. Easier to clean and keep clean. Come in and SEE, WATCH and TRY a CP Gas Range today. Then trade in your old stove and start saving NOW!

\$20. for your old stove regardless of age, make, or condition. NO DOWN PAYMENT. Pay as little as 10¢ a day. As long as 36 months to pay.

ROCHESTER GAS & ELECTRIC Corporation
89 East Ave Main 7070

LUNCHEON DISH

Make your favorite open-face cheese sandwich; broil to melt cheese and brown. Serve garnished with slices of orange that have been sauteed slowly in butter until tender and browned. Makes a nice hot weather luncheon dish.

Edwards
Unusual Value!
Crosse and Blackwell
Famous TOMATO JUICE
Reg. 15c A Bottle
2 for 23c
*Rich red tomato juice pressed from ripe tomatoes.
*Stock up at this very low price!
EDWARDS—Candy Shop Street Floor

Save on This Summer Necessity - At **Edwards**
In Rich, Vivid Colors!
Streamlined Pitcher
With Ice Lip!
NOW ONLY **69c**
A Regular \$1 Value
It holds 2 quarts. In tangerine, yellow, blue or green. Ice lip makes easy pouring.
Closed Saturdays at 1 P. M. During August
Free Deliveries
15 EXCHANGE ST.
1 1/2 Hour Free Parking with purchase of \$1 or over—Opposite Store—at "Jack's Parking" 101 Exchange St., near Spring
Albert Frank, 91 Burrows St.

ROCHESTER'S LARGEST POPULAR PRICED STORE
Edwards
Buy with Confidence! SAVE In The August SALES for the HOME
7-Pc. Modern WALNUT DINETTE SUITE 119.50
Only Edwards August Sale of Furniture could bring you so much quality at such low price! This suite consists of buffet, full length china cabinet, extension table, host chairs and three side chairs. All pieces have hand-rubbed finish. — (Butt walnut veneers on gumwood).
EDWARDS—Fifth Floor
NO DOWN PAYMENT \$2.50 WEEKLY



At a Low August Sale Price!
3-Pc. Modern WALNUT Bedroom SUITE 79.50
Purchased separately: Bed \$19, Chest \$24, Vanity \$36.50, Dresser ... \$36.50
It's value such as this one that has made Edwards August Sale the talk of Western New York for generations! All pieces are large and well-proportioned . . . rich-toned walnut veneers on gumwood, large mirrors, dust-proofed, solid oak interiors and center drawer guides.
EDWARDS—Fifth Floor
NO DOWN PAYMENT \$1.50 WEEKLY



August Sale Sensation!
2-Pc. LIVING ROOM SUITE 99.50
Beautifully DESIGNED
The exposed frame is made of solid mahogany; moss-filled super-sagless web foundation; hardwood innerframes are double dowelled and mortised. Covered in 8 new shades . . . plain or striped.
EDWARDS—Fifth Floor
NO DOWN PAYMENT \$2.25 Weekly



Choose From 2 Different Types!
MATTRESS 19.75
1—Upholstered with layers of felt and covered in beautiful durable panel damask tickings. Also many heavy-woven striped tickings.
2—This mattress is upholstered with hair on both sides. Covered with 8 oz. hair-proof woven stripe ticking.
NO DOWN PAYMENT As Low As \$1 Weekly
EDWARDS—Seventh Floor



WIN GUEST TICKETS!
Here's an opportunity to win guest tickets! Make as many words as you can from the title "I Love You Again" using each letter only as many times as it appears in the title. Free guest tickets will be given to the 15 persons sending in the longest list before Monday noon. "I Love You Again" is now showing at Loew's.

Loew's
WILLIAM POWELL
MYRNA LOY
"I LOVE YOU AGAIN"
with FRANK MCHUGH and EDMUND LOWE
Bring or Mail Your List To The Contest Editor Rochester Sun, 420 Burke Bldg., Before Next Monday Noon. Names Of Winners In Next Week's Sun.



Here's A New One For Salad Dressing Addicts

If you are a salad dressing addict and want something special for that next dinner party, try this recipe. It is made with one teaspoon each salt, dry mustard, sugar and paprika, one-fourth tea-

spoon cayenne, two tablespoons catsup, one cup oil, one-fourth cup vinegar and one three-ounce bottle of stuffed olives. Mix all dry ingredients and catsup together. Beat well. Add oil, a teaspoonful at a time, beating well after each addition. Add vinegar gradually, beating constantly. Add sliced olives. Chill. Makes one and one-half cups dressing.

No! No! No! Nada puede

NOI NOI NOI NOTHING CAN

competir con el gusto

MATCH THE TASTE

exquisito de una

SUPREME OF A

bebida hecha con

DRINK MIXED WITH

la ginebra "GILBEY!"

GILBEY'S GINI



And if it's the truth in Cuba, it's the truth in good, ol' United States as well! Take the world's word for Gilbey's international quality. You know, Gilbey's has been one of the world's great gins for close to a century now, and a gin that can hold the whole, wide world's respect for all those years... well, it's just got to be good! "Say GILBEY'S!"

THE INTERNATIONAL GIN DISTILLED BY GILBEY IN THE UNITED STATES AS WELL AS IN ENGLAND, AUSTRALIA, CANADA National Distillers Products Corporation, New York City—90 Proof—made from 100% grain neutral spirits

YOUR CREDIT IS GOOD WITH GARSON & WOOD

WE'VE CUT PRICES On Brand New **SUITES!**

Our Greatest August Sale!

OPEN ALL DAY SATURDAY!

Open Friday Night From 7 Until 9!



"Ca-Vel" MOHAIR!

3 Pcs. \$115

\$139 VALUE!

With Five-Year Guarantee Against Moth Damage!

AS LONG AS 2 1/2 YEARS TO PAY ON COMPLETE OUTFITS

ANY PURCHASE HELD FOR LATER DELIVERY. NO STORAGE CHARGE

See this and many other big Suite values in Garson & Wood's August Sale! Lustrous Velvety-soft, "Car-Vel" 100% Mohair. Handsome carved panels, with heavy carved feet and bottom molding. Beautiful Davenport with 2 chairs. Choice of modern colors. Save Now!

EASY TERMS—Buy on Garson & Wood's Long Time Budget Payments

Garson & Wood

COMPLETE HOME OUTFITTERS

111 CLINTON AVENUE SOUTH

Prima Donna



Miss Doris Reed, former Chicago Opera Company singer, who will appear in Rochester all next week as prima donna in the Geo. A. Hamid Revue at the Airport Stadium.

Opera Lovers Await Local Performances

Opera lovers will welcome the news that that form of musical will return to Rochester on August 14 and 15 when the Rochester Outdoor Opera Company will present the operas "Lucia di Lammermoor" and "The Masked Ball" under the stars at Edgerton Park.

Although the performances will be given out of doors, scenic and lighting effects, coupled with the fact that the operas will be presented on a stage 40 by 60 feet, the largest ever erected for an outdoor performance here, will eliminate any appearance of overcrowding, even when the entire cast is on stage according to Mrs. Josephine Di Crasto, and patrons will forget that they are not enjoying an indoor performance.

Beauty Animals Added To Stadium Production

Clyde Beatty internationally noted animal trainer, will bring his troupe of 40 performing lions and tigers to Airport Stadium, Scottsville Road, for seven night performances, starting Monday.

The animal spectacle will split the headline spot in the George A. Hamid review with the 24 Roxyettes, a precision ensemble from Broadway's Roxy Theater, and Doris Reed, former Chicago Opera Company singer, engaged as the production's prima donna.

With the program already complete, sponsors of the outdoor variety venture, it was announced last night, booked Beatty's act to give the show a varied appeal to local audiences.

Beatty is said to be unmatched in arena daring. Endowed with a speed of movement that has saved his life many times, the lithe "cat" master nevertheless bears many scars as testimony to the unpredictable temper of his charges.

With the coming of Beatty in prospect, preparations are being made for an expansion of the seating facilities originally planned, according to spokesmen for Lodge 593, Knights of Pythias, who have taken over the sponsorship of the show.

Set to begin its sixth seasonal engagement at the Canadian National Exhibition, Toronto, immediately following its seven-night stand here, the review, produced and supervised by Hamid, operator of Atlantic City's Million-Dollar Pier, will bring here a representative group of other show world "names."

Movie Quiz Winners

Here are the winners of the Sun Movie Quiz Contest. Each will receive two tickets to see the picture starting today at Loew's Theatre. Winners must call at the Rochester Sun office, 429 Burke Bldg. for tickets before Monday noon. No tickets given out on Saturday afternoon.

- Anne Friedman, 27 Hawkins St.
- Frances R. Ryan, 44 Briarcliff Rd.
- Miss Gerry Stafford, 2 Messina St.
- Kathleen O'Grady, 172 Davis St.
- Constance Jones, 77 Windemere Rd.
- Lena Pullara, 6 Miller St.
- Frank Frenin, 300 Jefferson Ave.
- Miss Genevieve Mutt, 21 Band St.
- Hotel Williams, 144 Columbia Ave.
- Mrs. Jacob Breitenbach, 17 Varden St.
- Rose Bertram, 15 Rugraff St.
- Helen Pell, 171 Fairview Ave.
- Miss Anne Hall, 123 Ardmore
- Mrs. P. F. Brown, 163 Conrad Dr.
- Eileen M. Wellmuenster, 61 Sander St.



Extra Big Savings In Boys' Summer Wear

(IN THE BASEMENT)

Sale! Boys' Slack Suits \$1.39

Exceptionally good values in these very popular sets for boys. Matching patterns, contrast tops, figured tops with plain trousers. All sanforized shirunk. You won't see any values the equal of these, at \$1.39, elsewhere.

Sale! Boys' Wash Shorts 49c

Plain shades, patterns, checks, plaids, medium and dark colors... a huge variety. All sturdily tailored. All with elastic waistbands and all sanforized shirunk. Get a pair for now and a pair for early school days.

Sale! Boys' Play Shirts 44c

Beautifully tailored fine broadcloths, slab weaves and other cool cloths. Plain shades, pastels, whites and figured patterns. Get enough to last all thru the many hot-weather weeks ahead. They're real values.

PARISH PICNIC
A gala sports program will feature the annual parish picnic of St. Casimir's Polish National Catholic church, which will be held on the parish grounds on Hudson Ave. cor. of the picnic. Ernst St. next Sunday. Louis Smorol, head of the Parish committee, is chairman of the picnic.

ROCHESTER... WE THANK YOU



You came to our opening to wish us luck—to offer congratulations—to buy and just to look. You went away enthusiastic—pleased with your purchases, and feeling that even looking had been worth while. We want to thank you for coming and for the fine things you told your friends about our new store, the beauty of our exclusive showing of Jamestown & Grand Rapids furniture, the courteous reception you got. We heard some of those pleasing remarks. We'd like to say that our policy is ALWAYS customer satisfaction. We owe EVERYTHING to our customers. They made possible—even necessary, our opening in this new, more spacious show place. Satisfied customers come back again and again. They send their friends to us. We maintain for them a store where they can buy ALL their furniture feeling confident of finding just what they want in our large stock at just the price they want to pay, at the same time in an atmosphere of helpfulness and courtesy. We invite YOU to stop in. You'll be as welcome as an old friend.

OPEN EVENINGS

OPEN EVENINGS

Extra Savings During Opening Days

A. R. Goodrich, Inc.

The Big Furniture Store On The West Side
453 W. MAIN ST. NEXT TO THE GENERAL HOSPITAL

Mrs. Mary Clark, 17 Kissingbury St.

THE NATIONAL'S AIR-COOLED BASEMENT,

More Of These Fast-Selling, Sensational Summer Suit Values

A Spectacular Purchase!

Cool, Eastman "Teca-Cloth"

SUMMER SUITS

\$10

(IN THE BASEMENT)

A SPECTACULAR purchase from our regular maker... our second within as many weeks! Made of new "Teca-Cloth", developed by the Eastman Kodak Company! Grand and cool to wear... the biggest ten-dollar's-worth of summer suit comfort we think you've ever seen! Whites and plain colors in all the newest styles... both single and double-breasted. See them, without fail. They won't be here long, at \$10... we assure you of that. There's still six weeks of hot-weather ahead, and next summer, too.



CHARGE YOURS:

PAY 1/3 SEPTEMBER 10
PAY 1/3 OCTOBER 10
PAY 1/3 NOVEMBER 10



Fur Styles

Reported by Adelaide Erwin



MRS. BROOKS HOUGHTON, JR.
YUM. IT'S NATURAL GREY PERSIAN LAMB and just about the most irresistible piece of feminine finery you'll find anywhere. Lovely-to-look-at, golden-haired, young Mrs. Houghton will tell you it's a warm, snugly coat that's sure to keep you toasty even in sub-zero weather. It's from SHAPER'S on the Avenue — an exciting collection — a scintillating fur fashion in softly shaded, silky, highly curled pelts, worked into a flattering, dramatic pattern. Note the luxurious sleeves — the rippled fullness — marks of newness this season. \$395 during August Fur Sale.



Miss Mary Virginia Spitz
Sweet sophistication! This flat moire PERSIAN PAW coat with the new low waistline—its sleek fitness is a dream for any woman who demands smartness to the tenth degree. Can be worn most effectively with gay colors—but is ultra-ultra with all-black. About \$195. The off-the-face black felt tucked hat is tagged about \$15.



Miss Frances Ward
Here's the coat that caught our fancy in the spacious fur salon of the E. W. EDWARDS Company. MINK DYED MUSKRAT... in deeper toned skins that have been expertly matched and superbly tailored in exciting 1940-41 lines... A style that can be worn successfully by women of any size, 12 to 20. It's youthful, TERRIFICALLY chic with immense bell sleeves. Can be worn for all occasions. Now's the time to take advantage of a superb AUGUST FUR SALE value — \$129.

Miss Helen Brun
It's a fur that's climbing to Number ONE in the FUR PARADE SILVERTONE MUSKRAT. Gaily Miss Brun pauses a moment to freshen make-up and shows you the new yoke shoulders and softly draped back of this Silvertone Muskrat model we selected from a collection of beautiful furs at dramatic savings in SIBLEY'S August Sale. Note again the very flattering bell sleeves. You'll never guess the price! \$58, after sale \$100. In the Fur Salon, Second Floor.



Miss Barbara Moon
IF you're a lady with a voracious something DECIDEDLY different with plenty of dash and a lot of style, get your eyes on this trick NATURAL LEOPARD CAT coat with a tulle tuxedo front of Alaskan Beaver. It's from E. KELSEY SCOTT'S swank new Post Avenue shop. And the Beaver skin The creek felt scooper with the smooth coat's \$200. The hat—\$25. About the smoothest, best little combination for a modern gal!



Mrs. Houghton
SCRUMPTIOUS is the word for this exquisite MINK. Pelts are soft, full and gorgeous. You name the lassie who wouldn't ADORE one. We spotted it among the August Fur Sales for about \$1100. The fresh little leather hat is stunning and colorful as can be! We borrowed it from Beatrice Bittles.



SIBLEY'S AUGUST SALES for the HOME

FOR HONEST-TO GOODNESS
SAVINGS ON HOME FURNISHING
SIGNAL OF THE HIGHEST QUALITY

NO DOWN PAYMENT On Purchases of \$15 or More! 5 Months to 3 Years to Pay!

It's so easy to take advantage of these wonderful August Sale Values! With a Convenient Sibley Budget Account, you don't have to pay a penny down on purchases of \$15 or more. You can possess your new home furnishings immediately, and pay for them (including our modest carrying charge). Visit our friendly Credit Office tomorrow! — Credit Office, Fifth Floor.



DEEP-SEATED LOUNGE CHAIR. wonderfully well-made, with hand-tied springs, fine moss and cotton filling. Choice of rich new smart tapestry covering in green, blue, natural and black. \$29.95 value. You may buy it with No Money Down, — only \$4.09 monthly, including carrying charge . . . \$19.95
FURNITURE, FIFTH FLOOR



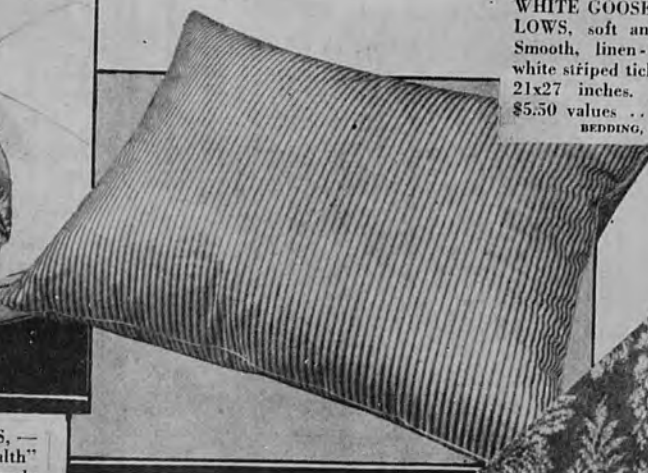
VENETIAN PLATE GLASS MIRRORS of the very highest quality. Matchless values at our sensational Sale price! 24 inches across, in simple circular design to add richness and space to your living room, dining room or hall \$4.98
PICTURE GALLERY, FOURTH FLOOR



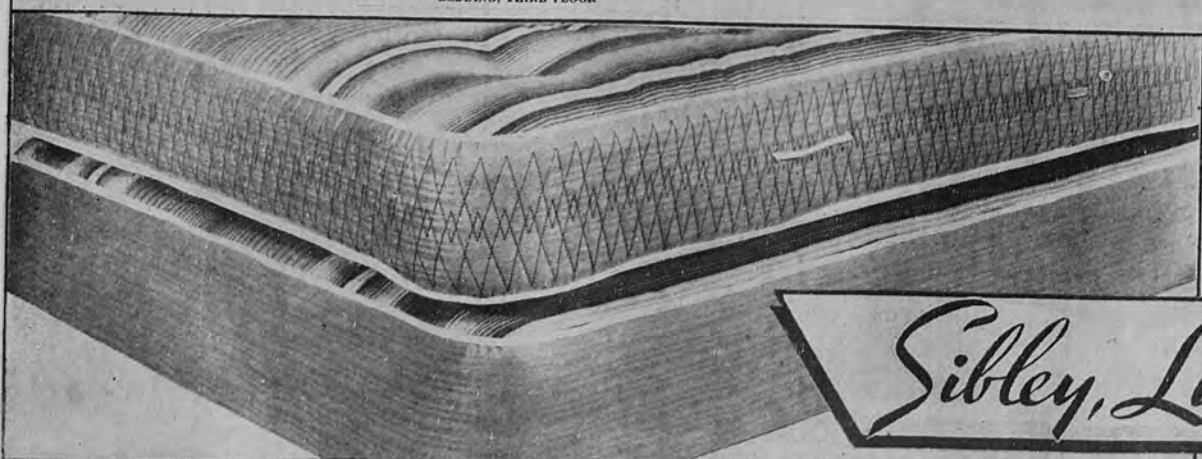
KNEEHOLE DESK, remarkably low in price, for genuine Jamestown quality! Impressively scaled — top size 42x19 inches. Finished in beautiful mahogany or walnut veneers over gumwood. Plenty of drawer space and filing room! \$24.95 value. You may buy it with no money down, — only \$4.09 monthly, including carrying charge . . . \$19.95
FURNITURE, FIFTH FLOOR



GOOSE DOWN COMFORTERS, — our celebrated "Certified Health" brand, at a \$4 saving! They're made of the finest materials obtainable . . . in a gorgeous variety of styles and colors. Celanese rayon taffeta Trapunto or plain Celanese rayon satin coverings. Size 72x84 inches. \$13.98 values ea. \$9.97
BEDDING, THIRD FLOOR



WHITE GOOSE DOWN BED PILLOWS, soft and fat and springy! Smooth, linen-finished blue and white striped ticking covers, cut size 21x27 inches. Just 150 to sell! \$5.50 values ea. \$3.97
BEDDING, FIFTH FLOOR



INNERSPRING MATTRESS with luxurious WHITE HORSE HAIR filling top and bottom. Single, double and three-quarter bed sizes, in choice of expensive mill-end and remnant tickings. Not all sizes in every color. \$29.95 value. You may buy it with No Money Down, — only \$4.09 monthly, including carrying charge \$19.95
Box Springs to Match . . . \$19.95
FURNITURE, FIFTH FLOOR

AXMINSTER CARPETING, by nationally-famous BIGELOW-SANFORD weavers. Distinctive leaf-like pattern, in blue, green, beige or burgundy. 9-foot width. \$3.95 value. You may buy it with No Money Down, small monthly installments including carrying charge. Sq. yd. \$2.95
FLOOR COVERINGS, FIFTH FLOOR

Sibley, Lindsay & Curr Co.

IN THE SPOTLIGHT

By David O. Alber
Trend in the new movies is toward slapstick comedy and gags with double meanings. Hollywood is going in more heavily for sex, too. It's putting a big strain on the Hays office. The producers usually resort to spice when business goes bad. The depression of 1932 brought an infection of nudity and off-color situations to the screen and the public became so indignant that the Legion of Decency was formed, which resulted in more rigid censorship. It looks as though the producers are shopping for trouble again.

HOLLYWOOD IN NEW YORK: Allan Jones having a soda in a Broadway drug store, and nobody paying any attention to him... Franchot Tone in a sports shop, buying tackle for his fishing trip to Canada... Tyrone Power and Annabella, taking pictures of each other in Central Park... Joan Bennett walking down Fifth Avenue, alone... Edgar Bergen chuckling like Charley McCarthy in the Hotel Astor lobby, with people looking at him in puzzlement.

Here's a colorful story. Johnny Green and his secretary, Miss Rose Gray, were walking down Madison Avenue, when they met Francia White, soprano star. Green was wearing a white suit, and Miss White wore a dress with green figures. Oh, yes, Miss White is heard over the NBC Red network.

If you are interested in the amount of money made by various motion pictures, here are some pertinent figures. "Snow White" grossed \$8,000,000. "Singing Fool" grossed close to \$5,000,000; "Four Horsemen," \$4,500,000; "Ben Hur," \$4,000,000; "Birth of a Nation," \$3,500,000; "Cavalcade," \$3,000,000.

ON RADIO ROW: A traffic cop stops Bea Wain, Hit Parade songstress, on Broadway to ask her how the Dodgers are making out... Benay Venuta on a milk bender at the "21" bar...

Ben Grauer, the announcer, telling a story in dialect... Lanny Ross trotting down Park Avenue as though late for a date... Ralph Edwards discussing the day's events with a newsdealer on East 50th Street.

RECORD REVIEWS: That new "Porgy and Bess" album Decca should appeal to all lovers of Gershwin music... Tommy Dorsey has a smooth recording in "The One I Love" for Victor...

Townsend Club No. 6 is scheduled for a regular business session tonight in the Liberty Theatre Bldg., Driving Park Ave. starting at 8 P. M.

Thousands of Rochester families read the Sun each week as an economical guide to better shopping. Acquire the habit—shop through the Sun.

Home Bureau Unit Enjoys First Annual Outing

Members of the Goodman Unit of the Rochester Home Bureau report as a huge success the first annual picnic of the group held recently at the summer home of Mr. and Mrs. Henry Copenhagen on the lake. Mrs. G. Albert had charge of the dinner. She was assisted by Mrs. E. Kophal, Mrs. Hiller, Fred. Richner and Elmer Mueller.

LAST WEEK FOR FINAL CLEARANCE

Sale

SELBY ARCH PRESERVER SHOES

SELBY'S ARCH PRESERVERS 95c
SELBY'S STYLEZE 95c
PIDGEON'S SPECIALS 1.95

Sports, Dress & Evening Wear

WHITES TANS BLACKS AND MANY OTHERS 4.95
YOUR SIZE IN SOME STYLES 5.95

For PIDGEON'S Shoes these prices speak for themselves

PIDGEON'S
25 Clinton Ave. So.
The Store for Young Women and Women Who Stay Young

FORGET HEAT! TEA KEEPS YOU COOL!

VAN DYK TEAS and COFFEES

TURNER'S 385 MAIN ST. E.

DECORATIVE FABRIC CLOSE-OUT Everything Marked To Go!

★ Must Make Room For New Merchandise ★

LINENIZED CRASH	Fast Color 50 In. Wide Reg. 69c Yd.	33c Yd.
AWNING CLOTH	Water Proof 36 In. Wide Reg. 39c	19c Yd.
CHINTZ	36 In. Wide Reg. Values To 49c Yd.	17c Yd.
STRIPES	Woven & Printed Fast Color Reg. 69c to 89c	49c Yd.
Remnants	Linen Crashes Home Spuns	15c to 25c Ea.

These Are But a Few of The Many Fabrics Sacrificed in This Store-Wide Clearance.

HURRY! Quantities Limited

MILL END SHOP 71 Clinton Ave. So. Opposite J.E. Thompson Co.

COME TO 226 SOUTH AVE. RIVERS AUGUST Sale!

SAVES YOU MONEY

The event awaited by hundreds of thrifty Rochester Home-makers! The furniture chosen by thousands for its surpassing beauty; the credit system approved for its refinement, and flexibility to match any income.

This sale comes at the time of year when stock and selections are greatest, and best of all—when prices are lowest, to meet competition in cheaper grades of furniture elsewhere.

If you want the finest, most beautiful furniture obtainable at surprisingly low prices it will be wise to follow the example of this BIGGEST AUGUST SALE IN YEARS. Stop in right away while stocks are still complete.

Hurry! For These Bargains—Quantities Limited!

Lounge Chairs Choice of Colors \$17.95 Regular \$30	OCCASIONAL CHAIRS Wide Selection \$5.95 Regular \$10	3 P.C. BEDROOM Waterfall Top Jamestown \$69.95 Regular \$98
ALL BEDDING, Mattresses, Box and COIL SPRINGS 25% OFF	A Few Left! 2-pc. Kid Mohair LIVING ROOM SUITE \$99 Regular \$139	

WE LET YOU MAKE YOUR OWN TERMS!

STORE OPEN Tues., Thurs., & Sat. Evenings 7 To 9:30

FRANK A. RIVERS CO., Inc.

HERE'S THE SECRET OF SUMMER POPULARITY—GIVE YOUR TALL, COOL DRINKS THE

Delicate Flavor of Mount Vernon BRAND

The Patrician of American Ryes

BOTTLED IN BOND STRAIGHT RYE WHISKEY

100 PROOF

For finer summer drinks, write for "The Host's Handbook" sent 10c to National Distillers, P. O. Box 12, Wall Station, New York, N. Y.

Exclusively at HUNTER'S

OUR GREATEST VALUE! Unconditionally Guaranteed for 2 Years

POLAR REGION SEALS DYED BUCK CONEY

And Polar Region Beavers DYED BUCK CONEY

*Guaranteed Not To Rip
*Seams Will Not Split
*Heavy Satin Linings
*Guaranteed Two Years
*Water Repellent
*Coats Retain Shape
*Buttons Will Not Pull Out
*Remains Soft and Pliable
*French Bottom Linings

\$89

September Price \$119, Save \$30—Buy Now!

STRIPED KOLINSKY, Dyed Coney	\$49
September Price \$59, Save \$10—Buy Now	
STRIPED MINK, Dyed Coney	\$49
September Price \$59, Save \$10—Buy Now	
BLACK SKUNKOLETTE, Dyed Coney	\$49
September Price \$59, Save \$10—Buy Now	
EEL GREY CARACUL PAW	\$89
September Price \$119, Save \$30—Buy Now	
BEAVER MOUTON	\$89
September Price \$119, Save \$30—Buy Now	
DYED SKUNK, 36 inch Length	\$89
September Price \$119, Save \$30—Buy Now	

\$5 DEPOSIT HOLDS ANY COAT FOR YOU

Plus Arrangement for Convenient Weekly Payments

NO INTEREST OR CARRYING CHARGE

H.L. HUNTER FUR CO.

1 CLINTON AVE. SO.

Sibley, Lindsay & Curr Co. Phone Stone 6500

Extra Fancy, Milk-Fed FOWL

Selected Birds, Rich and Tender

Average weight, about 4 1/2 lbs. each. Very specially priced, lb. ..

VEAL 19c lb.	STEAMERS 25c lb.	HAM SAUSAGE 17c lb.
---------------------	-------------------------	----------------------------

FRESH CORN 15c doz.

Just imagine it, dripping with butter! Only

ORANGES California Valencias Large Size 3 doz. 69c	MELONS Honey-dews Honey-Sweet! 19c ea.	TUB BUTTER High-Score Fancy Creamery 2 lbs. 61c	COFFEE Beech-Nut Brand, Rochester-Roasted 26c 2 lbs. 51c
---	---	--	---

BREAD, date-and-nut, loaf 19c
COOKIES, California fruit, dozen 19c
TEA, Tetley's Gold Label orange pekoe, 1/4 lb. pack 31c
DOLD'S PARTY LOAF, can 23c
SCOTCH HERRING in tomato sauce, Crosse and Blackwell's, 14 oz. can 23c, 2 for 45c
SHARP CHEDDAR CHEESE, N. Y. State, lb. 29c
SIBLEY'S TENDER BOILED HAM, sliced 1-2 lb. 28c
BEECH NUT TOPS, package 15c
POTATO STICKS, Schuler's 3 cans 25c
KIRKMAN'S SOAP FLAKES plus a Cannon Turkish towel with 2 packages, all for 39c

HIRE'S ROOT BEER 25c

6-bottle carton, plus deposit
GROCERY, MAIN FLOOR

Hires ROOT BEER WITH REAL ROOT JUICES

PUBLIC SALE..By Order of Management

MAJESTIC FURNITURE CO.

LOCATED AT 204 COURT ST. BETWEEN CLINTON AND STONE ST.



\$75,000.00 STOCK

WAREHOUSE REMOVAL SALE! Many Items at Prices as Low as Cost, Slightly Below Cost & Even

HALF - PRICE!

Including FINE SUITES, RUGS, STUDIO COUCHES, TABLES BEDS, BEDDING, CHAIRS, SUMMER GOODS, LAMPS, BREAKFAST SETS, CHESTS, AND HUNDREDS OF OTHER ITEMS.

Lights On! Store is Open Until 9:30 P. M.

REMEMBER the PLACE
MAJESTIC Furniture Co.
204 COURT ST.
Between Clinton & Stone

BE HERE EARLY AND SAVE!

HERE IS THE STORY:—
Our Warehouse Landlord Gave Us 30 Days To Vacate! LEASE IS UP! OUT WE GO!

An emergency sale is now on at this store. Our retail salesroom will remain in its present location, but we are forced to vacate our warehouse. We don't know where to put the furniture... we're forced by necessity to sacrifice this huge brand new stock without reference to former prices. Many new items ordered before we were told to move, are now arriving. These, too, will go, regardless of reductions necessary. Your savings will be enormous! Values are unsurpassed. WE MUST move out every single piece in record time. Half-way measures won't do. We're making prices so low that people will actually feel themselves forced to buy! COME EARLY!

INNERSPRING MATTRESSES
AT 1/2 PRICE
Your Choice of These

FAMOUS MAKES
• SIMMONS
• SUPER - REST
• QUALITY
• UNITED
• PALMER

Reg. \$14.95 **\$6.75**
Reg. \$19.95 **\$9.95**
Reg. \$39.50 **\$19.95**

FREE PARKING
At Bill and Sons Parking Station
Diagonally opp. our store

OPEN NIGHTS
And All Day Saturday!

\$8.95 FINE NEW OCCASIONAL CHAIRS
Strongly made, upholstered occasional chairs. You perhaps will never get just such an opportunity again as this Great Sale offers you. These chairs go at Removal Sale Price.
\$5.00

\$6.50 COCKTAIL TABLES
Eighteen only. Cocktail Tables, finished in walnut and mahogany, some with loose seats. Truly a bargain at this Removal Sale Price.
\$3.45

\$4.95—9x12 FELT BASE RUGS
You can't afford to miss this bargain—limited number—Come early for nice selections. Out they go... Until sold out...
\$2.95

All Porcelain Tabletop GAS RANGES \$25
Reg. \$64.95

All Porcelain Tabletop Combination RANGES \$76
Reg. \$149

BRING THE FAMILY! TELL THE NEIGHBORS!
Take the street-car, bus, drive a car, thumb your way or walk... no matter how... come to this gigantic sale as quickly as possible—the ridiculously low prices you will see on this high-grade stock will convince you beyond the shadow of a doubt that you should return to the sale prices. REMEMBER... PRICES ARE GOING UP... Give that a serious thought, then come in and buy...

LIVING ROOM SUITES

2 and 3 piece Living Room Suites, including nationally known lines, in fireside, mahogany, velvet, ruffled, etc. The savings are truly startling and if you value money you will be here bright and early for first choice.

* \$69.00 Living Room Suites	WILL GO AT	\$37.00
* \$109.00 Living Room Suites	WILL GO AT	\$69.50
* \$127.50 Living Room Suites	WILL GO AT	\$89.50
* \$139.00 Living Room Suites	WILL GO AT	\$99.75
* \$149.50 Living Room Suites	WILL GO AT	\$110.50
* \$159.00 Living Room Suites	WILL GO AT	\$119.00
* \$169.00 Living Room Suites	WILL GO AT	\$120.00
* \$188.50 Living Room Suites	WILL GO AT	\$139.50
* \$219.00 Living Room Suites	WILL GO AT	\$159.00
* \$239.00 Living Room Suites	WILL GO AT	\$169.00

TERMS OF CREDIT CAN BE ARRANGED

BEDROOM SUITES

Closing out of the entire stock of 2, 4, 6 and 8-piece Bedroom Suites from famous makers of high-grade furniture. Every wanted period design as well as scores of suites in the new modern trend. No matter what style or wood you have in mind you'll find it here at savings of a lifetime.

* \$72.00 Bedroom Suites	WILL GO AT	\$39.00
* \$99.50 Bedroom Suites	WILL GO AT	\$59.50
* \$129.50 Bedroom Suites	WILL GO AT	\$88.00
* \$149.50 Bedroom Suites	WILL GO AT	\$92.50
* \$159.00 Bedroom Suites	WILL GO AT	\$110.00
* \$169.50 Bedroom Suites	WILL GO AT	\$120.00
* \$189.00 Bedroom Suites	WILL GO AT	\$132.00
* \$198.00 Bedroom Suites	WILL GO AT	\$145.00
* \$229.00 Bedroom Suites	WILL GO AT	\$159.00
* \$259.00 Bedroom Suites	WILL GO AT	\$173.00

USE YOUR CREDIT—WE WILL TRUST YOU

DINING ROOM SUITES

Dining Room Suites, 2, 4 and 6-piece suites in walnut, mahogany, solid woods, veneers combinations and finish, modern and authentic reproductions. Every suite slashed in price for quick and absolute clearance.

* \$79.50 Dining Room Suites	WILL GO AT	\$52.50
* \$99.50 Dining Room Suites	WILL GO AT	\$69.50
* \$129.50 Dining Room Suites	WILL GO AT	\$87.50
* \$149.50 Dining Room Suites	WILL GO AT	\$99.50
* \$159.00 Dining Room Suites	WILL GO AT	\$112.00
* \$169.50 Dining Room Suites	WILL GO AT	\$123.00
* \$189.00 Dining Room Suites	WILL GO AT	\$130.00
* \$198.00 Dining Room Suites	WILL GO AT	\$140.00
* \$229.00 Dining Room Suites	WILL GO AT	\$159.00
* \$259.00 Dining Room Suites	WILL GO AT	\$179.00

OPEN AN ACCOUNT AT OUR REMOVAL SALE

Odd Dressers and Vanities
Walnut and other woods. Values up to \$39.50. All reduced to **\$9.95**

7-Way Floor Lamps
Metal base with silk shade. Hurry! Only a limited group to go at this Removal Sale Price. **\$5.95**

\$7.95 Mattresses
Fine quality cotton mattresses. Always sell at a much higher price. On sale now **\$3.25**

5-TUBE RADIOS
Come in early to see and hear these marvelous radios! In order to completely close them out—we place them on sale at Removal Sale Price **\$8.69**

\$24.50 Innerspring Studio Couches
Reversible cushions all guaranteed construction. Choice of covers. An unusual bargain—Removal Sale Price **\$16.95**

\$9.75 Coil Springs
Sturdy tempered steel bed springs that are a good value at regular price. Now you can buy them for **\$4.50**

\$15.95 Gateleg Table
In walnut or mahogany finish. Sturdy and beautiful. **\$6**
A steal at **\$6**

Reg. \$9.95 Living Room Rockers
Rockers are back in fashion. Save more than half now at warehouse removal sale price **\$3.45**

BREAKFAST SETS
5 pieces—sturdy table, 4 matching chairs. Removal Sale Price **\$9.95**

MAJESTIC FURNITURE CO.

PATTY'S FIRE SALE

LAST
DAYS

THIS IS WHAT'S LEFT



7 REFRIGERATORS

All New 1940-1941 Models Undamaged

Norge, Philco, Gibson -- Savings to \$140

9 ELEC. WASHERS

Thor, ABC, Norge -- Savings to \$41.50

Assorted Furniture

Living Room, Dining Room Bedroom, Occasional 50 %Off

RADIOS, MATTRESSES, STUDIO
COUCHS, VACUUM CLEANERS

Yes--It's Unusual
For A Fire Sale,
But We Offer You

TERMS

NAME YOUR OWN TERMS--We Accept Them

PLENTY OF
PARKING

FREE DELIVERY
IN 100 MI. RADIUS

NOTHING SOLD
TO DEALERS!

PATTY'S

LOOK FOR
THE BIG
FIRE SALE
SIGN

OPEN EVENINGS
TILL 10 P. M. 366-368 MAIN ST. E. OPPOSITE
WEGMAN'S

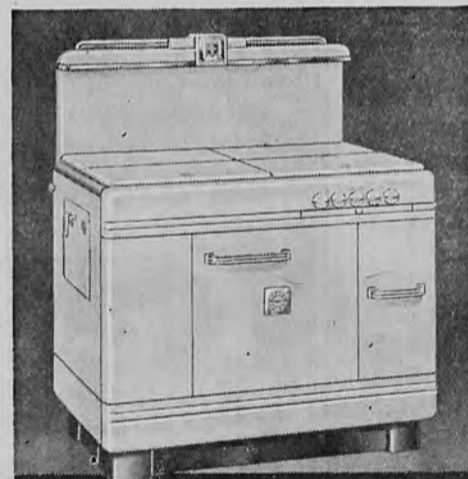
Roundup— THE BIG ONE!



FREE! HANDY BANK

MAKE IT EASY
TO SAVE YOUR

2 NICKELS
A DAY



FLORENCE DE LUXE DUAL-OVEN
COMBINATION RANGE FOR OIL AND GAS

ORES VENUE

CREDIT JEWELERS

OPEN EVENINGS TILL 10 O'CLOCK

PUBLIC SALE..By O



MAJESTIC

LOCAT

\$75.000

WAREH
at Prices as

BE HERE EARLY AND SAVE!

REMEMBER
the PLACE
MAJESTIC
Furniture Co.
**204
COURT ST.**
Between
Clinton & Stone

INNERSPRING
MATTRESSES
AT **1/2** PRICE
Your Choice of
These

FAMOUS
MAKES
• SIMMONS
• SUPER - REST
• QUALITY
• UNITED
• PALMER

Reg. \$14.95 **\$6⁷⁵**

Reg. \$19.95 **\$9⁹⁵**

Reg. \$39.50 **\$19⁹⁵**

FREE PARKING
At Bill and Sons
Parking Station
Diagonally opp. our store

OPEN
NIGHTS
And All Day Saturday!

MAJESTIC F

HERE IS THE STORY:—
**Our Warehouse Landlord Gave
Us 30 Days To Vacate!
LEASE IS UP! OUT WE GO!**

An emergency sale is now on at this store. Our retail salesroom will remain in its present location, but we are forced to vacate our warehouse. We don't know where to put the furniture... we're forced by necessity to sacrifice this huge brand new stock without reference to former prices. Many new items ordered before we were told to move, are now arriving. These, too, will go, regardless of reductions necessary. Your savings will be enormous! Values are unsurpassed. WE MUST move out every angle piece in record time. Half-way measures won't do. We're making prices so low that people will actually feel themselves forced to buy! COME EARLY!

**\$8.95 FINE NEW
OCCASIONAL
CHAIRS**
Strongly made, upholstered occasional chairs. You perhaps will never get just such an opportunity again as this Great Sale offers you. These chairs go at Removal Sale Price.
\$5.00

**\$6.50 COCKTAIL
TABLES**
Eighteen only. Cocktail Tables, finished in walnut and mahogany, some with loose seats. Truly a bargain at this Removal Sale Price.
\$3.45

**\$4.95—9x12
FELT BASE RUGS**
You can't afford to miss this bargain—limited number—come early for nice selections. Out they go... Until sold out... Removal Sale Price.
\$2.95

LIVING ROOM SUITES

★ \$69.00 Living Room Suits	WILL GO AT	\$37.00	★ \$72.00
★ \$109.00 Living Room Suits	WILL GO AT	\$69.50	★ \$99.50
★ \$127.50 Living Room Suits	WILL GO AT	\$89.50	★ \$129.50
★ \$139.00 Living Room Suits	WILL GO AT	\$99.75	★ \$149.50
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★ \$188.50 Living Room Suits	WILL GO AT	\$139.50	★ \$198.00
★ \$219.00 Living Room Suits	WILL GO AT	\$159.00	★ \$229.00
★ \$239.00 Living Room Suits	WILL GO AT	\$169.00	★ \$259.00

TERMS OF CREDIT CAN BE ARRANGED

Odd Dressers and Vanities
Walnut and other woods. Values up to \$39.50. All reduced to **\$9.95**

7-Way Floor Lamps
Metal base with silk shade. Hurry! Only a limited group to go at this Removal Sale Price. **\$5.95**

\$7.95 Mattresses
Fine quality cotton mattresses. Always sell at a much higher price. On sale now **\$3.25**

5-TUBI RADIO
Come in early and hear these velvet radios! It is completely them out — we then on sale. **\$**

EVERYDAY

WEGMANS GUARANTEE TO GIVE YOU - - -

**MORE VALUE
For
YOUR DOLLAR**

Prime Steer Tender and Juicy
**SHOULDER ROASTS OF
BEEF**

18^c
lb.

BONELESS ROLLED
LAMB **21c** lb.
Genuine Spring Fresh Lamb

TENDER COOKED
HAMS **21c** lb.
Whole Ham or Shank Half

SMOOTH WHITE
Sweetheart
SOAP

4 for **23c**

YELLOW LABEL
LIPTONS
TEA

23c 1/4 lb.

FREE TOWEL WITH 2 KIRKMAN'S
Soap Flakes pkg. **19c**

CLEAN UP WITH
Gold Dust pkg. **15c**

FOR EVERYTHING WASHABLE
Quick Lux pkg. **19c**

BITTER'S TOBACCO
CATSUP bot. **15c**

WALDORF SOFT TOILET
TISSUE 2 rolls **9c**

HANDY AND ECONOMICAL
Scottowels 3 rolls **25c**

SARATOGA SPA
Geyser Water bot. **10c**

HEINZ FRESH CRISPY
Rice Flakes pkg. **10c**

18 OZ. HEINZ ZESTY
Tom. Juice 3 cans. **25c**

HEINZ WHITE OR CIDER
VINEGAR qt. **17c**

14 OZ. BOTTLE HEINZ
Ketchup bot. **16c**

2 1/2 LB. SACK DAISY
Pastry Flour sk. **49c**

O & C CRISP FRESH
POTATO
STIX

2 cans **15c**

O & C FRESH, FRENCH
FRIED
ONIONS
15c can

5 Lb. Sack Wholesome
Hunt Club
Dog Food
39c sk.

THRIFTY AND SAFE
LARGE
KLEK
15c pkg.

8 OZ. PACKAGE
FRESH
CRAX
9c pkg.

LARGE, PLAIN OR
Choc.
Ovaltine
59c



Satisfy Summer Thirst
With Ideal Simon Pure

**Simon Pure
BEER and ALE**

Distributed by
10 PUBLIC MARKET
Berger-Kleifgen Co., Inc.
Culver 3200

NORM'S BINGO PARTY
CHILI
RECREATION HALL
509 Chili Ave.
Monday, 8:30 P. M.
All Are Welcome

PARTIES
UNION LEAGUE HALL
Sunday and Monday,
8:15 P. M.
Wednesday and Saturday
1:30 P. M.
290 Gregory, at South Ave.

**PARTIES AT
WEST AVE. MANOR**
165 West Ave.
Monday—8:15 P. M.
Tues., Thurs., Fri. & Sat. 1:30 P. M.

BINGO
Show 7 p.m. Games 8 p.m.
Thur., Fri., Sat. and Sun.
**HOLLYWOOD
BINGO HALL**
35 PULLMAN AVE.

**BINGO
PLYMOUTH
CHURCH HALL**
Plymouth Ave. at Troup
25 DOOR PRIZES
Admission 20c
Every Sat. 8:30 P. M.
Door Prizes—Jack Pot

New BINGO
AT IT'S BEST
Chili
Recreation Hall
Every Friday Night
8:15 p. m.
\$5.00 each for the 23 games
Mon. and Wed. 1:30 p. m.
Tues., Thurs., Fri. and Sat.
8:15 p. m.
509 Chili Ave. at Thurston
All are welcome

**BINGO PARTIES
at BEELEY'S**
Tues. Fri. 8:15 P. M.
142 GENESEE ST. in REAR



Only TESTED Sweet Cream
Is Used In Churning

**LAND O'LAKES
BUTTER**

The sweet cream used in churning Land O'Lakes Butter is tested for sweetness, freshness, richness, purity and flavor. It is our "quality" butter.

33c
POUND ROLL

Wegmans
HOME OWNED FOOD MARKETS
FREE PARKING FOR CUSTOMERS

Don't wait for the Last Roundup— **THIS IS THE BIG ONE!**

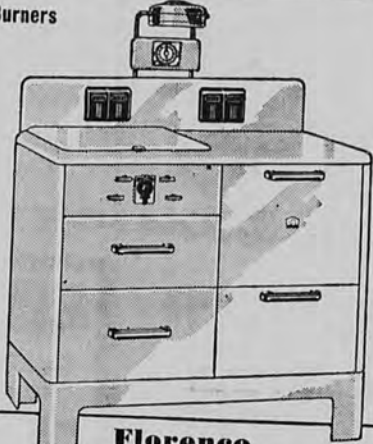
SENECA'S

**OLD STOVE
ROUND-UP**

\$50⁰⁰

**ALLOWANCE
FOR YOUR
OLD STOVE!**

- Focused Heat Burners
- Extra Large Insulated Oven
- Robertshaw Heat and Oven Control
- Minute Minder Lamp and Condiment Set
- Smokeless Broiler
- Porcelain Finish



**Florence
Table Top Gas Range**



- ★ Extra Fast Powerful Heat
- ★ Extra Large Insulated Oven
- ★ Porcelain Enameled Inside & Out
- ★ Dual Oven Bakes With Oil or Gas

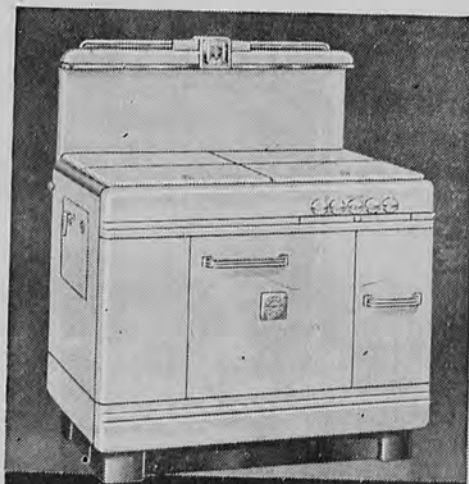


MOST LIBERAL
TRADE-IN
NO DOWN PAYMENT
MOST CONVENIENT
TERMS!

**FLORENCE DUAL *Oil and Gas* OVEN
COMBINATION RANGES**

**FREE!
HANDY
BANK**
MAKE IT EASY
TO SAVE YOUR

2 NICKELS
A DAY



**FLORENCE DE LUXE DUAL-OVEN
COMBINATION RANGE FOR OIL AND GAS**

SENECA STORES
149 MONROE AVENUE

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

The Spice of Life
Some spiny touches—mix a little cinnamon in sugar used for coating stuffed dates, a dash of mace does a lot for oyster or mushroom soup; a speck of cloves put into tomato juice cocktail gives zip.

INDIGESTION
may affect the Heart
One trapped in the stomach or rectum may see the light—right on the heart. As the first sign of distress smart men and women consult on Full-on Tablets in the first place. The tablets help relieve the functional distress with its nervous, moody spells is often amazing. They also help build up rich red blood which means more strength!

"MIDDLE-AGE" WOMEN
HEED THIS ADVICE!
Lidia E. Pinkham's Vegetable Compound TABLETS help thousands of women thru "trying times". The way they help relieve female functional distress with its nervous, moody spells is often amazing. They also help build up rich red blood which means more strength!

A NARROW ESCAPE!
June — You almost ruined Nils life but you saw your mistake in time. You were lucky to realize that you cannot change human nature. Turn to page 30 of the September True Story Magazine and read "Taking Chances" for the whole story. September True Story Magazine is now on sale at your favorite newsstand.

Where You Buy the Cuts of CHICKEN
You Prefer
Breasts lb. 45c
Wings lb. 25c
Livers lb. 45c
Giblets lb. 19c
Necks lb. 12 1/2c
Legs lb. 25c

BRING THIS COUPON
EXTRA SPECIAL TENDER YOUNG
Fowl, 17c
Reg. 21c lb.
Bring This Coupon And Save 4c a Lb.

DOLANS
600 Jefferson Ave.
Cor. Bartlett Tel. Genesee 1417

PARTIES AT Capital Theatre Hall
WEDNESDAY 8:15 P. M.
Come, Big Surprise
85 W. Main St.

FELT BASE RUGS
While They Last
6x9 9x12
\$1.75 \$2.95

All colors suitable for living room, dining room and bedroom.
Only Two To A Customer
H. P. FAHRER
134 NORTH PLYMOUTH



MOVING
3 ROOMS \$5
FOR
4 Rooms for \$7.00
6 Rooms for \$12.00
Large refrigerators and heavy combination ranges extra. Large covered vans, plenty of beds, capable handlers. Old furniture, rugs, stoves, etc. taken as payment for moving.
Phone Mr. Carter
MAIN 8926

THIS IS WAR!
Margery — Kurt never knew he killed his own son. That is why war is so horrible. It destroys love and families but you will find peace in your nursing work. Read "Farewell to Love" in the September True Story Magazine. Now on sale at all newsstands.

FALSE TEETH WEARERS
often worst breath offenders

Don't let Denture Breath and stains shout "False Teeth"
KEEP PLATES LIKE NEW WITH POLIDENT

A thin dark film collects on plates and bridges. This film soaks up odors and impurities like a sponge! It holds germs and decay bacteria... gets into every tiny crevice where brushing can't even reach. And it's so tough that ordinary brushing seldom removes it.

Polident makes breath sweeter—plates or bridges look better and feel better. Tens of thousands call Polident a blessing for comfort, convenience and hygiene.

Long-lasting can only 30¢, any drug store. Money back if not delighted. Approved by Good Housekeeping Bureau and dentists everywhere. Hudson Products, Inc., New York, N. Y.

POLIDENT
Cleans, Purifies Without Brushing!
Do this daily: Add a little Polident powder to 1/2 glass water. Stir. Turn out in plate or bridge for 10 to 15 minutes. Rinse—and it's ready to use.

No Matter How You Figure—
Berghash
Saves You More!

4 YEAR OLD STRAIGHT BOURBON WHISKEY
"Cream of Oria" Rochester's Leading Whiskey Value
Full Quart **\$1.89**
SAVE 50c

LONDON INN DISTILLED DRY GIN
96 Proof
Rochester's Outstanding GIN Value
Full Quart **\$1.29**
SAVE 30c

STOP IN AND GET YOUR FREE WINE RECIPE BOOKLET

MONARCH FRUIT FLAVORED WINES
APRICOT PEACH APPLE CHERRY BLACKBERRY
Never Before At This Low Price
75c 1/2 Gal.

BERGHASH
124 CLINTON AVE. S. MAIN 786
NEXT TO LOEW'S ROCHESTER THEATER
FREE PARKING OPPOSITE OUR STORE

PROBAK JR. BLADES Pkg. of 4 Reg. 10c **2c**

Mulsified Shampoo 50c size **26c**

EPSOM SALTS 1-lb. size **3c**

CUTICURA SOAP 25c Size **14c**

WITCH HAZEL Pint Bottle **6c**

GREEN SOAP TINCTURE Pint Bottle **28c**

DAW'S ORIGINAL CUT-RATE DRUGS

56 Clinton Ave. E. Opp. Temple Theatre
31 Main St. E. Corner Aqueduct
353 Main St. E. 1 Door from Stillman
452 Ridge Rd. W. Corner Dewey
880 Main St. W. At Bull's Head
473 N. Goodman Main
539 Monroe Ave. Near Goodson

With Coupon
BLUE CRYSTAL-GLASS ASH TRAYS — WORTH 10c — **2 for 5c** (Limit 4)

Braided CLOTHES LINE Sash-Type 50 Feet **12c**

CLOTHES PINS SQUARE—POLISHED Box of 40 **6c**

With Coupon
CORD SET Full length cord, well-made, strongly insulated. Complete with plug. Reg. 25c Value (Limit 2) **9c**

PRICES... TODAY THRU SATURDAY • Right Reserved To Limit Quantities

NOTICE!
NOTICE is hereby given that License No. GB-17023 has been issued to the undersigned to sell beer at retail in a grocery store under the Alcoholic Beverage Control Law at 181 Monroe Ave., Rochester, Monroe County, N. Y., for off-premises consumption. Spiro Livadas and Jerry Livadas doing business as Livadas Bros. Grocery Store, 181 Monroe Ave., Rochester, N. Y.

OUR ENTIRE STOCK OF
Nationally Famous FISHING RODS
25% OFF
OUR REGULAR DEEP CUT PRICES
3 DAYS ONLY

NOAH'S ARK

IT'S ALWAYS OLD OVERHOLT WEATHER

Because the rich flavor and sturdy body of this most popular of all U.S. bottled in bond rye whiskeys never thin out—even in a tall, cool drink.

BOTTLED IN BOND STRAIGHT RYE WHISKEY
100 PROOF

Want more fun at your picnic?

Beverwyck's the beer!

Good eats and good beer—what a grand combination! And what a perfect combination when the beer is Beverwyck! Its flavorful, mellow goodness makes everything taste better. For appetizing refreshment—"Beverwyck's the Beer" (In steins, bottles or cans, or on draught at your favorite tavern).
Beverwyck Breweries, Inc. • Albany, N. Y.

DISTRIBUTOR: Bergen-Kleifgen Co., Inc.
10 Public Market CULVER 3300

Welch's Grape JUICE 35c Pint **19c**

Sodamint TABLETS Bottle of 100 **6c**

ITALIAN BALM 60c Size **29c**

Absorbine JUNIOR 1.25 size **62c**

PREP For Shaving 35c size **13c**

HALO SHAMPOO 50c size **2 for 51c**

DOAN'S KIDNEY PILLS 75c size **33c**

Woodbury ROUGE 28c size **16c**

FLIT INSECT SPRAY 35c Pint **16c**

WITH COUPON
RINSO Reg. 10c Boxes **2 for 13c** (Limit 2)

WITH COUPON
PAPER PLATES Full 9 Inch Size Box of 12 **2 for 11c** (Limit 2 Boxes)

WITH COUPON
BRILLIANTINE FITCH'S 25c Size **11c** (Limit 2 Bottles)

WOODBURY'S Creams, \$1.00 size **59c**

24 BAYER'S Aspirin Tabs **19c**

PETERSON'S Ointment, 60c Size **31c**

AMMONIA Quart Size **9c**

MAZON \$1.00 Ointment **59c**

CITRONELLA Oil 2-Oz. Bottle **14c**

DANDERINE Hair Tonic, \$1.00 Size **63c**

UNGUENTINE 30c Size **25c**

BREWER'S YEAST Bottle of 100 Tabs **23c**

LIVER PILLS Apex, 25c Size **8c**

Phscriptions FILLED AT DAW'S Costs You Less

BLACK FLAG Powder, 25c Size **18c**

KOTEX NAPKINS Box of 30 **48c**

COLGATE'S LGE. Tooth Paste **29c**

LAVORIS 50c Mouth Wash **39c**

SQUIBB'S 100 Antiseptic, 25c Size **19c**

LADY ESTHER Creams, 35c Size **39c**

SQUIBB'S 100 Aspirin Tablets **39c**

PEPTO-BISMOL 60c Size **47c**

DICHLORIDE Moth Crystals, 1-lb. **49c**

BISODOL Powder, 65c Size **49c**

WITH COUPON
MOTH TABS LILAC—ROSE Pine-Lavender Reg. 35c Value **8c** (Limit 3)

WITH COUPON
STATIONERY ONE-HUNDRED PACK 50 Sheets 50 Envelopes **11c** (Limit 2 Packs)

WITH COUPON
WHITE ACE SHOE WHITE 25c Size **11c** (Limit 2 Bottles)

PHILLIPS Milk of Magnesia TOOTH PASTE 25c Size **11c**

WOODBURY After Shave LOTION 50c Size **21c**

KEN-L-RATION DOG FOOD 1-lb. Cans **3 for 19c**

Peterman's DISCOVERY 35c Pint **18c**

EDWARDS OLIVE TABS 30c Size **13c**

Saccharin TABS 1/4 or 1/2 Grain Bottle of 1000 **44c**

BORIC ACID POWDER 1-lb. Box **13c**

ANACIN TABLETS 25c Size **19c**

FLY RIBBONS 5c Value **3 for 5c**

Shaving Brush Eveready 50c Value **33c**

Castile Soap Made From Olive Oil 15c Size **7c**

Petroleum Jelly (White) 15c Size **8c**

Shoe Trees Adjustable Pair **17c**

Shoe Polish All Colors GIANT 15c Size **8c**

Hand Scrubs U. S. Made 10c Value **6c**

2-Face Mirror For Shaving or Make-up 50c Val. **19c**

Medicated Foot SOAP 25c Size **13c**

Palmolive Shave CREAM Large Size **2 for 33c**

COLGATE BRUSH-LESS SHAVE CREAM Reg. 25c **2 for 26c**

FREE 10¢ SIZE

HOPE APPLE-SHAPED LAXATIVE
A DELICIOUS CHOCOLATED LAXATIVE CONTAINS SHINE VITAMIN D
EACH TABLET SHAPED LIKE AN APPLE
A gentle and delightfully pleasant laxative for men, women and children.
SIGN YOUR NAME ON THIS LINE Present this coupon at DAW'S

Medicated Foot POWDER 35c Size **19c**

GOLD MEDAL HAARLEM Oil Capsules 35c Size **18c**

Listerine Tooth PASTE 25c size **3 for 49c**

HOPE LAXATIVE Delicious Chocolate Taste

HOPE APPLE-SHAPED LAXATIVE A DELICIOUS CHOCOLATED LAXATIVE CONTAINS SHINE VITAMIN D

HOPE LAXATIVE 4 BRUSHES **59c**

AUGUST 8, 1940

Events Of The Week

THURSDAY, AUGUST 15

ROCHESTER GRAND OPERA CO. — Opera "Lucia de Lammermoor", Edgerton Park.
ACTIVE MARIA REVIEW 38
Picture: Seneca Park, Grounds 2; Supper at 3:30 p. m.
PROTECTORS ASSEMBLY — Meeting, Club Headquarters.
BATAVIA FAIR — Continues through Saturday.

FRIDAY, AUGUST 16

ROCHESTER GRAND OPERA CO. — Opera "The Masked Ball", Edgerton Park.
GERARD SISTERHOOD — Fish Fry: 37 Club, Eastern Star Sisterhood — Annual Banquet, Oliver Manor Tea Room, Conesus Lake.
WILLIAM MCKINLEY CIRCLE — Meeting: City Hall Annex, 24 Court St.
RIDGE LADIES BOWLING LEAGUE — League Meeting: Ridge Hill, 8 p. m.
ROCHESTER SUN ECONOMY WORLD'S FAIR TOUR

SATURDAY, AUGUST 17

PIANO RECITAL — By David Kahn, Edgerton Park; 8:30 p. m.
IMMACULATE CONCEPTION PARISH GUILD — Garden Party, Church Lawns, Edgerton St.; 2 p. m.
MELBA LODGE OF REBEKAHS — Banquet and Corn Roast, Home of Mr. and Mrs. George Knapp, 310 Duran St.
WOMEN'S AB CLUB — Lawn Party: Home of Mrs. Ethel Perry, Edgerton Dr.
SOCIAL JUSTICE CLUB — Annual Picnic: to Royal Oak, Mich.
WEBBER'S SUMMER BOWLING LEAGUE — Combined Picnic and Banquet: Point Pleasant; 1 p. m.

SUNDAY, AUGUST 18

IRONDEQUOIT JEWISH WOMEN'S GROUP — Banquet: Home of Mr. and Mrs. Abe Feigenstein, Rawlinson Rd.
BRIGHTON REPUBLICAN CLUB — Annual Picnic: Rochester Gun Club, Edgewood Ave.
TOWNSHIP CLUBS — Picnic: Lower Maplewood Park; Dinner at 1 p. m.
16th WARD DEMOCRATIC CLUB — Picnic: Ontario Beach Park, Grounds 3 and 4

MONDAY, AUGUST 19

IRONDEQUOIT JEWISH WOMEN'S GROUP — Meeting: Home of Mrs. Meyer Friedman, Northfield Rd.
ROCHESTER HORSESHOE CLUB — Monroe County Championship Horse-shoe Tournament: Cor. Mt. Hope Ave. and Cliftenden Blvd.; 7:30 p. m. (continues through Friday).
SOCIAL JUSTICE CLUB — Monthly Meeting: 39 Holbrook St.
E. G. MARSHALL W. R. C. NO. 27 — Meeting: City Hall Annex, Court St.
LADIES' DRILL TEAM NO. 48 — Practice: Home of Mrs. Helen Veltz, 302 Campbell St.
MOOSE BOWLING LEAGUE — Meeting of Officers: Moose Club.

TUESDAY, AUGUST 20

KNIGHTS OF EQUITY — Annual Picnic: Dalley's Hotel, 1150 Chili Ave.

BE A BUCK HUNTER

Each Week Five Names and Addresses Are Published In The Sun Between The Ads. Come to the Sun Office For A Dollar Bill When Your Name Appears.

Playgrounds Plan 'Little Olympics' At Franklin Field

Approved by the new State Recreation Supervisor David Clark, playground officials have been given the "green-light" signal to stage the second city-wide "Little Olympics" on August 22 at Franklin High School Field.

Eight hundred children and youths are expected to register at school areas in various parts of the City to participate in the meet.

A parade will open the activities with the children marching from the field to the officials' stand. A speech of welcome which will include the singing of the official play area theme song, a salute to the flag and other ceremonies, according to Don Mattaro, publicity director for county-wide recreation programs.

Main attractions include an elimination Dodge-ball tournament, crab races, climb race, wheel barrow, horse and rider, monkey, dizzy izzy. Other events include track and field events for high school youths, 60, 100, and 120-yard dashes, running, broad jumps, high jumps, shot put and four men relay, tennis tournaments, boxing matches, and baseball contests.

The general public is invited to attend the meet which is under the direction of James P. Wilnot, district W. P. A. recreation supervisor; Elmer Smith, Health Education Associate Director, and Rocco Pagnella.

CORPS TO MEET

Members of the E. G. Marshall W. R. Corps No. 27 will meet at City Hall Annex next Tuesday evening. All members are requested to attend.

Tune-Tooting Truck Horns

That there IS something new under the sun is the belief of many Rochesterians this week. Since the days of organ grinders, music on the public streets has been scarce, except for the blaring of friend neighbor's radio. However, this week, trucks of the Langie Coal Co. have been displaying the newest wrinkle in advertising publicity. Instead of the usual "honk-honk" when the horn button is pressed, the Langie trucks "give out" with the first line of the wartime song "Keep The Home Fires Burning." Of course, it is apparent that the playing of the tune also suggests that the company would prefer to have the hearer use Langie coal to carry out the exhortation of the tune.

If this use of tune-playing horns on commercial trucks spreads, we'll soon be hearing the "Skater's Waltz" on the ice company's trucks, and who will be the first local brewer to offer "Beer Barrel Polka"? Of course this newspaper might possibly be expected to arrange for staff member's cars to play "My Old Kentucky Home." You know, the first line that says "The Sun Shines Bright."

Church Group To Have Lawn Festival

A lawn festival will be staged next Tuesday evening at the home of Mrs. Helen Veltz, 502 Campbell St. by members of the Ladies' Drill Team No. 48, Knights of St. John of Holy Family Church.

Mrs. Veltz is general chairman and she is being assisted by all members of the group. Prizes at booths and door prizes will be awarded. In case of rain the affair will be held on Tuesday, August 27.

Ticket Sale Brisk For Shriners, K of C Baseball Night

So great has been the demand for tickets to the K. of C. Shriners baseball festivities scheduled for Red Wing Stadium, Thursday evening, August 29th, sponsors are predicting the largest sports crowd in Rochester's history will be on hand to view the spectacle.

"Advance sale of tickets has exceeded all expectations," reports William T. Price and Paul Predmore in charge of the sale for both organizations. "We'll have the largest crowd on hand ever to witness an outdoor sporting event in Rochester, they continued.

Spectators will see a regularly scheduled game between the Red Wings and Buffalo and, in addition, a colorful program consisting of a semi-military review and pageant. At least ten uniformed fraternal organizations and bands will participate, according to sponsors of the affair. A display of fireworks will complete the program.

That is, the program will be completed unless Harold Lloyd, famed movie comedian is successful in arranging his plans so that he can be present at the stadium. He has notified the committee that he is making every effort to appear. Lloyd ranks high in Shriners circles and is slated for top post in the organization some years hence. He has wanted to visit the eastern Shriners and therefore, may be able to be at the stadium to pitch out the first ball at the game.

Grand Knight Joseph Flynn of the K. of C. and Potentate Fred W. Evans of the Shriners head the joint committee arranging the affair.

The Rochester Sun

TRUTHFUL NEWS TRUTHFUL ADVERTISING
ROCHESTER, N. Y., THURSDAY, AUGUST 15, 1940

ROCHESTER'S WEEKLY SHOPPING GUIDE
Delivered to 75,200 Rochester Homes
Every Thursday

Fair Tourist Thrilled, Excited, Amazed Helen Norkelunas Describes N. Y. Week-End

EDITOR'S NOTE: Mrs. Peter Norkelunas and her daughter, Helen, 1006 Clifford Ave. were the first to purchase tickets for the Rochester Sun Economy World's Fair Tour. We therefore, asked Miss Norkelunas to write a story for this paper describing their trip. From the comments heard the sentiments of many others making the trip last week-end.

By HELEN B. NORKELUNAS

How to describe the thrills of a glorious week-end in New York and at the World's Fair in one short story is more than a problem for me. It's an impossibility.

Mother and I expected to have a grand week-end, but the actual trip outdid our expectations over and over again. We didn't get much sleep going down on the train Friday night. But that wasn't the railroad's fault. We were just too excited to sleep. There was plenty of room in the air-conditioned coach on which we rode and the porter adjusted the seats back for us so that they made perfect reclining easy chairs. But who wants to sleep when they are speeding toward New York for the first time.

Grand Central station was simply breath-taking. So huge, so bustling with excitement, oh it was swell.

Our room at the beautiful big Commodore Hotel was just grand. They tell me that there are very few rooms in the entire hotel that are better than the one we were in.

Where did I get my biggest thrill? What was the high point of the trip? Well, that's hard to say. I liked Billy Rose's Aquacade out at the Fair. But then the General Motors Futurama was something too. Of course I think the big city itself is tops. Wall St., the Empire State Bldg., Radio City, Broadway, good old Broadway, morning.



With a smile on her face after a "glorious week-end" at the World's Fair, Miss Helen Norkelunas, 1006 Clifford Ave. sings "Home Sweet Home" as she returned to the city Monday morning.

Sun World's Fair Tour Goes Into Second Big Week

The second big week-end Rochester Sun World's Fair tour begins tomorrow night when the New York Central air-conditioned train pulls out of Rochester at 11:20 p. m. daylight time. Tourists have been purchasing tickets at the Sun office all week and it is expected that the attendance will even surpass that of last week when the first tour was made.

Low Cost Featured

One of the most attractive features of the tour is the extremely low cost. The price of 14 dollars per person covers railroad transportation to and from New York, a room at the big Commodore Hotel adjacent to Grand Central Terminal, an admission to the World's Fair, an admission to Billy Rose's Aquacade and the choice of one other concession, also breakfast at Grand Central's Arcadia Restaurant and a ticket to the observation roof of Radio City.

There are several trains that may be chosen for the return trip on Sunday. Tourists may leave New York as late as 12:35 midnight (daylight time) and arrive in Rochester at 6:33 Monday morning.

Labor Day Tour

A special Labor Day Week-end tour has been arranged by the Rochester Sun for those who prefer to spend an extra day in New York. The big special Labor Day tour will leave Rochester on Friday night, August 31st at 11:20 p. m. This tour will include an extra night at the Commodore Hotel, an extra admission to the World's Fair and an extra concession ticket will be given. Price of the tour which will include all (Continued on page 6)

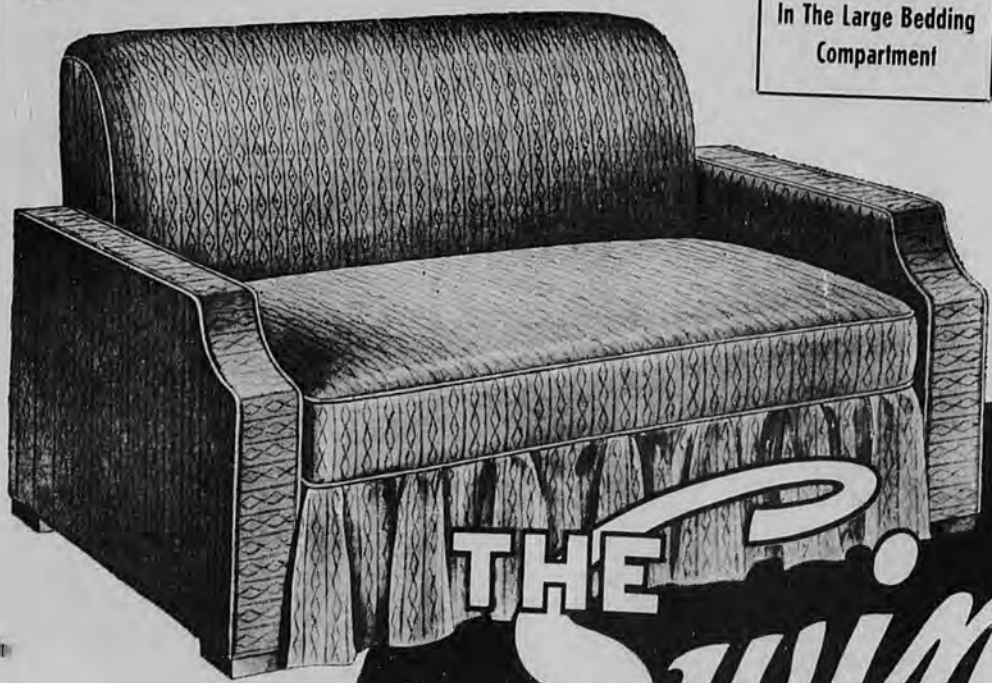
Congressman To Speak At Ward Republican Outing

Congressman Joseph O'Brien is scheduled to be the main speaker at the 16th Ward Republican organization annual picnic which will be held Sunday at Willow Point Park on the Bay Rd.

Patsy Laudisi is honorary chairman of the affair with Thomas Persutti and Mrs. Flora Peluso as co-chairmen.

Invited guests of honor include Mr. and Mrs. Arthur Lochte, Mr. and Mrs. Thomas Broderick, Mrs. Jessica Weis, Judge James P. O'Connor, Judge Michael Rogers, Mr. and Mrs. Harry Bareham, Jerry Leonardo and Mr. and Mrs. Walter Wickens. Local Republican candidates are also planning attendance.

Lauer's August Sale A SOFA BY DAY-A BED BY NIGHT



Store Your Sheets
Blankets and Pillows
In The Large Bedding
Compartment

It's new . . . It's comfortable . . . It's convenient. Lauer's "Swing" bed serves as an attractive piece of furniture by day . . . Solves the problem of extra sleeping accommodations at night. Ease of operation is only one of its important features. It swings out with one simple motion into as comfortable a bed as you've ever slept on. It's smartly designed. By day you have a junior size sofa roomy and comfortable. You'd never guess that it contains a bed. Useful both day and night there's nothing to equal the convenience of Lauer's fine "Swing" bed.

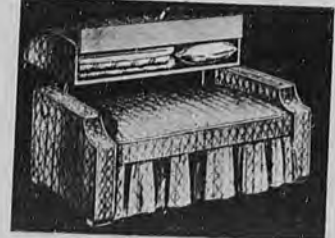
\$33

PAY \$3 DOWN - \$1 WEEKLY

THE Swing BED

THIS COUCH TAKES UP LITTLE ROOM — IT IS ONLY 40 INCHES WIDE

OPENS TO FULL TWIN BED SIZE!



The back of the sofa tilts up disclosing a spacious hand-high storage space. You don't have to stoop when storing or removing sheets, blankets and pillows.



Here is Lauer's "Swing" bed fully opened. Deep innerspring construction with a separate innerspring or removing sheets, blankets and pillows. You don't sleep on the upholstery as in most studio beds.

Here Are Cake Recipes Ideal For Summer

By IRENE MUNTZ
Easy-to-make cakes will tempt your family. And they're a delicious dessert for hot summer weather. A cake can be made and served in a variety of ways throughout the week and your family will love it.

This one-egg cake can be made in a jiffy and is such a budget saver! We can add a cup of huckleberries to it just before we pour into the pan and it is simply delicious. Tip with powdered sugar and a most delightful dessert is the result.

ONE-EGG CAKE
Temperature: 350 degrees F.
Time: 25 to 35 minutes.
1 2/3 all-purpose flour
1/2 c sugar
1/4 t salt
2 1/2 t baking powder
1/2 c shortening
2 1/2 c milk
1 egg
1 t vanilla

Sift and measure flour, then sift flour, sugar, salt and baking powder together in a mixing bowl. Add shortening, milk, unbeat egg, and vanilla all at once. Beat all ingredients together in mixer for 2 minutes. Pour into a greased 8x8x2-inch pan. Bake in a preheated oven.

A time-saving idea is to bake the one-egg cake and serve it different ways for various meals. Let the cake cool, then keep wrapped in wax paper in a covered container and use as needed. The cake makes a very good base for peach shortcake, topped with whipped cream, if you like. For another dessert old fashioned lemon sauce served on pieces of the cake is a favorite especially for the men of the family.

OLD FASHIONED LEMON SAUCE
1 c sugar
2 T flour
1 c boiling water
1/2 c butter
3 T lemon juice
1/2 t grated lemon rind

Mix sugar and flour together, add boiling water gradually, stirring constantly and cook until mixture thickens. Add butter and flavoring.

If your family's favorite is chocolate cake, this brown velvet cake will hit the spot. It's easy to make and has such a lovely warm brown color.

BROWN VELVET
Temperature: 350 degrees F.
Time: 35 to 45 minutes.
1 1/2 c cake flour
1 t soda
1/4 t salt
2 sqs. unsweetened chocolate
1 t vanilla
2 T melted butter
1 c sour milk
1 c sugar
1 egg
1 t vanilla

Sift, then measure flour, sift again with baking soda and salt.

Melt chocolate and butter over water. Blend well. Mix the sour milk, sugar, and well beaten egg. Stir until sugar is dissolved. If natural sour milk or buttermilk is not available, use vinegar and sweet milk—1 T vinegar to 1 c milk. Blend chocolate and milk mixture. Add dry ingredients. Beat well after each addition. Add vanilla last. Turn into an 8x8x2-inch pan. Bake in preheated oven.

For a delicious and simple to make frosting for this chocolate velvet cake, try this whipped chocolate frosting:

CHOCOLATE FROSTING
2 T butter
1 c confectioner's sugar
1 egg
1/2 c top milk
2 sqs. chocolate
1 t vanilla

Cream the butter, add the sugar and continue creaming. Add the unbeat egg, top milk and melted chocolate. Beat until thick, add vanilla and place in a gas or an electric refrigerator and chill thoroughly. Beat until thick enough to spread.

Proper food is necessary to fight infection, and vitamin B and C are especially important.

A WORLD OF FOOD

by MARJORIE THORP

LESS THAN 80 YEARS AGO COOK BOOKS GAVE TWO METHODS OF PREPARING MEALS—ONE FOR THE STOVE, OWNED BY WEALTHIER FAMILIES, THE OTHER FOR THE OPEN HEARTH.

DUNKING IS NOT NEW—AMERICA'S FAVORITE PASTIME GOT ITS NAME FROM A RELIGIOUS SECT, THE DUNKERS, FOUNDED IN 1708. THE DUNKERS USED TRIPLE IMMERSION IN THEIR RITES.

SOY BEANS MAKE AUTOMOBILES! SMALL CARS USE ABOUT 1/2 OF A BUSHEL, CONVERTED INTO PLASTICS, FOR STEERING WHEELS, ETC.

ICED COFFEE WAS INVENTED BY A MAN IN A HURRY! HE PUT ICE CUBES INTO HIS COFFEE FOR QUICK COOLING, AND FOUND THE RESULT AMAZINGLY DELICIOUS!

WE WILL PAY \$500 FOR EACH STRANGE FOOD FACT SUBMITTED AND USED
ADDRESS: A WORLD OF FOOD, 406 TENTH AVENUE, NEW YORK, N.Y.

Ker-choo!

Do you know that the pepper you shake out of your container every day in the week has nothing whatever to do with the peppers you buy from the vegetable stand or that you grow in your back yard?

Some people think that pepper is made from the seeds inside the pod of these bright green vegetables or red, but the common seasoning is really an entirely different fruit.

It grows in clusters of small round berries on a vine that is widely cultivated in the Netherlands East Indies as well as in India and other parts of Asia.

The berries are picked before they are fully ripe and laid in the sun to dry. They become dark and black looking, as we see them in our cans of whole peppers.

White pepper, which is very popular for salads and other light foods where specks might be objectionable, is made from the same berry after the outside dark skin has been rubbed off.

Raspberry Donut Shortcake

4 tested quality donuts
1 pint fresh raspberries
1/2 pint whipped cream

Slice donuts lengthwise. Place on dessert plate, flat side up and partially cover with whipped cream. Top with whole fresh raspberries. Serves four.

Home-canned tomatoes are a good source of vitamin C when canned either by the hot or cold pack methods, instead of by the open kettle method.

WOMEN!

RELIEVE NEEDLESS SUFFERING

If functional periodic complaints make you moody, nervous and irritable, try CHI-CHESTERS DIAMOND PILLS for relief from symptomatic pain and discomfort. They are SAFE to take as directed. Contain no 50c habit-forming drugs. Sold and up in business over fifty-five years.

CHI-CHESTERS DIAMOND PILLS

Two or three inches between the electric refrigerator and the wall allows the warm air from the coils to escape, and helps to keep down the operating cost.

PIQUANT TANG
Grated blanched almonds added to chicken soup gives it an especially delicious and appetizing appearance.

★ SMALLS

MODERN OPTICAL DEPARTMENT
PROVIDES EVERY FACILITY FOR SCIENTIFIC VISION CORRECTION

And

You DON'T NEED CASH!



Simply Come to Smalls... Let Dan G. Albert, Registered Optometrist, examine your eyes with the aid of modern Bausch & Lomb equipment—prescribe correct lenses—assist in the selection of the most comfortable and suitable frames, then—

SMALL WEEKLY OR MONTHLY PAYMENTS

Smalls

28 MAIN STREET EAST
JEWELERS ★ RADIO ★ OPTICIANS

Mrs. Emma Uderitz, 17 Genevieve St.

NEED CASH?

For A Car, Vacation, Etc.

SAVE

BY BORROWING HERE

Our Low Cost Auto and Personal Loans are available to all steadily employed. No co-maker or collateral required. Convenient monthly repayments. Private rooms to discuss your requirements.

★ FREE Parking Space At 101 Exchange St.



GENESEE VALLEY TRUST COMPANY

Exchange and Branch

THE BANK OF PERSONAL SERVICE

OPEN TONIGHT

—Also Tues. and Sat. Evening 7 to 9:30

"Let's See RIVERS FURNITURE FIRST"

HE: "Rivers are out of the high rent district and pass ALL the savings on to customers."

SHE: "Well, they certainly have lovely things. Mrs. Jones bought a Jamestown living room suite at Rivers August Sale and saved \$34.50 and is she proud of it! I'll say! She has invited everyone on the block in for tea—just to show off her furniture!"

HE: "I'll bet J. K. Jones is pretty pleased—the kind of easy payments Rivers has. He's still smoking those expensive cigars; he had to give them up when they bought that furniture from the other store."

SHE: "Of course, the budget plan is nice, but the BIG thing is the positively BREATH-TAKING beauty of their goods."

HE: "Oh, yeah? Furniture doesn't have to be paid for, I suppose? The IMPORTANT thing is the savings at Rivers, and the easiest terms in town. They're mighty swell people to do business with, too."

SHE: "Let's not ARGUE about it—we can BOTH get just what we want most at Rivers. You'll get the savings you planned and we'll both get the finest quality that money can buy. Let's go to Rivers FIRST."

HE: "Right. Let's get everything we need there. I hate tramping all over town. Let's go THIS EVENING."

3 BIG AUG. SALE — SAVINGS

A Few Left! 2-Pc. Kid Mohair
LIVING ROOM SUITE \$99
Choice of many colors and fabrics. Regular \$139

3-Pc. Waterfall Top Jamestown
BEDROOM SUITE \$69 Beautiful Lounges \$17.95
Regular \$98 Chairs Regular \$30
Choice of Colors

WE LET YOU MAKE YOUR OWN TERMS!

FRANK A. RIVERS FURNITURE CO.
226 SOUTH AVENUE

Olhe cá! Traga-me um Tom Collins feito com genebra GILBEY'S GIN

LOOK HERE! BRING ME A TOM COLLINS MADE WITH GIN GILBEY'S GIN

When you realize that from Brazil's sunny shores to the South Sea Isles, men have been insisting on Gilbey's Gin for nearly a century, you realize how good Gilbey's must be! It takes a great gin to hold the whole, wide world's respect for all those years! Taste that international difference.

THE INTERNATIONAL GIN DISTILLED BY GILBEY IN THE UNITED STATES, ENGLAND, AUSTRALIA, CANADA
National Distillers Products Corp., N. Y. C.—90 Proof—made from 100% grain neutral spirits



Sibley, Lindsay & Curr Co.

CHUCK ROAST

Of prime steer, cut from Sibley's selected superior beef. Lb. **19c**

FLAY-O-RICH HAM, whole or shank half, lb. **27c**

SUGAR Pure cane granulated 25-lb. Bag \$1.23	BUTTER Fancy high-score creamery tub 2 lbs. 63c			
COFFEE Beech-Nut Rochester-roasted lb. 25c	TOMATO JUICE Campbell's No. 5 can 19c	Grecian Sandwich Butter cream filled 5c each		
LEMONS Large Sunkist doz. 35c	Cookies Date and-nut Drop doz. 24c	Oranges California 3 doz. 69c	Potatoes Home Grown 15 lbs. 25c	
Pineapple Juice No. 2 can 13c 3 for 35c	Tuna Fish Chicken of Sea Blue Label 15c 3 for 41c	Buttercup Cookies 15c Pkg.	Hydrox Cookies 34c Lb.	Switzerland Cheese Imported 73c Lb.

Canada Dry's "SPUR"

Delicious summer beverage **6 for 25c** Plus Deposit
GROCERY, MAIN FLOOR — PHONE STONE 6500 AT 8 A. M.

Sibley, Lindsay & Curr Co.

4 Ways to Take Advantage of Sibley's Values, Even When Cash Isn't Ready At Hand:

- 1—A Regular Charge Account**
It takes but a few minutes time in our friendly Credit Office to join the thousands of Rochesterians who enjoy a Sibley account. The Charge-Plate you receive identifies you, authorizes your purchase and assures accuracy in delivery—and cuts shopping time almost in half!
- 2—A Planned Charge Account**
Practically the same as a regular account, except that you budget yourself to spend so much a month. Your Charge-Plate tells you, at a glance, anytime, exactly how much is left in your budget for any particular period of time. A very business-like way of buying, indeed!
- 3—A Convenient Budget Account**
This applies to most purchases amounting to \$15 or more. You possess the things you want at once—with NOT A PENNY DOWN PAYMENT—simply paying the account in convenient monthly instalments which include our modest carrying charge.
- 4—Our Shopping Coupons**
As good as a loan of money, and achieved without a penny down payment. You pay for your book of coupons in monthly instalments, which include our charge. The coupons may be spent anywhere in the store, just like cash, for anything from an ice-cream soda to a room-full of furniture.

CREDIT OFFICE FIFTH FLOOR

JUSTICE CLUB MEETS
The Social Justice Club of Rochester will hold its regular monthly meeting next Monday evening, Rev. William Doran will be the guest speaker. Refreshments will be served after the meeting. Final plans will be made for the annual picnic of the club which will be held

on Sunday, September 8th, at Thursam's Picnic Grove.
Members of Samuel C. Pierce Camp No. 15 and Auxiliary No. 18, Sons of Union Veterans will hold a lawn picnic at the home of Mrs. Dora Hammond, 140 Averill Ave. next Tuesday afternoon and evening.

Townsend Clubs Combine For Annual Outing

Townsend Clubs in the Rochester area will hold a joint picnic Sunday in lower Maplewood Park. Dinner will be served at 1 p.m. Refreshments will be served during the afternoon.
Fred C. Hiller is general chairman for the affair. All members and friends are invited to attend.

My Neighbor Says

If your coat doesn't have pockets, take the tip of Rita Johnson who kills two birds with one stone, where this problem is concerned. The actress accents a gray coat with a combination belt-and-pockets. Fashioned of scarlet kid, fairly narrow, the belt boasts two pockets, smart with initials, that suspend from each side.

One quart of milk gives about the same amount of calcium as five oranges, five apples, five servings of canned peas, or one head of cabbage.

Simple or crude play materials may offer a child more opportunity for creative effort than more expensive toys, say child specialists.

To help keep fingers warm, while hanging out the family wash in cold weather, warm the clothes-pins beforehand in a pan in the warming oven.

Enjoy the whiskey that's
light as a feather



Sensible summer drinking calls for a lighter whiskey—and here's one that's light as a feather, with all its fine flavor retained! For Three Feathers is CLARIFIED—favor-protected!

THREE FEATHERS

50 Proof. Blended Whiskey 72 1/2 grain neutral spirits. Oldelms Distillers Corporation, N.Y.
Mrs. Mabel Littman, 74 Parkway

This Week Only

Here Are The Basement Bargains In Our Big Semi-Annual Clearance

Sale of Odd Items

Only A Few Days Left. The Biggest House-Cleaning We Have. All Summer Long

BARGAINS IN BASEMENT MEN'S WEAR

- | | |
|---|--|
| Odd \$15.95 & \$18.95 suits \$11.85 | Odd wool sleeveless sweaters, values to \$1.95 69c |
| Odd \$21.95 & \$18.95 suits 14.85 | Odd wool sweaters, coat & slipon, value to \$2.45 1.69 |
| Odd \$15.95 reversible coats 10.00 | Odd suede jackets & wool, values to \$5.45 3.89 |
| Odd counter-fussed shirts, values to 95c 59c | Odd overalls, values, to \$1.95 1.47 |
| Odd white, & fancy shirts, values to \$1.15 73c | Odd utility shirts, values to 95c 69c |
| Odd neckwear, values to 29c 11c | Odd utility slacks, values to \$1.89 1.19 |
| Odd neckwear, values to 39c 21c | Odd robes, values to \$1.95 1.00 |
| Odd neckwear, values to 29c 11c | Odd straw hats, values to \$1.15 59c |
| Odd neckwear, values to 35c 33c | Odd counter-fussed felt hats, values to \$2.50 1.49 |
| Odd Summer type hosiery, values to 23c 15c | Odd sport belts, values to \$1.00 39c |
| Odd pajamas, values to \$1.15 89c | Odd garters, values to 29c 15c |
| Odd shirts & shorts, values to 27 21c | Odd bathing trunks, values to \$1.25 89c |
| Odd shirts & shorts, values to 35c 27c | Odd bathing suits, values to \$1.95 1.39 |
| Odd polo shirts, values to 89c 39c | Odd slacks, values to \$1.39 79c |
| Odd polo shirts, values to 95c 59c | Odd slacks, values to \$2.45 1.27 |
| Odd knitted Basque shirts, values to 49c 27c | |

BARGAINS IN BASEMENT BOYS' WEAR

- | | |
|--|--|
| Odd Student suits 8.45 | Odd boys' Basque shirts 27c |
| Odd cadet suits 6.45 | Odd boys' pajamas 69c, 3 for \$2 |
| Odd boys' knicker suits 4.85 | Odd boys' underwear ... 17c, 3 for 50c |
| Odd boys' reversible coats 8.95 | Odd boys' hosiery 2 for 25c |
| Odd boys' wash slacks 79c | Odd boys' wool knickers 1.39 |
| Odd boys' wash shorts 44c | Odd boys' wool slacks 1.79 |
| Odd ensembles (shirts & slacks) 1.19 | Odd boys' cord jackets 1.79 |
| Odd boys' polos 39c | Odd boys' sweaters 89c |

CHARGE YOURS:

Pay 1 3 Sept. 10 — Pay 1 3 Oct. 10 — Pay 1 3 Nov. 10



DOLLAR DAY
It's HERE
ROCHESTER'S LONG-AWAITED EVENT!
ROCHESTER'S LARGEST POPULAR PRICED STORE
AT... Edwards
OPEN AN EDWARDS NEW 90-DAY CHARGE
1/3 Due Sept. 10; 1/3 Due Oct. 10; 1/3 Due Nov. 10

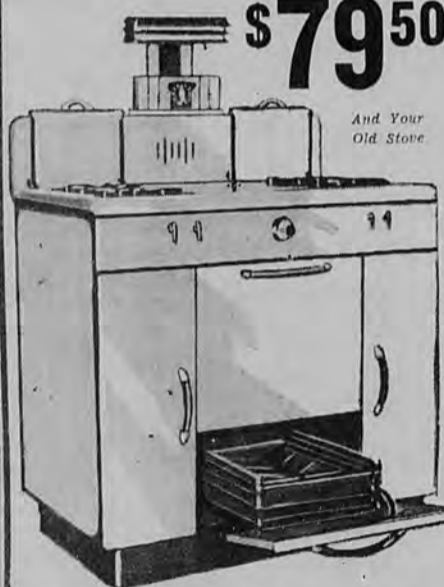
TWO "BUYS" FOR LESS THAN THE PRICE OF ONE!

Regular \$19.95 Genuine
EUREKA
Factory Rebuilt Vacuum Cleaner and
Regular \$6.00 Set Of
New Cleaning Attachments
Formerly \$25.95
NOW... BOTH FOR \$14.95
YOU SAVE \$11.00

Save \$11. Own a genuine \$19.95 factory rebuilt Eureka plus a new \$6 set of attachments for \$14.95. Looks like new, works like new, good as new! All worn out parts replaced. Completely overhauled and reconditioned. Save time, save work, save money with easy-to-use attachments. Set included upholstery brush, radiator-tuft, aluminum nozzle, extension tube and 8-foot hose. Get your today at \$1.00 day savings... they'll last. 90-day guarantee.
EDWARDS—Sixth Floor

SAVE \$40 On Dollar Day!
Reg. 119.50 AB

GAS RANGE \$79.50



- FAMOUS DE LUXE DIVIDED TOP
- ALL FULLY INSULATED
- OVERSIZE OVEN
- ROBERT SHAW HEAT CONTROL
- BUILT-IN OVEN FLU
- TWO HI-LOW and MEDIUM BURNERS
- ELECTRIC LIGHT & CONDIMENT SET
- ROLL-OUT SMOKELESS BROILER
- COMPLETE AS SHOWN

No Down Payment
EDWARDS—Sixth Floor

\$1 HOUSEWARES SPECIALS

Food Press \$1 Rices potatoes, preserves, fruit, strata, vegetables, extracts, jellies. Best quality aluminum.	Whistling Tea Kettle \$1 Solid copper plated with shining chrome. Starts whistling as soon as water starts to boil.	Medicine Cabinets \$1 27 1/2 inches high, 11 inches wide, 4 1/2 inches deep. Clear mirror and two spacious shelves.	1.39 Ash Cans \$1 20 gallon corrugated galvanized ash or rubbish cans. Inexpensive, safe, Good value.
Food Chopper \$1 4 blades for all types of cutting. Sturdy!	Bed Trays \$1 Enameled finish, and of a folding style that makes it easy to read or write comfortably.	Bushel Baskets 2 for \$1 These have been galvanized so that you can dispose of ashes or rubbish in safety.	Ironing Board \$1 Built to give you plenty of service. Made to fold easily. Well sturd, 48x12 inches.
STURDY Brooms, 2 for \$1 Splendid quality of green worn broom 1 1/2 x 2. Regularly sell for 50c each. Buy tomorrow!	No Rubbing Wax \$1 1/2 gallon size. Dries to a flake quickly. Need no polishing. Regularly costs 1.20.	Window Shelves \$1 The set consists of four chrome brackets and two heavy glass shelves, 18 and 28 inches long.	Chicken Fryers \$1 No. 8 size... polished cast iron with heating cover... buy now and save. 20" wide—3" deep.
Garbage Cans \$1 Extra heavy with sturdy wire bail. Lock lid for sanitation. 9-gal. size.	Cast Iron Dutch Oven \$1 With self-basting cover. Has a smooth, highly polished surface. This is the no. 8 size.	Clothes Line & Props \$1 100 feet of ash cord line complete with four eight-foot props. A special value.	Toilet Paper \$1 20 Rolls... \$1 An exceedingly fine quality of absorbent tissue offered at a record low price.
Renuzit with Spot Remover \$1 Won't harm the most delicate fabric. Too, it cleans walls, woodwork, etc.	Ladders \$1 4 feet high. Has bolted steps and hand lock pull shoe. Regular 1.25 value.	3pc. Cast Iron Skillet Sets \$1 Ground and polished in 3, 5 and 8 inch size. Will last a lifetime. Get yours tomorrow!	Mystic Foam 1/2 gal. \$1 Removes grease, dirt and stains. Leave no odor. Non-inflammable or explosive.

3 Piece LIVING ROOM SUITE \$100
No Down Payment
As Low As \$1.50 Weekly
EDWARDS—Fifth Floor

Local Dealers Win National Magazine Awards

Jack Wishman, local cigarist and magazine dealer of 141 Clinton Ave. S. has been named a first prize winner in the recent Liberty Magazine national big league baseball sales contest. The prize, offered by MacFadden Publications to its dealers throughout the country, is an all-expense tour to the San Francisco World's Fair or 300 dollars in cash.

Last reports were that Wishman is still scratching his head, but the Clinton-Court selectors are giving odds he will take the cash.

Morris Manson, publications distributor, was awarded a similar prize in the contest for wholesalers. This award, incidentally, represents the fifteenth consecutive national magazine sales contest won by Manson.

Hi Stoler, 501 Main St. E. won a Gruen Wrist Watch as a consolation prize.

Daw Workers Picnic Sunday



MISS MAISIE GRACE
Picnic Chairman

Don't plan on doing any shopping in a Daw Drug store next Sunday because they'll all be closed. But the employees won't be idle, for Sunday is the day of the annual Daw Employees picnic. Scene of the outing will be at Corbett's Glen where a complete program of sports, baseball, dancing, games and plenty of eats has been planned.

Chairman of the affair is Miss Maisie T. Grace, who, with her committee has arranged all details.

Families and friends of Daw workers will attend the outing, according to Frank Weinberg, president of Daw Drug Co.

Across The Bridge Table

by ASA SPADES

Today's interesting hand was played in a foursome and the contract could easily have been set if it were not for the clever play made by declarer.

Hand: S 3, H 8 5 4 2, D K 4 7 6 3, C A 6 2. Declarer: West. Contract: 3NT. Result: 3NT-1.

West dealer. The bidding: W N E S. 1.D. Pass Pass 4 S. Dbl. Pass Pass Pass.

West's opening bid of one diamond was sound, holding 3 1/2 honor tricks. North liked the bid and hoped that West would be able to play the contract at one diamond because of her strength in the bid suit, but was forced to pass because she did not hold enough honor tricks to bid one no trump. East passed, holding only one honor trick, and South made a preemptive bid of four spades. West doubled because of her holding of three aces and the major tenace in diamonds. She cannot continue bidding without support from her partner but knows that South's bid is purely pre-emptive and that she

top of a doubleton. When West failed to lead another heart, declarer had to be on her guard against a ruff of hearts by West. Declarer played the ace of clubs from the dummy. East followed with the eight and declarer put on the five. The king of diamonds was then led from the board. East followed with the four and South discarded the seven of clubs—a very clever play, throwing the West hand in with the lead again. If declarer had led another club from the dummy giving the East hand a chance to win the trick, East would have immediately returned a heart and the contract would have been set. West won the trick with the ace of diamonds and again led a club. Declarer ruffed with the king, which was won by West. South then claimed the rest of the tricks, making four spades doubled.

Jar Rings

Rubber jar rings should be bought new each year, canning specialists say, and each ring should meet these tests: when stretched out twice its length, it should be elastic enough to return to its original size and shape; and when doubled over and the fold is pressed with the fingers, it should not crack.

Frozen vegetables cook tender in a shorter time than do fresh vegetables.

A NEW MAN!

Jadet — your letter made a new man of Bill. When you turned him down, he lost his job through too much drinking and things looked pretty black for him. Now he has his self-respect and his job back again, thanks to you. Read "When She Walked Out On Me" in the September True Story Magazine now on sale.

FALSE TEETH WEARERS



OFTEN WORST BREATH OFFENDERS

A thin dark film collects on plates and bridges. This film soaks up odors and impurities like a sponge! It holds germs and decay bacteria... gets into every tiny crevice where brushing can't even reach. And it's so tough that ordinary brushing seldom removes it. Almost always the result is "denture breath"—probably the most offensive of all breath odors. You won't know if you have it—but others will. Yet there's a perfect way to clean and purify false teeth without brushing, acid or danger. It is Polident, a powder that dissolves away all scum, stains, tarnish and odor. Polident makes breath sweeter—plates or bridges look better and feel better. Grateful Users Praise It. Tens of thousands call Polident a blessing for comfort, convenience and hygiene. Long-lasting can only 30¢, any drug store. Money back if not delighted. Approved by Good Housekeeping Bureau and thousands of leading dentists everywhere. Hudson Products, Inc., New York, N. Y.

POLIDENT

Cleans, Purifies Without Brushing! Do this daily: Add a little Polident powder to 1/2 glass water. Stir. Then put in plate or bridge for 10 to 15 minutes. Rinse—and it's ready to use.



Don't let stains and Denture-Breath shout "FALSE TEETH"

Where You Buy the Cuts of CHICKEN You Prefer

Breasts lb. 45¢	Giblets lb. 15¢
Wings lb. 25¢	Necks lb. 12 1/2¢
Livers lb. 45¢	Legs lb. 35¢

COUPON SAVERS

BRING THIS COUPON

EXTRA SPECIAL 2-Lb. Kraft Brick LOAF CHEESE 35¢

Regular 45¢. Bring this Coupon AND SAVE 10¢.

BRING THIS COUPON

EXTRA SPECIAL 4 Large 14-Oz. Bottles KETCHUP 25¢

Regular 10¢ Each. Bring this Coupon AND SAVE 15¢.

BRING THIS COUPON

EXTRA SPECIAL Lean Boneless BOILED-SLICED HAM lb. 33¢

Regular 45¢ lb. Bring this Coupon AND SAVE 16¢ lb.

DOLANS
600 Jefferson Ave.
Cor. Bartlett Tel. Genesee 1417

Simon Pure BEER and ALE

Satisfy Summer Thirst With Ideal Simon Pure

Distributed by 10 PUBLIC MARKET Berger-Kleifgen Co., Inc. Culver 3309

OLD STOVE ROUND UP

UP TO \$30.00 Allowance For Your Old Stove

SUPER CONCENTRATOR
— SAVES THE FUEL!
REFLECTO-PLATE
— SAVES THE HEAT!

MODEL GR-27-2 NORGE

OTHERS PRICED AS LOW AS \$59.95

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!

SEE NORGE BEFORE YOU BUY!

RENS BACHLERS
40 STATE ST.

117 PCS ROYAL BOUQUET

Hamilton Ross Streamlined 22K GOLD DECORATED Dinnerware Ensemble

Complete Service for 8

AMERICAN MADE HAMILTON ROSS CERTIFIED QUALITY

\$12.95

25¢ DOWN A WEEK

THREE BIG OPPORTUNITIES

YOUR OPPORTUNITY to really SAVE... it is the CHANCE OF A LIFETIME... a VALUE WITHOUT PARALLEL!

YOUR OPPORTUNITY to proudly possess and enjoy using the very table setting you have so admired in your favorite magazine!

YOUR OPPORTUNITY to get this fine ROYAL BOUQUET Ensemble on our OH, SO EASY PAY PLAN!... YOU DON'T NEED CASH!

Think of it! 3 Gorgeous Sets For Less Than You Would Expect to Pay For the Lovely Smart Dinnerware Alone!

IT'S OUR CANDIDATE FOR FIRST HONORS AS A SENSATIONAL BARGAIN!

MAIL COUPON TODAY!

RENS-BACHLERS
40 STATE ST.

Gentlemen: Enclosed please find 25¢ down payment on HAMILTON ROSS 117 Piece Royal Bouquet ensemble. I agree to pay the balance 25¢ weekly.

Print Name _____
Print Address _____
City _____ State _____

Open Account Closed Account New Account

ROCHESTER SUN

—W—

HO

HAVE you the Lake year around prices on 1 around fr... board at M... DRIVING house, stu... plus week... Rochester

MO

3

4 R... 6 R... Large rel... combinat... covered... capable n... rugs, stov... ment for... Ph...

MA

FELT

Whi...

6x9

\$1.75

All colors su... dining room... assembl... Blabon and... Compare our...

H. P.

134 NOR...

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OPEN

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SIZES 8 1/2 to

RO

LA

Leav... day... T u... Incl... of \$1... extra... COM... — a... Fair... — an... ticke...

RO

-WANT ADS-

HOMES FOR SALE

HAVE you always wanted a home on the Lake Front, beautiful sites, some price on furnished home rentals, year around flat, furnished, heated, open, quality for business couple to room and board at Manicou, Agent, Char. 643-J.

DRIVING PARK above Dewey, 2 room house, double garage. A place to live plus weekly income. Reply Box 76, Rochester Sun Office

MOVING 3 ROOMS FOR \$5

4 Rooms for \$7.00
6 Rooms for \$12.00

Large refrigerators and heavy combination ranges extra. Large covered yards, plenty of pads, capable handymen. Old furniture, rugs, stoves, etc. taken as payment for moving.

Phone Mr. Carter
MAIN 8926

FELT BASE RUGS While They Last

6x9 9x12
\$1.75 \$2.95

All colors suitable for living room, dining room and bedroom. Large assortment of Armstrong, Sloan-Bibson and Pabco Rugs by the yard. Compare our prices.

H. P. FAHRER
134 NORTH PLYMOUTH

WANTED TO BUY

GRAY or white enamel combination and bungalow ranges. Will pay \$10.00 and up. Phone Mr. Carter, Main 8926.

HOUSEHOLD GOODS

ROUND oak tables, \$2.00. Green, kitchen chairs \$5.00 and up; occasional chairs \$2.50 up; easy lounge chairs \$3.50; living room sofas, \$10.00 up. **FAHRER FURNITURE**, 134 No. Plymouth Ave.

ALL NEW steel beds \$3.85; four poster beds \$4.95; coil springs, \$4.50; cotton mattresses, \$3.45. Inner spring mattresses, \$6.50. Use your credit. See **FAHRER'S** before you buy for a saving to you. \$4.00 and up. **FAHRER'S** new twin beds, springs and mattresses, complete \$23.60. 134 No. Plymouth Ave.

LIVING ROOM SUITES, easy chairs, beds or style direct from factory. Do you at prices that will surprise you and make the old pocket book feel young again. There will be no retail allowance on your old furniture. Remember **DIRECT FROM FACTORY TO YOU!** Textile Mfg. Co. Phone Main 8926.

HOUSEHOLD GOODS

LARGE SIZE cedar chest \$6.00; unfinished chest of drawers \$3.50 and up; washing machines \$10.00 and up; use Axminster and Wilton rugs (9x12) \$4.00 and up. H. P. Fahrer, 134 No. Plymouth Ave.

9 1/2x12 ft. heavy & standard weight felt base linoleum 25¢ per yard & up. Cover your rooms without seams or joints. H. P. Fahrer, 134 North Plymouth Ave.

ODD PIECES

FOR THE THRIFTY BUYER 6x9 Felt base rugs, Saturday only, \$1.50, no dealers, two to a customer. Inland linoleum 66¢ sq. yard, Saturday only. These are the lowest prices in Rochester, H. P. Fahrer, 134 North Plymouth Ave.

SOLID MAHOAGANY Colonial dresser \$8.00; old commodes, \$1.00 each, standing lamps, \$2.00 and up; Console tables, \$1.50 each; Mahogany walnut maple and oak dressing tables and vanities, \$4.00 and up. Birds eye maple dresser, \$3.00, large cedar chest \$3.00, and tables \$1.00 up; rocking chairs, \$1.00 up; vanity \$6.00 and up; desks, \$4.00 and up. H. P. Fahrer, 134 No. Plymouth Ave.

FOR SALE

PIANO, 9x12 rug, occasional table, 498 Park Avenue.

Movie Guide

All Pictures Listed Now Playing Except As Noted:

*Starts Friday
**Starts Saturday

ROCHESTER — "Captain Caution" Victor Mature, Louise Platt, "Blondie" Arthur Lake.
PALACE — "They Drive By Night" George Raft, Ann Sheridan, "Money" Jeffrey Lynn.
CINEMA — "The Man I Married" Joan Bennett, Francis Lederer, "River's End" Deanna Morgan.
REGENT — "The Awful Truth" Irene Dunne, "The Lost Horizon" Ronald Colman.

CAPIOL — "Ghost Breakers" Bob Hope, Paulette Goddard, "Four Sons" Don Ameche, Eugene Leonowich.
RIVIERA-DIXIE — "Mortal Storm" Margaret Sullivan, James Stewart, "Safari" Madeline Carroll, Douglas Fairbanks, Jr.
STATE-LIBERTY — "Typhoon" Dorothy Lamour, Robert Frazer, "Clonus An Oxford" Laurel and Hardy, "SMASHIN' MONKEY" — "The West Was Born" William Holden, Judith Barrett, "Light Of The Western Stars" Victor Jory, Russell Hayden.

CAMEO-WEST-END — "If I Had My Way" Rip Crosby, Gloria Jean, "Five Little Poppas At Home" Dorothy Peterson, Edith Fellows.
LAKE — "Dr. Kildare's Strange Case" Lionel Barrymore, Lew Ayres, "On Their Own" Spring Byington, Ken Howell.
GRAND — "It All Came True" Ann Sheridan, Jeffrey Lynn, "Adventures In Diamonds" Isa Miranda, George Brent, "HITLER" — "The Ghost Goes West" Robert Donat; Latest March Of Time.

IN THE SPOTLIGHT

Garbo the Great will continue to laugh — as well as love. What is supposed to be a deep dark secret around Hollywood is talk of her next picture. The "secret" is that Garbo will appear in a sequel to "Ninotchka." Meanwhile, the former recluse has the film colony gasping at her new-found gaiety. It started when Garbo whirled around the night clubs during her last New York visit and appeared — in broad daylight — at luncheons in Miami. On her return, Greta continued her mad pace with appearances at several night clubs. Thus passes the Garbo legend of mystery and aloofness.

Wit of the networks, started her own presidential campaign, she didn't suspect it would have international repercussions. The powers-that-be in Germany were quick to seize on Gracie's comic campaign as material for their own anti-democracy propaganda. In America they howled that America was a country where a female comedian could run



GRACIE ALLEN

for its highest office. Apparently they have no sense of humor.

RECORD NOTES: Sammy Kaye's first release under the Varsity label is a platter of "The World Is In My Arms" and "Love Lies" . . . Interesting and exciting is Decca's album of Caucasian folk music . . . For the nostalgic-minded, Columbia has an album of Gay Nineties tunes . . . And if you're at all curious about boogie-woogie music, Jimmy Yancey, its brightest practitioner, has waxed six boogie-woogie piano solos for Columbia.

To many radio listeners, the Mr. District Attorney of that series is New York's D. A., Tom Dewey, the defeated aspirant for the Republican nomination. To those who know, Mr. District Attorney is in reality Jay Jostyn, prominent radio actor. Although he has been appearing in this role for many months, Jostyn has never met his real-life prototype. Matter of fact, he'd like to turn over to him a bagful of mail he received — and which Jostyn is still receiving from mistaken listeners — consoling him for having lost the nomination.

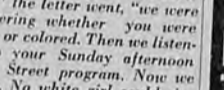


JAY JOSTYN

And speaking of letters reminds us of one received by dark-haired, Dixie-born Dinah Shore, the NBC blues singer. Between sips of an ice cream soda, Dinah read us part of that letter which was sent by a group of Negro musicians. "For some time," the letter went, "we were wondering whether you were white or colored. Then we listened to your Sunday afternoon Basin Street program. Now we know. No white girl could sing blues songs the way you do." Dinah, of course, is white.

FILMDOM'S FANCIES: Carol Lombard redecorated her ranch home with yellow awnings to match — her lingerie . . . Spring Byington is the proud inventor of a white driving mitt with red sequins, which reflects light when signalling . . . Joan Crawford is the sage author of this beauty hint: to reduce, walk fast and wear yourself out . . . When Irving Cummings wished to show his affection for Nancy Kelly, he presented her with a bracelet bearing pictures of his three horses on it!

When Ralph Edwards, one of the busiest announcers, decided to take a 6-week vacation, five other announcers had to go to work for him. Allen Kent is substituting for him on Major Bowes program. Nelson Case on "Life Can Be Beautiful," Ed Herlihy on "Vic and Sade," Don Lowe on the Sunday Children's Hour, and John Darlington on "Against the Storm." This young, smooth-talking lad, who was born on a Colorado farm, has been working hard perfecting his own program "Truth or Consequences," which he created and now directs. Vacation or no, Ralph will return each Saturday night for this program.



RALPH EDWARDS

When Gracie Allen, the nit-

They Tell Me That—

Towels will last longer if washed before the dirt and grime become so ground into them that harsh rubbing is necessary to get them clean.

To whip evaporated milk, place the unopened can in a pan of cold water, bring to the boiling point, remove the can and chill thoroughly and quickly. When very cold, the evaporated milk will whip exactly like whipping cream and is more economical.

25,000 TIRES
BRUNSWICK
Famous For Quality
Must Be Sold!
DON'T OVERLOOK! ACT AT ONCE! TAKE ADVANTAGE OF THIS SENSATIONAL OFFER! BRAND NEW FIRST-QUALITY! FACTORY WRAPPED BRUNSWICK FAMOUS FOR QUALITY TIRES! DON'T WAIT! FIRST COME — FIRST SERVED!

BUY NOW!
NO CHARGE FOR CREDIT
IRON CLAD GUARANTEE
FULL MONTHS

AS LITTLE AS **25¢** PER WEEK
NO CHARGE FOR CREDIT
NO INTEREST CHARGE!
NO CARRYING CHARGE!
Up To **5** MONTHS TO PAY
NO MOUNTING CHARGE

BRUNSWICK STANDARD SERVICE
LATEST TYPE SAFETY TREAD Plus Long Mileage

NOAH'S IRON-CLAD GUARANTEE
NO STRONGER GUARANTEE EVER WRITTEN

WE adjust tires on the outright Retail Price — NOT ON A LIST PRICE! Brunswick Standard Service Tires are GUARANTEED IN FULL MONTHS from date of purchase, AGAINST ALL ROAD HAZARDS, REGARDLESS OF MILEAGE, including glass cuts, stone bruises, spike cuts, rim cuts, wheel alignment, road separation, cracking, peeling, blowouts, or anything that may put the tire out of service. If the tire should fail, return it to our nearest store, and we will replace it immediately, charging you the outright retail price for each month the tire has been in your possession. There are NO EXCEPTIONS.

OFFICIAL DATED GUARANTEE With Every Tire!

4.40, 4.50-21 **\$5.78** First Quality
4.75, 5.00-19 **\$5.98** First Quality
4.50, 4.75, 5.00-20 **\$6.45** First Quality
5.25, 5.00-18 **\$6.90** First Quality
5.50-16 **\$6.98** First Quality
5.25, 5.50-17 **\$7.22** First Quality
6.00-16 **\$7.98** First Quality
6.25, 6.50-16 **\$9.69** First Quality

NOAH'S ARK
SATISFACTION CUT PRICES GUARANTEED

Go first to Newsman's
5¢ to \$1.00 Stores
OPEN -- Until 6 P. M. -- FRIDAY -- SATURDAY

FINAL SALE PRICE WOMEN'S WHITE SHOES

Just 600 Pair Left. All Sizes 4 to 9. But Not in Every Style. Hurry!

25¢

EVERY PAIR FORMERLY SOLD AT \$1.98
HURRY For Your SELECTION AND SIZE

Misses', Child's White Sandals
At This Final SALE PRICE **30¢**

Thur. Fri. Sat.

ROCHESTER SUN WORLD'S FAIR TOUR
Leaves Rochester Every Friday Night—Return Monday

LABOR DAY SPECIAL
Tour Includes BY N.Y.C. R.R. **\$14** Per Person

\$16.50 PER PERSON

- 1—Round trip railroad ticket.
- 2—Room and bath at Hotel Commodore.
- 3—A hearty breakfast after arrival in Grand Central Station Saturday morning.
- 4—One souvenir admission to the World's Fair.
- 5—One admission to your choice of the following—The Trylon and Perisphere or Winter Wonderland or Gardens on Parade.
- 6—One admission ticket to Billy Rose's famous Aquacade.
- 7—One admission to Observation Roof in Radio City.

For Complete Details, Descriptive Folders, Tour Tickets—Call, Phone or Write
ROCHESTER SUN 420 BURKE BLDG. PHONE STONE 6001

STOP! SHOP! SAVE!

EVERYDAY AT



Enjoy Your "Fill" of Tender Spring Chicken This Week-End
PLUMP MEATY TENDER MILK-FED

BROILERS

23^c lb.

Strictly fresh-dressed birds with all their appetizing flavor retained... carefully selected from sources that are known and absolutely reliable in every way—thus you get double assurance of quality, the producers and Wegmans.

SHOULDER BEEF ROASTS lb. 19^c
ROCHESTER'S LARGEST MEAT RETAILERS

SOFT TEXTURE

NOTHERN TISSUE
2 ROLLS 11^c

IVORY FLAKES OR
IVORY SNOW
2 PKGS. 39^c

FINE PURE
LAVA SOAP
BAR 5^c

NEW GENTLE
KIRKMANS SOAP
6 BARS 23^c

12 OZ. CAN WILSON'S
CORNED BEEF 17^c

WHOLE SOME DOG FOOD
KEN-L-RATION 3 cns 23^c

8-OZ. PACKAGE CRISPY
FRESH CRAX pkg. 9^c

EDUCATOR ALL PACK
COOKIES 2 pkgs. 19^c

12 OZ. BOTTLES FRONTIER
BEER & ALE 4 For 23^c

26-OZ. BOTTLES ASSORTED
SODA POP 4 For 25^c

MUSHROOM, CORN, TOMATO &
PEA SOUP 4 cns. 25^c

8 OZ. BOTTLE FANCY
TOM. CATSUP bot. 5^c

VAN CAMP'S PURE
EVAP. MILK 4 cns. 25^c

BAKE WITH SWANSDOWN
CAKE FLOUR pkg. 22^c

A CANNED MEAT TREAT!
PARTY LF. cn. 19^c

FINEST BUTTER MONEY CAN BUY!



EVERY PACKAGE OF LAND O' LAKES BUTTER CONTAINS U.S. GOVT. CERTIFICATE OF QUALITY!

LAND O' LAKES

32^c POUND ROLL

WEGMANS — SEVEN BIG STORES

As a recipe substitution, about one and one-fourth cups of brown sugar are equal to one cup of granulated white sugar.

VAN DYK



PEPS YOU UP!
VAN DYK'S Victory Orange Pekoe... 25^c
TURNER'S
385 MAIN ST. EAST

Credit Store Names Appliance Head

Officials of Rens-Bachler, 40 State St., have announced the appointment of Edward J. Masline as manager of the newly created appliance department of the store.

Plans Laid For Coughlin Pilgrimage
Final plans have been completed for the Second Annual Pilgrimage to the Shrine of the Little Flower at Royal Oak, Mich., scheduled to leave Rochester Saturday afternoon. Several hundred pilgrims are planning to make the trip.

World's Fair . . .

(Continued from page 1)
the features of the regular week-end special plus those outlined in this paragraph will be only \$16.50 per person. The management of the Sun has prevailed on the New York Central railroad officials and those of the Hotel Commodore to keep the price down to the lowest minimum while still offering high quality accommodations.

GET TICKETS HERE
Tickets for the Rochester Sun Economy World's Fair Tour and the special Labor Day week-end tour may be obtained only at the Rochester Sun office, 420 Burke Bldg., 5 St. Paul St. any day between the hours of 9 a. m. and 5 p. m. with the exception of Saturday, when tickets may be purchased until noon.

TRY DUQUESNE (DU-KE-NE) PILSENER
"THE FINEST BEER IN TOWN!"
EVERY BOTTLE GUARANTEED TO PLEASE OR YOUR MONEY BACK
MATCHLESS TASTE & FLAVOR

REMOVAL SALE

Hurry! No Time to Lose! This Sale Will End Shortly.
We positively must clear out our entire huge warehouse stock. Lost our Warehouse lease. Bedroom, Living Room, and Dining Room Suites sacrificed! We must liquidate this brand new stock regardless of cost or former selling prices!

Reg. \$120 2-Pc. Mohair Frieze Suite . \$57
Reg. \$109 Simmons Living Room Bed Davenport . \$49
Reg. \$129 3-Piece Mohair Suite (choice of colors) . \$65

HURRY FOR THESE 3-PC. MODERN
LIVING ROOM SUITES \$37

Reg. \$79 2-Pc. Tapestry Suite . \$33
Reg. \$124 2-Pc. Blue Mohair Frieze Suite . \$55
Reg. \$249 4-Pc. Velvet Mohair Set . \$125

ALL PORCELAIN TABLETOP
COMBINATION RANGES \$76

Reg. \$33 Studio Couches . \$16
Reg. \$29.50 Porcelain Breakfast Set . \$14
Reg. \$37.50 9x12 Axminster Rugs \$17.50

INNERSPRING MATTRESSES

All Nationally Known Makes Prices Forbid Mention of Manufacturer
Reg. \$14.95 Reg. \$19.95 Reg. \$29.50
\$6.95 \$9.95 \$13.50

NOW!
SAVE UP TO 50%

Reg. \$119 7-Pc. Mah. Chippendale Bedroom Suite . \$67
Reg. \$249 5-Pc. Jameson Walnut Suite . \$120
Reg. \$59 3-Pc Walnut Bedroom Suite \$27

A FEW MORE 5-PC. MODERN
Walnut BEDROOM SUITES \$39

Reg. \$89 4-Pc. Walnut Waterfall Suite . \$46
Reg. \$299 9-Pc. Grand Rapids Mahogany Suite . \$140
Reg. \$29 Odd Walnut Dressers . \$14

ALL PORCELAIN TABLETOP
GAS RANGES \$29

Reg. \$169 9-Pc. Dining Room Suite \$120
Mahogany
Reg. \$9.95 Poster Beds, Wal. or Maple \$5
Reg. \$7.95 All White Cotton Mattress \$3.25

Reg. 9.75
COIL SPRINGS \$4.50

ELECTRIC
WASHERS \$27.50
Reg. \$42 Value

OPEN EVENINGS and ALL DAY SATURDAY

EASY CREDIT 18 MONTHS TO PAY MAJESTIC Furniture Co.

Between Clinton and Stone St.

204 COURT STREET

Out Of The High Rent District

Your 'Hair Do' Is Up To You

Never has there been a time when coiffures were less standardized. Now it is every girl for herself, and does she have fun! Individuality of design is the high cry.

You wear your hair high or low, or high and low, and if you include some fancy quirks and dodads that are all your own, you march into the front ranks of the beauty chorus. Ribbons were meant for the purpose of binding silky tresses. If you have a miscreant lock that never will stay with the rest of the hirsute family, tie with a sassy bow and it stays put or you'll know the reason why.

A NARROW ESCAPE!

June — You almost ruined Nils life but you saw your mistake in time. You were lucky to realize that you cannot change human nature. Turn to page 30 of the September True Story Magazine and read "Taking Chances" for the whole story. September True Story Magazine is now on sale at your favorite newsstand.

The Ten Commandments Of Beauty

By Helena Rubenstein

1—Restore yourself to normal weight. If overweight, reduce. If underweight, build yourself up to normal for your height and age, by eating the right quantity of food with plenty of fruit and vegetable juices.

2—Learn to walk easily and gracefully; to sit down naturally; to stand as if relaxed; to take postures that have charm and ease of manner, instead of awkward, grotesque and jerky movements that lack coordination.

3—Relax completely while resting or sleeping, so that your mind as well as your body is in repose. Learning to relax is a mental achievement. It is the triumph of mind over matter, and can be accomplished if you try.

4—Find out the most effective and most becoming ways of fixing your face and your hair, and do both thoroughly each time you dress or make-up. The rest of the time, have the courage to let your face and hair alone.

5—Spend 10 minutes daily on simple skin care and you will always have a lovely, youthful skin. Remember that one ounce of prevention is worth ten pounds of cure in beauty. Don't go to bed at night with your make-up on. The two essentials in beauty for every woman and every age are: cleansing and lubricating.

6—Give your body a straight spine; a raised bust; a flat abdomen; squared shoulders; a proud neckline; and a slender proportion—all obtainable with exercises which stretch and mold the figure into better contours.

7—Make a fetish of femininity; of cleanliness and daintiness, because that is one of women's most important functions in life since time immemorial. Styles may come and go, but women will always stand for femininity and daintiness.

8—Cultivate a soft, pleasing voice and beautiful gestures. Many a beautiful woman becomes ugly the moment she speaks. If her voice jars the ears, then she is a disappointment, for a lovely woman must appeal to all the senses.

9—Be polite and courteous whether at home or at work. Nothing carves wrinkles and droopy lines in the face faster than sulky, cross expressions. Bossy attitudes soon give the mouth a mean, tight look.

10—Radiate sex appeal. At age 6 or 60, and all between ages, women either have a magnetic charm that draws people—specially men—toward them, or they haven't.

BUSY BEE ARGAINS

At Your Independent Grocer

REDEEM YOUR COUPONS AT BUSY BEE STORES

- LUX FLAKES, Lg. 18c
- RINSO, Lg. 18c
- SILVERDUST 22c
- LUX TOILET SOAP 4 for 25c
- LIFEBUOY SOAP, 4 for 25c
- SPRY 3 lbs. 47c

- SALADA TEA
- Black Tea 1/2 lb. 36c
- Mixed Tea 1/2 lb. 36c
- Tea Bags 9's 9c
- Tea bags 17's 17c

Morgan's PECTIN
"For better jelly"
13c BOTTLE



- Genesee Valley Early June Peas No. 2 Can **10c**

"SPAM"
"Meat of 101 Uses"
12 oz. can **29c**

- BABO 12c
- OLD DUTCH CLEANSER .. 2 for 15c

- DINTY MOORE SPAGHETTI & MEAT BALLS .. can **17c**
- BEEF STEW can **17c**

- French's Bird Seed 2 for **25c**
- BIRD GRAVEL 9c (Free Blacuti)

- MEDFORD MUSTARD, 8 oz. **9c**
- CREAM SALAD MUSTARD, 6 oz. **9c**

- CLAPPS BABY FOODS
- Strained 6 for 45c
- Chopped 3 for 29c

- GREEN GIANT PEAS No. 2 Can **17c**

Special
4 for 29c



SPECIAL
2 for 19c



New Yorkers Tell Us —

The Chateau Is Rochester's Only New York Night Club

Rochesterians Tell Us —

The Chateau Is Rochester's Most Popular Night Spot Because Prices Are So Reasonable For Such Fine Food, Drinks and Entertainment.

PLAN A CHATEAU EVENING THIS WEEK-END

The CHATEAU

MONROE AVE. at THE TWELVE CORNERS

Where To Go For Entertainment

BINGO PARTIES at BEELEY'S
Tues. Fri. 8:15 P. M.
142 GENESEE ST. in REAR

BINGO
Show 7 p.m. Games 8 p.m.
Thur., Fri., Sat. and Sun.
HOLLYWOOD BINGO HALL
35 PULLMAN AVE.

PARTIES AT Capital Theatre Hall
WEDNESDAY 8:15 P. M.
Come, Big Surprise
85 W. Main St.

NORM'S BINGO PARTY
CHILI RECREATION HALL
509 Chili Ave.
Monday, 8:30 P. M.
All Are Welcome

New Bingo
AT IT'S BEST
Chili Recreation Hall
Every Friday Night 8:15 p. m.
\$5.00 each for the 23 games
Mon. and Wed. 1:30 p. m.
Tues., Thurs., Fri. and Sat. 8:15 p. m.
509 Chili Ave. at Thurston
All are welcome

PARTIES AT WEST AVE. MANOR
165 West Ave.
Monday—8:15 P. M.
Tues., Thurs., Fri. — 1:30 P. M.

BINGO PLYMOUTH CHURCH HALL
Plymouth Ave. at Troup
25 DOOR PRIZES
Admission 20c
Every Sat. 8:30 P. M.
Door Prizes—Jack Pot

PARTIES UNION LEAGUE HALL
Sunday and Monday, 8:15 P. M.
Wednesday and Saturday 1:30 P. M.
290 Gregory, at South Ave.

SMASH FURNITURE VALUES

SAVE



BRAND NEW "AUTOMATIC" WASHERS THE LAUNDRY QUEEN **\$39.95** 10 Yr. Guarantee

A Sale Worth Waiting For!



\$49.50
3 YEARS TO PAY
OPEN EYES.

LUXURY—10-PC. SUITE
At a Remarkable Savings!

- DAVENPORT
- CHAIR TO MATCH
- SMOKING STAND
- 2 THROW RUGS
- MAGAZINE RACK
- 2 END TABLES
- FLOOR LAMP

VISITORS SPECIALS

Open Evenings

3 INDIRECT LIGHT LAMPS WITH SHADES

EASY **\$9.95** TERMS

Coffee Tables **\$1.50**

STUDIO COUCHES

\$39.50 Value **\$22.50**

EASY TERMS



SAVE \$30.00!
Made To Sell at \$69.50

\$39.50
50c Down
50c Week

BED, CHEST, DRESSER OR VANITY
A BEAUTIFUL SUITE AND A REAL BARGAIN, JUDGE FOR YOURSELF!

Budget Terms!

LOOK! ★ SAVE!

BIG 6 cu. ft. GIBSON

Just Uncrated.
One Of The Worlds Finest Refrigerators

\$89.95
\$1 Week
\$1 Delivers

Where Else Could You Find Such Real Value, But At Union? Stop In Tonight



Maple Breakfast Set
\$27.50

TABLE, 4 CHAIRS
WAS \$49.50—
YOU SAVE \$22!
OPEN EVENINGS!

UNION TIRE COMPANY

OPEN EVENINGS UNTIL 10 P.M.

OPEN SUNDAYS UNTIL NOON

286 EAST AVENUE

Porcelain Breakfast Sets

- Extension Table
- 4 Chairs

Were \$49.50 **\$27.50**
SAVE \$22
OPEN EYES.

286 East Ave.—Rochester ★ 2 BIG STORES ★ 114 W. Commercial St. E. Rochester

Horseshoe Pitchers Plan County Tourney

Local barnyard golf enthusiasts will stage the Monroe County Championship Horseshoe Pitching tournament on the grounds of the Rochester Horseshoe Club, Mt. Hope Ave. at Crittenden Blvd. starting Monday. Daily contests will be held starting at 7:30 each evening through Friday, August 23.

Al Cope will be out to win his third straight title, having won the crown in 1938 and 1939. Main hurdles in his path will be the N. Y. State champion Carl Steinfeldt and two of the four finalists in the recent city tourney, Charles Grieco and Steve Fenicchia who are pitching better than 65 percent.

The tournament is open to anyone residing in Monroe county and spectators will be admitted to stands without charge.

NOTICE!

NOTICE is hereby given that License No. GB-17023 has been issued to the undersigned to sell beer at retail in a grocery store under the Alcoholic Beverage Control Law at 181 Monroe Ave., Rochester, Monroe County, N. Y., for off-premises consumption. Spiro Livadas and Jerry Livadas, doing business as Livadas Bros. Grocery Store, 181 Monroe Ave., Rochester, N. Y.

Softball Team Seeks Games

The F. A. Smith Co. softball team is seeking games with local industrial plants and other softball teams with a playing field. Managers are asked to call Stone 520 J, on weekdays between 5 and 7 p. m.

The Smith team defeated the Kellogg Co. outfit 16 to 1 last Thursday.

Grand Finale For Summer Bowlers

The grand finale to Rochester's first season of summer bowling league competition will be staged at Point Pleasant Saturday starting at 1 p. m., when members of Webber's Men and Ladies' Summer Leagues will celebrate their first annual combined picnic and banquet at the bayside resort.

Feature of the afternoon's sport program will be a softball game between picked teams of men and women kегlers. This contest(?) will probably produce more strikes than the entire eleven weeks of bowling did.

A dinner will be served at 6:30 followed by distribution of prizes.

Crushers-Bruisers Talley 68 Run Total In Two Games

Well, the twenty old men representing the Curtin Crushers and the Barry Bruisers softball outfits met again Monday, much to the boredom of the city at large. Two games were played (if it can be called play) at Cobbs Hill with scores of 27-13 in the first game taken by the alleged Crushers and 27-1 in the second game with the Bruisers on top (and how!) Jack Ludwig, a newcomer pushed the Crushers' lone tally across in the nightcap.

Creepy Crier snared a few line drives that would have gone for triples had anyone less gifted in the art of ball playing been in his position. Elwood and boast about to his family in King had something to go home his stellar playing at third Banjo Cohen continues in his slump. Some attribute this falling from grace to a bite from the love bug.

No big league scouts were present at the game. A few youngsters acted as spectators to laugh at the antics of the greybeards.

Marie Hickey Tops Bowlers

Marie Hickey rolled 540 Monday night to top the individual scoring in the Webber Summer Ladies League. Other scores: Evelyn Miettus 516, Vosburgh 491, Bobbie Vaccaro 480, Marcus 476, Jane Terry 462.

Team matches: Initial Towel Supply (2187) 2, Edwards' Dress Shop (2061) 0; Coo's Cuties (2236) 3, Gene's Cafe (1779) 0; Hatfield's (1966) 2, Packard (2086) 1; Brass Hall (2294) 3, Rivers Furature (2196) 0; Dietrich Insurance (2523) 2, Old Spain (2087) 1.

Champion In a Quandary

Otto Greiner, Maryland's No. 1 golfer, has won every title in his state excepting that of Maryland State Junior open tournament.

Otto wanted to clean the slate before he reached his 21st birthday but found that the next junior tournament opened on the very day he was 21.

Marky Chatel Still Banging 'Em

Marky Chatel celebrated the last night of the Webber Summer League Monday by banging out a good 634. Vogel had 624, Tony Barber 594, Frank Delconte 589, Wild West 588, Wiegand 585, Tony Forgiore 578 and Mill Woods 570.

Team matches: Standard Motors (2095) 3, Kreis Service (2408) 0; Manhattan Wine & Liquor (2522) 3, Champion Knit (2270) 1; Royal Crown Cola (2661) 2, C. C. West Coal (2539) 1; M-K-Bott (2819) 3, Arpeko (2536) 0; Harshberg Jewelers (2818) 2, Rita 3 in 1 Post (2712) 1; White Linen Supply (2474) 3, Kuriah (2064) 0.

Lady Bowlers Call League Meeting

Marie Hickey, secretary of the Ridge Ladies' Bowling League, announces a league meeting at Ridge Hall on Friday evening, August 16th, at 8 P. M.

Women kегlers interested in joining this league for the coming season are cordially invited to attend the meeting.

The All American Dish
The One • The Only
The Original
CHICKEN ON THE ROUGH
All Our Chickens Are 100% American
Always 40c
Served At All Hours
PUNK ROWE'S
Eleven-Sixty Jay St.
Big Free Parking Lot. Attendant in Charge at all times.
For Reservations Phone
GEN 2301

HOME GROWN CHICKEN
We Dress and Deliver FREE
23c
CALL MAIN 2966
Bill De Field & Roy Mestler
MONROE COUNTY POULTRY 68 FRONT ST.
Mrs. Rose Schum, 54 Grafton St.

Help Build up Relief from FEMALE FUNCTIONAL COMPLAINTS
Try Lydia E. Pinkham's Vegetable Compound to help relieve monthly pain, headaches, backache and ALSO calm irritable, restless nerves due to such functional disorders. Pinkham's Compound is simply marvelous to help build up resistance for weak, tired women. Try it!

DAW'S ORIGINAL CUT-RATE DRUGS

LADY ESTHER Face Powder 35c Size 39c	CAMPANA'S Dreskin 50c Size 28c	PREP For Shaving 35c Size 13c	ENVELOPES Package of 25 3c	AEROWAX Pint 18c	ADHESIVE PLASTER 1/2"x5 yds. 6c
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56 Hinton Ave. S. Opp. Temple Theatre
31 Main St. E. Corner Argus
353 Main St. E. 1 Door from Stillson
452 Ridge Rd. W. Corner Dewey
880 Main St. W. Bull's Head
473 N. Goodman Just Off Main
539 Monroe Ave. Near Goodman

SEARS PRESENTS THE AMAZING NEW

Rosecraft **6 POINT** **PILE FABRIC COATS**

\$16.95

Simulated KRIMMER and PERSIAN LAMB!
FABRIC... BUT YOU'D GUESS IT WAS COSTLY FUR!
PRICE SENSATION—WITH THESE SIX FEATURES!

NEVER BEFORE AT THIS LOW PRICE—WITH ALL THESE 6 "PLUS" FEATURES! Thick, rich pile fabric in true-to-life simulations of "top bracket" furs—PERSIAN LAMB and KRIMMER. Some silky curl... some luxurious texture! Box or fitted styles. Jewelry accents. Sizes 12-20, 38-44. —black or gray-and-black. HURRY!

SEARS, ROEBUCK AND CO.
Monroe at S. Union Stone 2500 Rochester, N. Y.

- WINDPROOF CHAMOIS INTERLINING ACROSS BACK**
- UNDERARM SHIELDS**
- SKINNER RAYON SATIN LINED**
- FUR FASHIONS**
- FRENCH HEMS**
- UNDERARM SHIELDS.** A protection that means EXTRA LONG WEAR for your coat.
- CHAMOIS INTERLINING.** Wind-proof chamois interlining ACROSS THE BACK for EXTRA WARMTH.
- STORM CUFFS.** Snug-to-the-wrist storm cuffs keep wintry chills OUT.
- SKINNER RAYON SATIN LINING.** Gleaming... handsome... sturdy... sensational in coats at this price.
- FRENCH HEMS.** Detail usually seen only in much costlier coats... makes lining "hang" correctly.
- NEW FUR FASHIONS.** Advance 1940-41 Fur Coat styles—smart, feminine, exciting!

WOODBURY'S LIPSTICK All Popular Shades Reg. 75c **29c** (Limit 2)

GEM RAZOR With Genuine GEM Blades IN BAKELITE CASE Reg. 50c Value **19c**

MINIATURE JELLIES Soft-Sugared Fruit Flavored Delicious 1-lb. Bag **11c** (Limit 2)

PEE-CHEE SHOE WHITE 25c size **9c**

EPSOM SALTS 5-lb bag **11c**

RESINOL OINTMENT 60c size **33c**

MIDOL TABLETS Large size **32c**

PACKERS TAR SOAP 25c size **14c**

ZINC Stearate Powder 25c size **11c**

CAROID & BILE TABLETS \$1.25 size **69c**

MILK OF MAGNESIA TABLETS Pkg. of 100 **18c**

WILDROOT HAIR TONIC (WITH OIL) \$1.00 size **59c**

CASCARA SAGRADA TABLETS 5-GRAIN Bottle of 100 **12c**

PETERMAN'S DISCOVERY 35c pint **18c**

CALIFORNIA SYRUP OF FIGS 60c size **29c**

Talcum Powder 1-Lb. Can Reg. 50c **19c** (Limit 2)

Lifebuoy SOAP 3c (Limit 2)

PURE CONCORD GRAPE JUICE 35c pint (Limit 2) **14c**

Prescriptions FILLED AT DAW'S Costs You Less

POLIDENT	24c
CALL-OUS-EASE	18c
25c size	27c
MOSCO CORN Remedy, Reg. 35c	27c
FELT PADS	23c
2 Boxes for J & J	21c
DR. SCHOLL'S Ziru-Pads, box of 12	21c
MOLESKIN Plaster, 7" x 1 yd.	36c
POMPEIAN 55c Massage Cream	38c
HOPPER'S 60c Restorative Cream	49c
MANICARE For the Nails, 35c	21c
60c NEET Cream Hair Remover	49c
ATWOOD'S Bitters, 35c size	23c
D.D. 25c Pre-ription	29c
DR. PIERCE'S Medicines, Reg. \$1.00	79c
PYROZIDE Tooth Powder \$1. size	67c
55c COREGA Powder for Plates	18c
BAY RUM 50c Value	24c

DIXIE CUPS —Hot or Cold— Reg. 10c Pkgs. **2 FOR 13c** (Limit 2 Pkgs.)

CLEANSING TISSUES Box of 500 sheets **11c** (Limit 1 box)

WOODBURY CREAMS Reg. 50c size **24c** (Limit 1)

ANT BUTTONS Reg. 25c Pkg. **18c**

BENZEDRINE INHALER 60c value **49c**

KLEENITE PLATE CLEANER Reg. 60c **38c**

JOHNSON'S FOOT SOAP 25c size **16c**

CUTICURA OINTMENT 25c size **16c**

SQUIBB'S ASPIRIN Bottle of 100 **39c**

PURE OLIVE OIL \$1.00 Value Pint size **44c**

DOG FOOD POUND CANS **3 for 11c**

BORAXO REGULAR SIZE **2 for 21c**

CASTOR OIL 4-OUNCE **9c**

BORIC ACID POWDER 35c POUND **13c**

ANACIN TABLETS BOTTLE OF 50 **59c**

IRONIZED YEAST \$1.00 SIZE **54c**

OIL OF CITRONELLA For Mosquitoes 2-oz. bottle **14c**

PALMOLIVE SHAVE CREAM Large size **2 for 33c**

PHILLIP'S MILK OF MAGNESIA 50c size **19c**

WOODBURY TOOTH PASTE 25c size **11c**

SODIUM BORBORATE Pound Size 60c Value **29c**



STOP THE SALE—WE'RE MOBBED! CLOSING DAYS Patty FIRE SALE

NEW WAREHOUSE FURNITURE
BEING UNPACKED TO SATISFY
CUSTOMER DEMANDS

ANNOUNCEMENT

When all fire sale merchandise has been sold we will no longer feel obligated to break out new stock to meet advertised prices. Until then no one need go away disappointed. WE WILL MEET EVERY PRICE ADVERTISED with NEW Furniture and Appliances.

FURNITURE

	Reg.	Now
2-pc. Maple Bedroom	\$29.50	\$18.50
7-pc. Dinettes	\$89.95	\$49.50
9-pc. Wal. Jamestown Dining	\$239.00	\$139.00
2-pc. Tapestry Living Room	\$39.95	\$12.00

WASHERS

	Reg.	Now
A B C Washer	\$49.95	\$29.95
Norge Washer	\$59.95	\$39.95
Automatic Washer	\$69.95	\$49.95
Laundry Queen Washer	\$89.95	\$59.95

REFRIGERATORS

	Reg.	Now
Norge, 6 cu. ft.	\$169.50	\$89.00
Philco, 6 cu. ft.	\$159.50	\$89.00
Briggs, 6 cu. ft.	\$199.50	\$59.00
Gibson, 6 cu. ft.	\$89.50	\$69.00
Stewart-Warner, 6 cu. ft. . .	\$249.50	\$169.00

RADIOS

	Reg.	Now
Philco Table Models	\$9.95	\$4.50
RCA Table Models	\$9.95	\$4.50
Philco Console	\$69.95	\$34.50
RCA Console	\$89.95	\$49.00
RCA Comb. Victrola & Radio	\$189.00	\$95.00

PLENTY OF
PARKING

FREE DELIVERY
IN 100 MI. RADIUS

NOTHING SOLD
TO DEALERS!

PATTY'S

LOOK FOR
THE BIG
FIRE SALE
SIGN

OPEN EVENINGS
TILL 10 P. M.

366-368 MAIN ST. E.

OPPOSITE
WEGMAN'S

Phils Eye Orioles

The scouts, manager and owner of the Phillies are keeping their eyes on the Baltimore Orioles as baseball speeds down the last lap in the International League.

Stanley Benjamin, a Philly farmhand, is playing sensationally in the Bird outfield, just as he played sensationally for the Western Maryland football team a few years back. Benjamin hits in the clutch and all International League pitchers fear him. He runs bases with great daring. He's a ball hawk on defense.

The other man may cost the Phillies some dough. But they have first call on all Oriole graduates. He is Gene Corbett, once a Philly first

sacker. He's now a second sacker and a real star.

Last year Gene, worrying with a new job on the orders of Rodgers Hornsby, didn't bat so well. He had season's mark of .248.

This year with Gene accustomed to his place the averages show him almost a hundred points over last year's mark.

Corbett has become a great second sacker, and seems certain of advancing. If the Phils don't take him, some other big league club will.

MOTHER LOVE!

Sunny—Your mother made it possible for you and Tony to marry. Even now after two years she dreams of the way she gave you love and happiness. For the whole story read "I've Seen Happiness" in the September True Story Magazine now on sale.

Adam Bengoochea, former baseball and football star at the University of Maryland, is

being groomed by the Tigers at Muskegon, as a future shortstop.

Want flavor as well as refreshment?



Beverwyck's the beer!

You treat yourself doubly when you drink Beverwyck, for here is thirst-quenching refreshment plus palate-pleasing flavor—a tasty, tangy goodness you'll enjoy to the last drop. For real "on tap" flavor and richness insist on Beverwyck. In steins, bottles or cans—and on draught at your favorite tavern.



Beverwyck Breweries, Inc., Albany, N. Y.
BEVERWYCK'S AT THE FAIR—Be Sure to Visit the Hunting Lodge, West Loop, Amusement Area

DISTRIBUTOR: Bergen Kleifgen Co., Inc.
10 Public Market CULVER 3300
Mrs. Frances Bettner, 69 Shelburne Rd.

JEWELRY STOCK LIQUIDATION!!

FORMERLY OWNED BY KLEM'S JEWELER'S, INC.
82 MAIN ST. WEST—OPPOSITE HOTEL
ROCHESTER

Consisting of Nationally Advertised Merchandise



Ladies Bulova
Regular \$33.75

17 Jewels
Yellow
Gold \$15

All Items Less Than 1/2 Price



Ladies' DIAMOND RING
\$29.95

Reg. \$15
LADIES DIAMOND RING
\$6.95



\$37.50 Ladies' ELGIN
\$22.75

\$15.95 Ladies WATCH
\$5.95

Assorted WATCH BANDS
Reg. \$2.50 50c



Gentlemen's BULOVA
\$23.95

Ladies HAMILTON
\$24.95

Ladies \$17.75 WESTFIELD YELLOW GOLD
\$9.95



DRESSER SETS
\$4.95

Shaeffer PEN SETS
1/3 off

4 Diamond BULOVA Ladies 21 Jewel
\$27.50



DRESSER SETS
\$11.95

COCKTAIL SETS
\$2.95

Compacts Bracelets Jewelry 60% Off

Ronson Lighters & Combinations . . . 1/3 Off
Ladies 9.95 Birthstone Rings \$4.50
Ladies 5.95 Wedding Rings \$1.95
Ladies 49.50 Diamond Ring \$24.50
Ladies 69.50 Diamond Ring 29.95
Gents 19.95 Cameo Ring \$9.95
Assorted Crosses and Locketts 50c

BUY NOW FOR XMAS

82 Main St. W. near Plymouth Ave.

LOOK at these LIQUOR VALUES



BERGHASH
BUY OF THE WEEK
100% PURE CALIFORNIA WINE
DIPLOMAT
Worth \$1.50 more. Try it—be convinced. We guarantee it's quality.
Cherry, "Sweet" or "dry", Sherry, Muscadelle, Burgundy, Port, White Port, Madeira.

LONDON INN
90 PROOF
DISTILLED DRY GIN
A \$1.25 Value
4.3 Quart
\$1.29

GORDON'S
Martini Cocktail
EXTRA DRY—70 PROOF
A \$2.40 Value
4.3 Quart
\$1.69

IMPORTED PANAY RUM
PHILIPPINES
Compare \$2.25 Value
4.3 Quart
\$1.89

90 PROOF Straight Rye Whiskey
CRESTWOOD
DISTILLED IN MARYLAND
You will like its pleasing taste and mellow bouquet. Try it straight or in a cocktail.
Worth 75c More
Full Quart
\$1.89

BERGHASH
124 CLINTON AVE. S. MAIN 786
NEXT TO LOEW'S FREE PARKING
ROCHESTER THEATER OPPOSITE OUR STORE



SEE IT

So Fast... Cuts Cooking Time 1/3

Reduces your food bills, too, because it cuts food shrinkage up to 20%. Preserves health-giving vitamins and minerals because it lets you cook the minimum water way. Here's the food-saving range with 22 new CP features that American women everywhere are talking about. So, SEE IT, WATCH IT, TRY IT! Then, trade in your old stove today and save time, food and money.

\$20. for your old stove regardless of age, make or condition. NO DOWN PAYMENT. (Your old stove is the down payment). Pay as little as 10c a day. As long as 36 months to pay.

ROCHESTER GAS & ELECTRIC Corporation
89 East Ave. Main 7070

Jack Wisner, former big league pitcher, has been added to the umpiring staff of the Michigan State league.

Mike Dejan, bought by the Reds from Chattanooga, finished in the Southern loop, with a batting average of .396.

Speedys, Daw's Face Softball Test Tonight At Kodak

By DON MATTARO
The Speedy Cleaners' softball team is now faced with the task of defeating the Graflex aggregation, or being eliminated from the city tournament. They will send "Zip" Leonetti to the mound to outduel either "Puter" Bill Morris or Frank Cardimone in their third tournament stand tonight under the Kodak ares.

The Cour. Streeters defeated the strong Essos in the second playoff tilt, but lost to the Balcos in the opener. The first half of tonight's bill will pit the Daws against the Lees', who lost to Kodak Dusters on Tuesday.

TOURNAMENT PICK-UPS
Twelve strong clubs remain in the wide open race for the city title, with the Mandells, Essos, Royals and Camera Works Dusters falling by the wayside.

The finest performance of the playoffs to date was that of Pete Versprille who pitched a no-run no-hit contest over the Camera Dusters Monday night at the Lake Ave. arena. The first eight batters to face the Daw's ace were eliminated by the strikeout route. The biggest upset of the tourney is the kicking extended to the Daws' ten by the unheralded and unknown Products team.

Four-baggers were clouted by Culhane, Paclio, Fairport Defenders; Camera Works; K. Bailey, Royals; Bausehmidt, Graflex. . . . Former scorer Bob Smith is not on hand in this championship event due to pressing duties at Central Motors, but his shoes are being well filled by Jack Gordy.

Moose Bowling League Ready For Season

The Moose 16-team Bowling League promises to be one of the strongest outfits among the many kegler outfits of the city this season, according to Donald C. McIntyre, pres. He has called a meeting of league officers for Tuesday evening to draft a set of by-laws. There will be a meeting of all captains in Moose Temple on Tuesday evening, Sept. 3, at which time the by-laws will be read and finally adopted.

Kegling is scheduled to begin Monday evening, Sept. 23, and the games will be rolled in two shifts on the runways of the Moose Club. President McIntyre announces that there is room for two more teams in the league but application must be made at once. Any member of

the Moose fraternity wishing to join a team is requested to get in touch with either the president or secretary or to leave his name with the stewards at the Moose Club.

Help to gain the smile that fascinates—dental mucky, dull false teeth can spoil any smile—can taint the breath—can shatter a romance.

Here's a real tip—get a 30 cent bottle of Itra-Klen—drop a pinch in a half glass of lukewarm water—let your plate stay in this harmless solution for 10 minutes or as long as you wish—all night if you choose.

Then take them out and joyfully notice how they glisten with purity—how bright and lustrous they are.

Stains are gone—slimy movie disappears and teeth, plate and all are immaculately clean—your mouth feels cleaner—breath should be sweeter—you'll be satisfied with Itra-Klen. Druggists everywhere—lasts for weeks—30 cents.

See KOMINZ for TIRES

AND SAVE!!

Special—This Week Only!

6.00 X 16

\$8.95

Reg. Price is \$14.05

Pay Only 50c Weekly

YOUR CHOICE:
Goodyear
De Luxe All-Weather
U. S. Royal
De Luxe
Goodrich
Silverstone
Firestone
Champions

FIRST QUALITY WILLARD TIRES			
6.00	\$4.95	5.50	\$4.90
16		17	
5.25	\$4.85	4.75	\$4.35
18		19	

KOMINZ TIRE CO.

3 BIG STORES OPEN EVERY EVENING

468 Ridge Rd. W. 182 Monroe Ave. 417 Monroe Ave.
At Drury Ave. At Savannah St. At Atwell Ave.
8 A. M. - 8 P. M. Daily 8 A. M. - 8 P. M. Daily 7:30 A. M. to 11 P. M.

Mrs. Martha Bowman, 46 Castlebar Rd.

Burke's

FOR TONIGHT, FRI. and SATURDAY ONLY!

HISTORY MAKING LOW PRICES!

We Invite You To Come—Examine and Compare

3 AUGUST SALE BARGAINS

You Never Saw Anything Like These Values in Rochester Before . . .



OPEN
Tuesday, Thursday, & Friday, Evenings and All Day Saturday

Here's downright luxury at a thrilling low price! It's a \$99, massive upholstered living room group, as sketched. You'll be impressed with its rare beauty when you've see the full-length davenport and deeply-cushioned chairs!

\$68.50

Worth Every Penny of At Least \$99!



SAVE at Least \$30 on a MAPLE BEDROOM SUITE

BURKE'S have them in authentic designs—in 3 to 5 pieces. AUGUST SALE priced

\$39.50

SAVE \$7! Innerspring MATTRESS

A famous make marked w a 7 down to phenomenally low price

\$12.85

BUDGET TERMS

Whereby you may select all the furniture for every room in the home on a DOWN PAYMENT OF AS LITTLE AS \$10.

Burke's

Furniture of Quality 34 SOUTH AVE.

PERSONAL AUTOMOBILE REAL ESTATE HOME IMPROVEMENT

Loans at low cost . . .

CENTRAL TRUST COMPANY

25 E. MAIN ST. • MAIN 1625 • 1806 EAST AVE.

WITH COUPON

RINSO Large Size

15c

Limit 1

KEY DRUG

WITH COUPON

Carbona Shoe White

Reg. 25c Bottle or Tube

9c

Limit 1

KEY DRUG

WITH COUPON

Men's Handkerchiefs Individually Boxed Full Size

3 for 11c

Limit 6

KEY DRUG

WITH COUPON

HAIR CURLERS

Reg. 5c

3 for 7c

Limit 6

KEY DRUG

WITH COUPON

PROBAK JR. BLADES

Pkg. of 20 Blades

19c

Limit 2

KEY DRUG

WITH COUPON

Woodbury Talc. Pd.

Reg. 25c Size

9c

Limit 2

KEY DRUG

AMAMI AUBURN

Reg. 25c Size

13c

CLOTHES LINES

50 Ft. Reg. 25c

12c

Phillip Milk of Magn.

Tooth Paste—50c Size

23c

BOBBY PINS

Card of 25

3c

PLAYING CARDS

Bridge or Pinochle

21c

Reg. 35c

PALMOLIVE SHAVING CREAM

Reg. 25c Size

2 for 33c

Wildroot Hair Tonic

With Oil, Reg. 1.00 Size

59c

Compare the Value

New Larger JAR 1 1/4 Ounce

23c

HUSH

CREAM DEODORANT

Checks Perspiration Odor

Seamless RUBBER Bathing CAPS

Reg. 29c

16c

White Only

CUE LIQUID DENTIFRICE

Reg. 25c size

2 FOR 26c

CASHMERE BOUQUET COLD CREAM

Reg. 25c size

2 FOR 26c

COLGATE TOOTH POWDER

1 - 40c can
1 - 20c can

41c

BOTH FOR

TAMPAX

SANITARY PROTECTION WORN INTERNALLY

No pins, pads or belts. No odor. Remarkable freedom and comfort. You are unaware of the presence of Tampax. Worth while investigating.

79c box of 10

62c

BOTH FOR

STOCK UP SALE

3 rolls 25c

FILMS

DEVELOPED AND PRINTED

23c

Any 6 or 8 exposure roll

Kodak Films At Low Prices

127 FILM 20c
120 FILM 17c
620 FILM 20c
116 FILM 25c
616 FILM 25c

FREE!

CASHMERE BOUQUET HAND LOTION

WITH 3 CAKES CASHMERE BOUQUET SOAP

ALL 4 Only **25c**

ITEMS

HINDS HONEY AND ALMOND LOTION

49c

Reg. 1.00 Size

COCOA BUTTER

8-1 Ounce Fingers Individually Wrapped

29c

Flashlight Batteries

Reg. 10c

3c

KEY

Rochester's Modern CUT RATE DRUG STORES

TODAY, TOMORROW, SATURDAY AND SUNDAY

Lady Esther Famous All Purpose CREAM

Reg. 55c Size

39c

HAY FEVER

ASTHMA SUFFERERS

For REAL relief use Maid's Prescription No. 3

Start Now. Avoid Discomforts. Results Are Guaranteed or Your Money Will Be Refunded.

1 bottle \$1--3 for \$2.50

FITCH HAIR OIL

LARGE 25c BOTTLE

WITH PURCHASE OF 75c BOTTLE OF

FITCH Shampoo

\$1.00 VALUE

BOTH FOR **62c**

WOODBURY SHAV CR.

Reg. 35c Size

11c

Limit 1

KEY DRUG

WITH COUPON

SAFETY PINS

Bunch of 40 Reg. 10c

2 for 9c

Limit 2

KEY DRUG

FLY RIBBONS

3 for 5c

2 FACE MIRROR

For Shaving or Make-up

Reg. 29c

14c

ITALIAN BALM

60c Size

29c

Household Ammonia

Pint Size

7c

HOUSEHOLD AMMONIA

Pint Size

7c

HOUSEHOLD AMMONIA

Pint Size

7c

SAVE CLARK'S Chicken, Ham & Hots at

Hit The Spot Now!

Fresh, Home Dressed Broilers, Frying or Roasting

CHICKENS 25c

Fresh, Milk-Fatted

FOWLS or fricassee or Salads

18c

ZWEIGLES - CONEY ISLAND PARBOILED HOTS

Or Skinless HOTS

23c

BRING THIS COUPON

WHAT A VALUE!

Fancy Boneless - Sliced

COOKED HAM **33c**

Bring This Coupon and Save The Difference Between The Regular Price.

CHICKEN BREASTS . . . lb. 45c
CHICKEN LEGS . . . lb. 25c
CHICKEN LIVERS . . . lb. 39c

CHICKEN NECKS . . . lb. 10c
CHICKEN WINGS . . . lb. 17c
CHICKEN GIBLETS . . . lb. 17c

CLARK'S MARKETS

824 Portland - Near Lux - Stone 431
906 No. Goodman - Near Bay - Cul. 4870

WITH COUPON

SANITARY NAPKINS

Box of 12

9c

Limit 2

KEY DRUG

WITH COUPON

FOUNTAIN PEN INK

Giant 15c Size

7c

Limit 2

KEY DRUG

WITH COUPON

SAFETY MATCHES

Pkg. of 10 Boxes

Reg. 10c

2 for 11c

Limit 4

KEY DRUG

WITH COUPON

FLY SWATTERS

Reg. 10c American Made

3c

Limit 4

KEY DRUG

WITH COUPON

Woodbury Shav Cr.

Reg. 35c Size

11c

Limit 1

KEY DRUG

WITH COUPON

SAFETY PINS

Bunch of 40 Reg. 10c

2 for 9c

Limit 2

KEY DRUG

FLY SWATTERS

Reg. 10c American Made

3c

Limit 4

KEY DRUG

WITH COUPON

Woodbury Shav Cr.

Reg. 35c Size

11c

Limit 1

KEY DRUG

WITH COUPON

SAFETY PINS

Bunch of 40 Reg. 10c

2 for 9c

Limit 2

KEY DRUG

FLY RIBBONS

3 for 5c

2 FACE MIRROR

For Shaving or Make-up

Reg. 29c

14c

ITALIAN BALM

60c Size

29c

Household Ammonia

Pint Size

7c

HOUSEHOLD AMMONIA

Pint Size

7c

HOUSEHOLD AMMONIA

Pint Size

7c

HOUSEHOLD AMMONIA

Pint Size

7c

HOUSEHOLD AMMONIA

Pint Size

7c

THUR
NAZARET
Picnic, Her
Edgemoor Dr
VIE CLUB
Beach
ROCHESTER
Drama, "G
Summer Pla
FRI
CLARA BA
Ode Follows
YOUTH CO
Favillon; 9 P
SATUR
OAK HILL
Supper and
ROCHESTER
Dance Club
WOMEN OF
Picnic, Octa
Your
50A
If you
to the
Rochester
Bldg. and
for the La
Fair. Tou
6001 for
SUNDAY
AMERICAN
ORGANIZATION
St. and Knapp
FORESTERS O
Ellis Grove, 1110
MONDAY
WEBBER'S E
Meeting; Webber
TUESDAY
WEBBER'S ME
faction Meeting
P. M.
WEDNESDAY
YOUTH GOUN
Fashion; Summer
THURSDAY
AZALEA CLUB
Columbus Civic C

Scout Troop Group To Hold Picnic

The annual picnic of the Mother's auxiliary of Boy Scout Troop No. 13 of Immacu-

late Conception Church will be held next Sunday at Genesee Valley Park grounds No. 1. A basket lunch will be served at 4:30 p. m. Mrs. E. Wilson is general chairman.

For a Perfect ... **ZENITH PORTABLE RADIO**
IT'S RAINPROOF



Excellent tone - thrilling performance. Built into beautiful carrying case. You'll be proud to own this Zenith and prouder to hear it. Equipped with WAVE MAGNET - U. S. Patent 218231. Long life battery tucked inside. See it today! Guaranteed to play where others fail!

TERMS
\$1 Week
List Price \$29.95
No Interest



HICKSON'S
Now Saving You More Than Ever At Their New Home
37 RICHMOND
Phone Stone 93

They Came ...
They Saw ...
They Bought ...

Open To-Nite
And Every Nite Except Sat.

At the New, Big **GOODRICH FURNITURE STORE**

Only a few days left to buy the last word in furniture at bonafide reductions. Our combined opening and August Sale makes this a real opportunity for you to save.



2 PC. MODERN LIVING ROOM SUITE
REG. \$129

Roomy and comfortable. Finest craftsmanship. Choice of colors. Truly a remarkable buy!
\$89.00
SALE PRICE

UP TO **20% SAVINGS!**
On Finest Broadloom Rugs

BREAKFAST SETS

5 Pc. Sale **\$26.50**
Reg. \$35.00 ... Price

Chrome-5 Pc. Sale **\$32.50**
Reg. \$45.00 ... Price

Maple-5 Pc. Sale **\$29.50**
Reg. \$39.50 ... Price

The BIG Furniture Store on the West Side
A. R. Goodrich, Inc.

Open Even- To 9 453 W. MAIN Free Parking In Rear



MR. AND MRS. CHARLES HAAS

Teamed For Half Century

Tomorrow marks the golden wedding anniversary of Mr. and Mrs. Charles Haas, 3477 Devere Ave., and for that reason today the Sun breaks a precedent formulated at the time of this paper's birth. Because of space limitations the Sun does not ordinarily print pictures of anniversaries, weddings or birthdays. But when a couple reaches their half-century milestone of tandem living and still retain the sunny dispositions possessed by the Haas's, we feel it is worthy of note.

"Charlie," as Mr. Haas is known to patrons of the Burke Bldg., where he is an elevator operator, enjoys the enviable reputation of never having had a frown crease his brow. Neither peace nor war, depression nor prosperity, sunshine or rain can disturb the genial personality of Charlie.

It is said by friends of Mrs. Haas, that Charlie's best girl has that same outlook on life. Whether or not Mrs. Haas has a permanent smile because of Charlie's sunny disposition, or vice versa, we couldn't say. But this we do know ... it is a remarkable achievement to pass the "three-score-and-ten" mark without ever having been "the least bit grumpy."

So congratulations, Mr. and Mrs. Haas!

Drama Group Plans Picnic

The Italian Drama Group will bring their summer studies to a close with their annual picnic scheduled for Saturday at Powder Mill Park. A full day's program of swimming, baseball, treasure-hunting, games, and dancing has been planned. Serving on the committee are the Misses Sarah Oliveri, Mary Russo, Blanche Grillone and Kay Barbuto.

Friends To Fete Veteran



Guest of honor at a celebration marking his 70th birthday, his 45th wedding anniversary and his retirement from service with the City of Rochester will be John A. J. Papineau. The celebration, which is being sponsored by the Loyal Order of Moose, of which Papineau has been a member for 25 years, will be held Saturday evening in Moose Temple, East Ave. Friends of the veteran Mooser are invited to attend whether or not they are members of the lodge.

Movie Guide

All Pictures Listed Now Playing Except As Noted:
*Starts Friday
*Starts Saturday
*RICHMOND - "He Stayed For Breakfast" - Lovella Young, Mirya Douglas. "The Golden Pheasant" - Lew Ayres, Rita Johnson.
PALACE - "The Return of Frank James" - Henry Fonda, Sing, Dance, Pecky Hot, Ruth Terry, Johnny Downs.
CENTURY - "Untamed" - Ray Milland, Patricia Morrison. "Girl From Avenue A" - Jane Withers.
REGENT - "They Drive By Night" - Ann Sheridan, Ida Lupino. "Money and The Woman" - Jeffrey Lynn, Brenda Marshall.
CAPITOL - "All This And Heaven Too" - Bette Davis, Charles Boyer. "The Man Who Talked Too Much" - George Brent, Virginia Bruce.
RIVERVIEW-DINE - "Brother Orchid" - Edward G. Robinson, Ann Southern. "Irene" - Anna Neagle, Ray Milland.
STAIR-LIBERTY - "Moral Storm" - Margaret Sullivan, James Stewart. "Salary" - Madelyn Carroll, Douglas Fairbanks, Jr.
MADISON-MONROE - "In Old Missouri" - Weaver Bros. "Lone Wolf Meets A Lady" - Warren Williams, Jean Muir.
CAMEO-WEST-END - "Those Were The Days" - William Holden, Bonita Granville. "Light Of The Western Stars" - Victor Jory, Russell Hayden.
LAKE - "Fury Little Mothers" - Eddie Cantor, Rita Johnson. "It's A Date" - Deanna Durbin, Walter Pidgeon.
GRAND - "Angel From Texas" - Wayne Morris, Rosemary Lane. "Till We Meet Again" - Marie Osmond, George Brent.
LITTLE - "Sander of the River" - Paul Robeson. Selected Short Subjects.

KIENERS Super Saving Sale
2 Great Days!

Come Early... Take Advantage of This Great Price Event!

GROUP 1
DRESS & SPORT COATS \$3
FUR COLLARS INCLUDED

GROUP 2
SPORT COATS \$5
AND TAILORED SUITS

GROUP 3
SPRING COATS \$8
TWISTED BOUCLE TWEEDS
BLACK AND NAVY

GROUP 4
Fitted and Boxed Coats \$10
SIZES 14 TO 40—BLACK AND NAVY
REG. \$24.50 VALUE

KIENERS COAT SHOP
599 HUDSON AVE. cor. CLIFFORD
Store Opens 9 A. M. to 10 P. M. for This Sale



TRY IT... NEW LOW SIMMER... SAVES VITAMINS THE WATERLESS WAY!

New scientific design lets you do minimum water cooking and save health-building minerals and vitamins you now pour down the sink. That's not all. Food shrinkage is cut up to 20% — that means money in your pocket. Cooking is 1.3 faster — that means more leisure for you. So come in. SEE, WATCH and TRY one of these amazing new ranges. Then trade in your old stove. Start saving now!



ROCHESTER GAS & ELECTRIC Corporation
89 East Ave. Main 7070

Call Stone 8001 if you do not receive your copy of the Rochester Sun regularly every Thursday

Everybody's going to the World's Fair in New York. A week-end Sun tour is Rochester's greatest travel bargain.

Thousands of Rochester families read the Sun each week as an economical guide to better shopping.



Garson & Wood's



\$29.95

IN MAPLE 3-Piece Suite!

2-Day "Extra" Value!

This big Money-Saver is very special for Friday and Saturday only at Garson & Wood's Colonial-styled dresser, bed and chest of drawers, in attractive maple finish! The 3-piece set complete for \$29.95! Visit Garson & Wood's August Sale and save on all your furniture needs!

OPEN FRIDAY NIGHT—7 TO 9

EASY TERMS—Buy on Garson & Wood's Long Time Budget Payments

Garson & Wood

COMPLETE HOME OUTFITTERS 111 CLINTON AVENUE SOUTH

Sibley, Lindsay & Curr Co.



Kaufman's Leg o' Lamb

Flav-O-Rich **HAM** Whole or Shank Half **27c lb.**
25c lb. Home-dressed; averaging 6 1/2 lbs.
Sliced **BACON** Sibley's Own 1/2 lb. **17c**

SUNSHINE CAKES, large 35c
KRAFT'S CHEESE, American, brick or pimiento, 2 lb. box 43c
BOILED HAM, sliced (Sibley's) .. 1/2-lb 31c
GOLDEN BANTAM CORN, doz. 15c
TOMATO JUICE, Tower, No 5 tin 23c
DOLD'S PARTY LOAF, all-purpose meat, 12 oz. can 23c; 2 for 45c
EDUCATOR CRAX, pkg. 14c
NBC CHOCOLATE WAFERS, tin 29c
SWEET MIXED PICKLES, Ma Brown's 10 oz. btl. 15c; 2 for 27c
SWEET PICKLES, Ma Brown's, 3-row, quart jar 43c
GRAPE JUICE, Freedom, pts. ... 15c; 2 for 27c
MACARONI, Mueller's, 9 oz. pkg. 2 for 15c

High-Score Creamery Tub **BUTTER** 2 lbs. **59c**

Sunkist Valencia **ORANGES** For Juice 3 doz. **69c**

Hour-Fresh **BOSCOL COFFEE** Pound Tin **25c** 2 for 47c

Tasty, Chewy **HONEY Macaroons** **17c Doz.**

Phone **STONE 6500**
As Early As 8 A. M. GROCERY, MAIN FLOOR

Opens Shoe Salon



Another step in the expansion program of E. Kelsey Scott, 45-47 East Ave., is the opening of a new shoe salon today. Allan B. Draper, manager of the department, has just returned from the New York markets where he is said to have purchased an outstanding collection of smart footwear for Rochesterians' approval. Also inaugurated today is an accessories department in the store under the direction of Miss Jeanette Allen. Here will be found a complete selection of evening bags, costume jewelry, handbags, gloves and hosiery.

'Little Olympics' Run Off Today At Franklin Field

Behind the lively strains of the WPA and Knot hole bands more than 800 children representing school play areas from all sections of the city were to march past the judges' stand at Franklin Field this morning to be reviewed for the "Little Olympics" program scheduled from a. m. to 9 p. m. Staged for the second time in six years by the combined efforts of the Rochester Board of Education and WPA, the "Little Olympics" will demonstrate the spirit and ability of "Youth in Athletics." According to Don Mattaro, director of publicity for city and county recreation programs,

some 100 events are listed for youngsters from 7 years to 12 years of age and for high school youths. Carl Chamberlain was the starter for the morning events following the salute to the flag and the singing of the official play area song. The afternoon program designed mainly for older youths, was to get underway at 1 o'clock under the guiding hands of Bill Cox. Elmer K. Smith was directing the health education forces while James Wilmot, area director of recreation, was in charge of the WPA directors.

SYLVAN SPORTS AT FAIR

Sport of the woodlands and waters constitutes the program arranged for the Man Building at the New York World's Fair. The contests include woodchopping, log-rolling, canoeing and fly-casting.

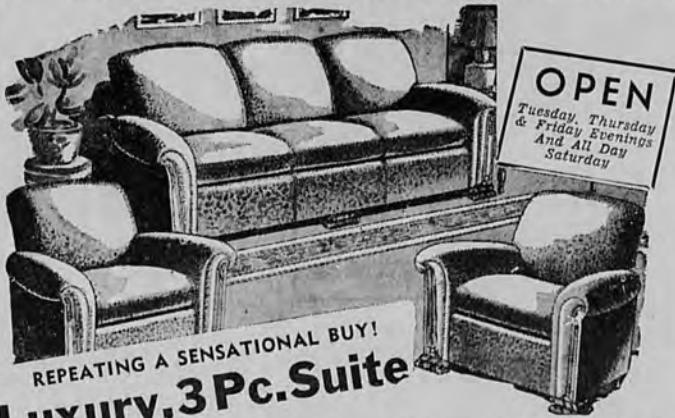
TOWNSEND FIELD DAY

Townsendites of the 39th Congressional district will gather at

Long Point Park on Conesus Lake next Saturday for their second annual Field Day and basket picnic.

Principle speaker will be Paul Chase, New York State's national representative in the Townsend movement.

Burke's FOR TONIGHT, FRI. & SATURDAY ONLY!
3 AUGUST SALE BARGAINS Come In — Examine — Compare Our Prices!



REPEATING A SENSATIONAL BUY!
Luxury, 3 Pc. Suite
BURKE'S Sale Price **\$69**
SAVES You \$30!

They were a COMPLETE sellout last time! Fortunately, we were able to obtain another shipment in time for this week's big "SUN" feature! Full-length davenport and deeply-cushioned chairs

Save Plenty on Beautiful OCCASIONAL CHAIRS



\$4.95
A grand selection of covers and styles — at BURKE'S LOW AUGUST SALE prices!

5-Pc. Chrome Breakfast Sets, Regularly \$29.95! NOW ... \$24.95



Other Sets \$21.95 Up

BUDGET TERMS

Whereby you may select furniture for every room in your home on a DOWN PAYMENT OF AS LITTLE AS \$10!

Burke's
Furniture of Quality 34 SOUTH AVE.



Sears

HOSIERY GOES TO GLORY AS FALL'S SHOW-OFF ACCESSORY WITH WINNING NEW COLORS IN FAMOUS ROYAL PURPLES

It all started with shorter skirts—this focusing attention on the accessory importance of stockings! And now—Sears brings you a brilliant new collection—whirling these fashion important to even greater heights... with lovely, new shades... in a complete hosiery wardrobe—spun from silk as pure as man and nature can produce... sheer, clear, and ringfree—beautifully fashioned and carefully proportioned to flatter fit the best dressed legs in town!

- COCO Light Beige
- Tropicana Rosey Beige
- Mexicotta Rust Tone
- Samoa Biege Dark Beige
- Peruvia Wine Tone
- Sun Copper Copper Tone

ROYAL PURPLE "WONDER VALUE"

★ Compare at 89c

69c

3 pairs \$2.00
3 1/2 - 5 - 6 thread

ROYAL PURPLE "DESIRABLES"

★ Compare at \$1

79c

3 pairs \$2.30
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ROYAL PURPLE 4 STAR "CAREFREE"

★ Compare at \$1.49

89c

3 pairs \$2.55
3 - 4 1/2 - 7 thread

ROYAL PURPLE "BEAUTIFILM"

★ Compare at \$1.69

98c

3 pairs \$2.85
2 - 3 - 4 thread

★ Ask about Royal Purple Hosiery Club — get Extra Pair — without cost!

Monroe Ave. Only

WEGMANS

Old Fashioned **BARGAIN WEEK**

Guaranteed Tender and Tasty
GENUINE SPRING LAMB
LEG OR BONELESS ROASTS

23c Lb.

ROCHESTER'S LARGEST MEAT RETAILERS

18 Oz. Can Veg. or Tom. Sauce
HEINZ BEANS cn. **10c**

Heinz Strained Pure
BABY Foods 3 cns. **20c**

Heinz Pure Junior
BABY Foods 3 cns. **25c**

18 Oz. Can Heinz
Tomato Jce. 3 for **25c**

Victor Medium
Fcy. Shrimp 2 cns. **21c**

Breakfast of Champions
WHEATIES pkg. **9c**

Tall Can Van Camps
EVAP. MILK cn. **6c**

Red Cross Soft
Pap. Towels 2 rls. **15c**

Macaroni Dinners for 4
Kraft Dinners 2 pkg. **19c**

Large Size Bar So
IVORY SOAP Med. Size **5c**

2 Oz. Can Jacob's
MUSHROOMS cn. **10c**

For Laundry Economy
Chipso Soap 2 pkg. **37c**

Ivory Flakes or
Ivory Snow 2 pkg. **39c**

New High Test
OXYDOL 2 pkg. **35c**

Tender Winslow
Asparagus 2 cns. **25c**

One Lb. Can
NEW CRISCO
17c

1/2 Lb. Blue Label
SALADA TEA
35c

Kirkman's
SOAP FLAKES
19c pkg.

Clean With
Babbitts CLEANSER
2 cns. 9c

2 1/2 Lb. Sack
Pillsbury's FLOUR
77c

Lb. Pkg. Educator
FRESH CRAX
15c

Soft Texture
SCOTT TISSUE
3 Rls. 20c

Soft Practical
SCOTT TOWELS
3 Rls. 25c

Quick Biscuits With
BISQUICK FLOUR
26c Pkg.

HERE'S YOUR GUARANTEE! **HIGHEST GRADE BUTTER**



32c
POUND ROLL

Wegmans
HOME OWNED FOOD MARKETS
FREE PARKING FOR CUSTOMERS



Miss Alice Stevenson



Right: Miss Barbara Moon and Miss Peggy Crowley
Left: Miss Mary Virginia Spitz



Left: Miss Frances Ward
Right: Miss Mae Johnson

Lower right: Mrs. James D. Cooper

Adelaide says —

YOWIE! Ask what's the SUPER-EST fashion flash from our CURRENT local showing . . . we'll flip and toss our hat in the air for a black and white MONKEY fur evening jacket—the SMOOTHEST little number we've fluttered our lashes at in a heck of a while.

If you'll cast your orbs over our page of FASHIONS, you'll spot it, modeled by comely MISS BARBARA MOON. It goes for \$195. We snapped the pix in the Old English Room during E. KELSEY SCOTT'S fashion show recently.

Suspense attended that showing. We sorta EXPECTED to be BREATHTAKEN but not DAZZLED like this! Some of the slickest little creations paraded through the Sagamore cocktail lounge. Note the striking BEIGE coat (\$110) with the sheared BEAVER patch pockets and trig fur collar. Buttons down the front, ties to fit and, to put it mildly, it is mighty, MIGHTY flattering. The MATCHING beret, from Scott's MILLINERY salon, is a charmer—has a flowing RED streamer in back.

And then let your glimmers fall to the lower left hand corner. The coat MISS MAE JOHNSON wears is an eye-arresting costume if ever we saw one. BLACK VELVET—hat to match—fitted to perfection and worn as background for that lush-lush SILVER FOX wharfs (a muff, a scarf, a ?—you name it). It's a smoothy of an outfit! Designed to catch every masculine eye, and doesn't miss!

From SCOTT'S collections, too, comes that utterly devastating plaid taffeta evening gown on MISS PEGGY CROWLEY at the top of the page. The Silver Fox BOLERO is a beauty—a practical thing—can be worn evening or daytime. SALES at \$295.

Adding other notes of interest from Kelsey Scott's fashion show—an orchid or two to a GREY KIDSKIN ensemble with plaid wool skirt and a topper to match, the one CYNTHIA GOOSENS wore . . . a black sheer wool long torso jacket dress MARGARET CROWLEY modeled . . . a jaunty green CORDUROY outfit . . . and exquisite Hudson Seal coat with multicolored SUEDE do-dabs fashioned into a belt.

An enthusiastic hoot for all of E. KELSEY SCOTT'S fashion show—a pro affair with plenty of zest and color. Your new fall fashions Mr. Scott are SUPERB.

Ambling down East Avenue (upper right hand corner), MISS ALICE STEVENSON wears a coat from BERNARD HELD'S spectacular collection of 1940-41 furs—OCELOT (price \$250) beautifully marked. Note the small standing collar, the new puff sleeves, the smart leather and metal ornamental fastenings . . . One of the SWANKIEST, most youthful coats we've seen round town. And to the right—Miss Stevenson models a GREY RUSSIAN PERSIAN coat from the same house—B. Held. Skins are beautifully matched. It's a swing back style with immense sleeves and novelty leather fastenings. \$350 during AUGUST Sales. Hats are borrowed from Rona. . .

And if your heart's been won by that trim little Como blue CLOTH coat with a LEOPARD collar and cuffs, you'll be thrilled with its modest price . . . at SIBLEY'S. The perfect coat for the youthful type—is serviceable, chic and flattering to the figure with its front pleating—it's snug fitted lines and general simplicity. One of many incredible values in Sibley's cloth coat salons. . .

The new "Straight-Lined" silhouette that puts all its emphasis on grace and soft femininity is shown in the sleek black wool coat with Silver Fox trim. Sizes 12 to 20—it's a favorite! At the amazingly low price of \$57 . . . at E. W. EDWARDS. A fitted coat, fullness in front, and belted at the side . . . one in a group of ultra-ultra winter coat values we spotted in EDWARDS salons. . .

Ah! Lend an ear, or an eye, gals, while we flash a bit of inside info on the new fall millinery—the last word from Gotham and first-hand from MILDRED H. LOUNDES, in the BEATRICE BITTLES shop. SCRUMP-TUOUS is the word for the new fall modes and the advance creations from the houses of Suzy, Milgrim, John-Fredericks, Sally Victor and the rest, due at 144 East Avenue any day now. CAMEO shades are NEWEST—soft rusts, wines and lovely blues—true fall colors. OFF-THE-FACE is the theme with varied versions that're young and smart, designed for all types, 20 to 40ish!

The wind and the rain in our hair—Yep—ole Sol, too! And it's not the bestest combination for aiding beauty. But the gal what does the trick—touches up the havoc Summer's played in your golden tresses—is beautician LENA BRUNEAU (80 East Avenue). Specializes in hair-retouching. Gives a honey of shampoo and a touching up—turns you out gloriously coiffed again! Stone 4443 and ask questions!

CUSTOM-IZED instruction. Tie that one! It's something veddy, veddy new in commercial instruction. Specialized by the DARROW-MAY Secretarial School, 154 East Avenue. . . As you have a suit made-to-order (custom-made, as it were) now your education's planned to suit your need. Fall term begins at the DARROW-MAY School September 3. . . custom-ized instruction, strictly. Yeah, mam!

Comes the WIND-UP . . . We're off to ODENBACH'S for one of their refreshing, thirst-quenching CAPE COD specials—er mebbe a HURRICANE. Tried 'em yet? Our FAVORITE hang-out—the air-conditioned spaciousness of ODENBACH'S, smartest rendezvous in downtown Rochester. Has everything—cocktail lounge, grill room, fountain room and main dining room . . . Music to soothe your rattled nerves . . . DELECTABLE food, tempting drinks—DANCING if you're in the MOOD. The spot to find the local SMART SET lunchtime, dinner or hours after dark . . . Heigh-ho, we're off to ODENBACH'S. . .



Easy Plan To Keep Your Feet Happy

Today's beauty treatment will be devoted to the feet. When we think of the endless tasks we impose on our feet, they are certainly entitled to at least one day of the week for special consideration. We know, of course, that good fitting shoes are the first essential. Begin your foot treatment with a warm foot bath including a good scrubbing with a

thick, creamy lather of warm water and soap. After rinsing, soak them in an epsom salt solution. Dissolve a pound of epsom salts in the hot foot bath and you can sit on the side of the tub and let the water run enough to cover the ankles. After five minutes, let the hot water out and run the cold water from the faucet on them until they are cool and refreshed. Massage the feet with a soothing cream or lotion, then lie down for 10 minutes with the feet and legs elevated on a pillow, and you'll be ready for your pedicure. Inspect the nails and file them as you would for a mani-

cure. Follow with your cuticle remover and an orangewood stick wrapped in cotton. Work around and under each nail thoroughly. When all the loose cuticle is removed, scrub each toe. Rinse and dry well and make sure each nail is perfectly clean and smooth before applying your polish.

Pretty Bedroom In Pink and Blue

A well lighted sleeping room with accompanying bath is fresh and charming when done in shades of flesh and blue. The walls and trim of the bedroom are painted a morning glory

blue, the ceiling flesh pink. The rug may be either beige or the same pale blue as the tufted spread and dressing table skirt. Accessories are flower pink and the upholstery or slip covers are pink and morning glory blue print. The adjoining bathroom has a powder blue tiled wainscot with walls above painted blue to match. The ceiling is flesh pink and the floor covering, black marbled linoleum. Blue curtains of moisture proof organdy and towels of blue and pink complete the picture.

Drop Cookies With Bran Flavor

Just 10 minutes to bake and

but a little more to mix and you have a grand, new bran drop cookie.

- 1/2 cup butter
- 1/2 cup sugar
- 2 egg yolks
- 1 teaspoon vanilla extract
- 2 cups cake flour
- 1 teaspoon baking powder
- 1 cup ground nut meats
- 1/2 cup bran cereal

Blend butter and sugar; add beaten egg yolks and vanilla. Sift flour with baking powder; add nut meats; combine with first mixture. Chill. Form into balls; roll in bran cereal which has been crushed slightly. Place on greased baking sheet and flatten with a fork. Top with

nut meat or cherry. Bake in hot oven (400 degrees) for 10 minutes. Makes 2 1/2 dozen cookies.

Delicious Relish

Baked pickled orange slices is a delicious relish to serve with meats. Select 4 medium-sized oranges; grate carefully, puncture and cook in abundance of salted water for one hour or until tender, changing water once.

Drain, cut into 1/2-inch slices. Prepare following spiced syrup: Two cups sugar, 1/2 cup light corn syrup, 1 cup each vinegar and water, 2 2-inch pieces stick cinnamon, 12 coriander seeds and 20 whole cloves. Boil these ingredients for five minutes, add orange slices and boil 15 minutes. Transfer to cannerole and bake 45 minutes in a hot oven 400 degrees.

WITH GINGERBREAD

Blend 1 tablespoon of lemon juice with 1 cup of sieved thick sweetened applesauce; fold in 1 cup of heavy cream, whipped. Tint delicately with green coloring and freeze. It's a delicious accompaniment for gingerbread or molasses cookies.

Travel Bargain

The Rochester Sun is offering its readers the greatest travel bargain of the year in its special week-end World's Fair tours. Complete details can be had by phoning Stone 6001.

Where You Buy the Cuts of CHICKEN

You Prefer

Breasts lb. 45c
Wings lb. 25c
Livers lb. 45c

Giblets lb. 19c
Necks lb. 12 1/2c
Legs lb. 35c

COUPON SAVERS

BRING THIS COUPON

EXTRA SPECIAL Large 12-Oz. Can Honey Brand **LOAF 17c**

Reg. 25c
Bring this Coupon AND SAVE 8c

BRING THIS COUPON

EXTRA SPECIAL Apple-Raspberry or PURE **JELLY 19c**

Reg. 25c
Bring this Coupon AND SAVE 10c

BRING THIS COUPON

EXTRA SPECIAL Delicious Fresh **CHICKEN LEGS 29c**

Reg. 35c Lb.
Bring this Coupon AND SAVE 6c A LB.

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600 Jefferson Ave.
Cor. Bartlett Tel. Genesee 1417

ROCHESTER'S LARGEST POPULAR PRICED STORE

Edwards

Rochester's Largest Bedding Department Offers Phenomenal Savings During **BEDDING WEEK**

OPEN an EDWARDS NEW 90 DAY Charge Account
No Down Payment
No Interest to Pay

PAY 1/3 **SEPT 10**
PAY 1/3 **OCT 10**
PAY 1/3 **NOV 10**

Mail or Phone Your Application

Open Evenings by Appointment!
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3-Pc. BED OUTFIT
Windsor type. Brown enameled. Double deck coil spring. Cotton felt mattress covered in durable striped ticking. All standard sizes.

6.95 EACH

EDWARDS—Seventh Floor

COOL OFF with a NATIONAL'S EAGLE "The King of Blends" highball



90 Proof—40% straight whiskey, 60% grain neutral spirits. National Distillers Products Corporation, New York City.



MONROE INNERSPRING MATTRESSES

Hundreds of coiled springs in fluffy layers of cotton felt. Taped, rolled edges, handles for turning. Woven striped tickings. All standard sizes.

12.95

Box Spring to Match 12.95

EDWARDS—Seventh Floor

Never Before Offered at This Low Price!

STUDIO COUCH 26.95

With Arms And Back!

Serves as a living room piece by day, and at night it becomes a comfortable, full-sized bed or twin beds. The arm-rests are well-placed and the innerspring mattress is better than most. Your choice of rust, green, mulberry or brown fabrics.

Buy on EDWARDS BUDGET PLAN
NO DOWN PAYMENT
Balance As Low As \$1 Weekly
FREE DELIVERY
Within 200 Miles of Rochester

AN EXTRA BED WHEN YOU NEED IT

EDWARDS—Bedding, Seventh Floor

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NOAH'S ARK

Lowest Prices

MID-SUMMER CLEARANCE

R.C.A. VICTOR AC-DC and BATTERY PORTABLE RADIO
or Genuine MOTOROLA PUSH-BUTTON TUNING **AUTO RADIO \$24.95**
Your Choice BUY ON BUDGET

Protect Your Grill 7405C **GRILL GUARD \$1.97**

Eliminate That Blind Spot 5816 Clamp-on **SIDE MIRROR 29c**

Complete Stock **LAWN MOWERS 25% OFF**

HOT OR COLD GALLON PICNIC JUG 76c

TOUCH-UP PAINT SPRAYER **19c**

BABY SEAT 29c

BIKE PEDALS 29c

Cemented Tire Reliners 1.00 to 5.00 **29c**

RADIATOR STOP-LEAK **CAPSULES 2c each**

VACUUM BOTTLE 64c

EXHAUST EXTENSION 9c

TENNIS RACKETS 25% OFF

THE MOST AMAZING BIKE VALUE EVER OFFERED IN THIS CITY!

Don't Miss It! Come In and Look

Double Bar Balloon Tires
Rear Carrier
Bike Stand
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Double Truss Fork
Troxel Saddle

Jumbo Mud Guards

FULL SIZE ROLLFAST ROYAL FLYER DELUXE **\$24.95**

Other Full Size Royal Flyer Bikes \$17.95

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23...
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Soups, 2...
Libby's Cor...
Hash, 2 c...
Vienna Sausage...
Grapefruit...
Juice, 4 f...
Pineapple...
2 Cans for...
4 Large Slic...
1 1/2 Can. Re...
Fancy, Large...
Pecans, 1...
Quality Shrimp, c...
Free C...
79 St Pa

The Rochester Sun

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Rochester Day At Spiritualist Camp

Spiritualists in this area will journey to Freeville, N. Y., Sunday in honor of Rochester Day at the Central New York Spiritualist Association camp.

The Rev. Leota B. Maxwell, local pastor has been placed in charge of the Rochester activities. Participating with her is Edith Hunnewell, the Rev. Frances Adams, Mabel McCherney, Emma Compton, Ethel Ochreider, and Daisy DeRouchie.

RECORD NOTES: Duke Ellington has recorded for Victor his musical portraits of Bert Williams, that lovable old vaudevillian, and the tap-dancing Bill Robinson . . . Sammy Kaye's second Varsity release is "Call of the Canyon" backed by "G. P. M.", two new tunes . . . Irving Berlin's oldie, "Marie," comes in for startlingly new treatment by Louis Armstrong and the Mills Brothers on Decca . . .

World's Fair in New York. A week-end Sun tour is Rochester's greatest travel bargain. Everybody's going to the

For World's Fair Trips ... and Travel Over Week-Ends



Men's & Women's
Top Grain Cowhide Sports Bags
\$4.95

Women's Leather Bound

Striped Canvas O'Nite Cases
\$3.95



Students Luggage
Of Traditional Quality
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Get Both **WHOLESALE AND RETAIL**

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ATLANTIC SUPPLY

Correct for Entertaining!

VARIETY OLIVES
23c Jar

Three kinds in each jar—plain, stuffed and ripe olives for variety!

Beechnut Fancy Soups, 2 for . . . **25c**

Libby's Corned Beef Hash, 2 cans . . . **25c**

Vienna Sausage, can . . . **9c**

Grapefruit Juice, 4 for . . . **25c**

Pineapple . . . **21c**

4 Large Slices in Can—No. 1 1/4 Can. Reg. 12c NOW

Fancy, Large Pieces Pecans, lb. . . . **53c**

Quality Shrimp, can . . . **10c**

PURE CANE SUGAR
100 Pound Bag **\$4.70**
Delivered in the City

2 for 25c Value! NEW PACK PEAS
10c 2 cans 19c

Grated Tuna Fish, 2 cans . . . **23c**

No. 2 1/2 Size Can Apricots . . . **19c**

Doxsee Little Neck Clams, 2 cans . . . **39c**

Honey Boy French Sardines, can . . . **9c**

All Green Cut No. 2 Asparagus, can . . . **19c**

Free City Delivery On Purchase of \$2 and Over.
Free Parking on 50c Purchase

Atlantic Supply

79 St. Paul St. — HOUSE — MAIN 4173

Tomorrow Morning - and Until the Store Closes at 5:30! Bargains on Things You Want and Need Now and Can Use for Many Months to Come! Read Every Item!

- ### China & Lamps
- 69c Vanity Set 2 for \$1.00**
Crystal vanity lamp and shade. Crystal glass base.
 - 10c Monogrammed Ash Trays 12 for \$1.00**
Hand cut monogram. Can be used for coaster also.
 - \$1.59 Fish Skin Center Piece \$1.00**
Flower piece with green bowl.
 - \$1.29 Console Set \$1.00**
Hand cut crystal. Scalloped flower bowl with 2 hurricane lamps with handles. Complete.
 - 15c Cups & Saucers . 12 for \$1.00**
Ridge design. White ware. Good for cottages or homes. AISLE 6
- ### Notions
- \$1.49 Fall Handbags \$1.00**
Sculptured grain leathers in top or inside zippers. Top handles, envelopes, back straps.
 - \$1.59, \$1.69 Umbrellas . . \$1.00**
16-rib styles in oil silk or brocaded rayons.
 - \$1.00 Manicure Kits 59c, 2 for \$1.00**
"Glazo" kits filled with manicure needs. AISLE 7
- ### Yard Goods
- 22c 80-Square Percales, 11c Yd., 10 yds. \$1.00**
Famous make, solid colors. 1 to 10 yard lengths.
 - 18c Outing Flannel, 11c Yd., 10 yds. \$1.00**
36-inch white outing flannel. For diapers, night shirts, etc. AISLE 14

1

DAY

Friday Only

AUGUST 23rd

- ### Men's Wear
- \$1.69 Men's Raincoats \$1.00**
First quality, rubberized fabric. Oxford gray. With 2 slash pockets.
 - 44c Men's Polo Shirts 29c, 4 for \$1.00**
Rib knit cottons in white, blue, maroon or green. All made with pockets.
 - 79c, \$1.00 Men's Pajamas, 59c, 2 for \$1.00**
Coat and slip-on styles in plain colors and fancies. All full cut and made well.
 - \$1.00 All-Wool Swim Trunk . . . 59c, 2 for \$1.00**
Zipper pocket. Full belted. Choice colors.
 - \$1.59, \$1.95 Sweaters . . . \$1.00**
Button front and zipper styles in plain colors and fancies. All first quality.
 - \$1.59, \$1.95 Trousers . . . \$1.00**
For work or dress. New dark patterns in heavy durable cloth. AISLES 2 TO 5
- ### Boys' Wear
- 59c Boys' Wash Shorts 39c, 3 for \$1.00**
Sanforized (1% Shrinkage). Gray, green, blue.
 - Irreg. 59c, 79c Boys' Shirts . . . 39c, 3 for \$1.00**
Regular long sleeves or short sleeves styles. White, fancy and plain colors.
 - \$1.59 Boys' Gabardine Longies \$1.00**
Zipper front, self belted, sanforized (1% shrinkage). Green, brown, navy.
 - \$1.49 Boys' School Knickers \$1.00**
Cotton and wool mixtures. Fully lined. Full cut. Knit cuff. Sizes 8 to 16.
 - \$1.39, \$1.95 Boys' Shirt and Slack Set . . . \$1.00**
2-pc. sanforized (1% shrinkage). Shorts or slacks with matching shirt. AISLE 2

- ### Linen & Towels
- 89c Print Table Cloths 55c, 2 for \$1.00**
Many patterns and colors. Slight imperfections. Size 52 x 52.
 - 25c Toweling, 21c Yd., 5 yds. \$1.00**
Linen and cotton. Colored stripe pattern. For hands or dishes.
 - 39c Cotton Mats, 27c, 4 for \$1.00**
Large size 24x35. Well made.
 - \$1.39 Chenille Bath Mat Sets \$1.00**
Mat and lid cover. Multiflower patterns. Rose, green, gold, blue, peach, black and white.
 - 21c Dish and Hand Towels 15c, 7 for \$1.00**
16x31. Linen and cotton. Borders of red, blue, green.
 - 39c Texture Turkish Towels 27c, 4 for \$1.00**
20x40. Fine quality. Rose, blue, green, gold.
 - 29c, 39c Turkish Towels 21c, 5 for \$1.00**
Manufacturer's closeout. Solid colors with novelty borders.
 - 15c Turkish Towels 11c, 10 for \$1.00**
Solid colors and red checks. Slight imperfections.
 - \$1.39 Breakfast Sets \$1.00**
Natural tan color. 1 scarf, 4 dories, 4 napkins.
 - 35c Lace Chair Sets 27c, 4 for \$1.00**
Closeouts of odd lots; marvelous bargains.
 - 89c Metal Chair Recovers 55c, 2 for \$1.00**
Waterproof, padded seats, with striped awning material backs. AISLE 13

- ### Domestics
- 35c Cohasset Cases 27c, 4 for \$1.00**
Second selection "Pequot". 45 x 36.
 - \$1.39, \$1.59 Cohasset Sheets \$1.00**
72 x 99; 81 x 99. Second selection "Pequot".
 - 89c Crinkle Bedspreads . . . 55c, 2 for \$1.00**
Colored stripe. 80x90. Colors: rose, blue, green, gold, orchid.
 - 69c Kapok Bed Pillows 55c, 2 for \$1.00**
Floral print covers. Well filled. Helps to relieve suffering caused by hay fever.
 - \$1.49 Mattress Covers . . . \$1.00**
80-sq. percale. Dustproof. Rubber buttons. Reinforced seams. Full and single sizes.
 - \$1.29 and \$1.49 Mattress Protectors \$1.00**
First quality. Full or single sizes.
 - 59c Pequot Sheeting 35c, 3 yds. \$1.00**
Unbleached, 90 inches wide, with tiny irregularities not impairing wear.
 - \$1.59 Wool Batts \$1.00**
For making your own comfortable. 72 x 90 inches; weight, 1 lb. each.
 - 79c Sheet Blankets 55c, 2 for \$1.00**
Plaid or plain patterns. 70 x 80 inches with tiny irregularities.
 - \$1.59 Part-Wool Blankets . \$1.00**
Contain 5% wool. 70x80 inches in plaids or solid rose, blue, green, mahogany. AISLE 14
- ### Hose
- Irreg. \$1 & \$1.15 Famous Brand Silk Hose 59c, 2 for \$1.00**
Full-fashioned 3-thread and 4-thread all silk from top to toe. Ringless construction.
 - Irreg. 35c Lisle Hose 24c, 5 for \$1.00**
Famous brand in season's best colors. AISLE 9 CENTER

- ### Housewares
- \$1.29 Juice Extractor \$1.00**
With serrated edge, handy knife, glass pitcher. Holds 18-oz.
 - \$1.68 Moth Closet & Chest, \$1.00**
Double size closet to hold 20 garments. Roomy chest for small pieces. Both for \$1.00.
 - \$1.39 Ironing Board \$1.00**
Padded ironing board and cover.
 - \$1.49 Chicken Fryer \$1.00**
2-pc. aluminum.
 - \$1.29 China Drip-O-Lator . \$1.00**
With aluminum top.
 - \$1.49 Magic Aluminum Cooker . . . \$1.00**
 - 69c Unfinished Chairs 2 for \$1.00**
Sturdy spindle-back knotty pine. AISLE 6
- ### Uniforms, Housecoats
- \$1.95, \$2.95 Uniforms . . . \$1.00**
Discontinued styles of higher priced uniforms. Percales and broadcloths. 12-44.
 - Percale Dresses, 59c, 2 for \$1.00**
Assorted prints. Several styles, coats and zippers included. Sizes 12 to 44. AISLE 14
- ### Underwear & Corsets
- 25c Women's Rayon Panties 15c, 4 for 50c**
Plain or mesh weave. Tearose. Small, medium, large, extra large.
 - 29c Women's Cotton Vests 22c, 5 for \$1.00**
Built up shoulder. Reinforced arm shields. Sizes 36-44.
 - 39c Children's Cotton Slips 29c, 4 for \$1.00**
Built-up shoulder. White. Size 4 to 14.
 - \$1.00 Lastex 2-Way Stretch Girdle 59c, 2 for \$1.00**
Lastex, rayon and cotton. Fashioned top. Tearose or white. AISLE 10

- ### Curtains & Floor Coverings
- 59c to 98c Priscilla Curtains . 2 for \$1.00**
Odd pairs.
 - 39c Mexican Striped Curtains 29c, 4 prs. \$1.00**
Plaid also. Tan color. Ready to hang. 36 in. x 2 1/6 yds.
 - \$1.35 Chenille Rugs \$1.00**
22 in. x 44 in. reversible. 2 attractive patterns in blue, rose, green, tan.
 - \$1.35 Rag Rugs \$1.00**
27 in. x 54 in. Made by the Association of the Blind. Mixed colors. AISLE 16
- ### Children's Wear
- Girls' Blouses 59c, 2 for \$1.00**
Dimity and broadcloths. 3 to 14.
 - Girls' Playsuits 59c, 2 for \$1.00**
Percales and seersuckers. 3-5.
 - Girls' Sport Jackets 59c, 2 for \$1.00**
Also slacks and shorts in this group.
 - Boys' Cotton Suits 59c, 2 for \$1.00**
Sizes 3-7. AISLE 15
- ### Shoes
- Children's School Shoes . . \$1.00**
Leather soles. Patent straps, oxfords, moccasin toes. Also rubber soles.
 - Closeout of Summer Sandals \$1.00**
AISLE 7

PHONE 6500

The Big Basement

SIBLEY, LINDSAY & CURR CO.

PHONE 6500

Variety Is The Keynote Of Tasty Corn Cookery

By IRENE MUNTZ

At this time of year corn is at its very best. It is inexpensive and a food of which most of us never tire. However, we lose sight of the fact that it can be served in a multitude of ways which give us more variety in our menus.

When corn is too mature it is advisable not to salt the water it is cooked in. Add 1/2 t. sugar and 1/4 c. sweet milk for each quart of water. Corn-on-the-cob is best cooked not more than 5 to 10 minutes in boiling water. Of course, the more

tender the corn, the less cooking time is required. Corn roasted unhusked in a 300 degrees F. oven for 45 minutes is delicious.

Squaw corn is simply yummy. It makes a dull lunch more appetizing. In fact it is practically a meal in itself.

Squaw Corn
3 slices bacon 1/2 t. salt
3 onions, sliced 2 eggs, slightly
thin 1/2 c. milk
fresh corn cut from 8 ears 2 slices toast

Cut bacon in small pieces and fry, add onions and fry until light brown. Add corn and salt

and continue frying until corn is browned. Add eggs and cook until thickened, stirring up from bottom of skillet. Serve on toast for 8.

Fried Corn
Omit eggs and toast, use only 3 slices bacon. Add 2 t. sugar. Follow method in Squaw corn recipe. Serve when browned. Dress with parsley or pimiento strips. Serves 6.

Corn oysters are so easy to make and are an excellent way of using up leftover corn.

Corn Oysters
1/2 t. baking powder 2 eggs
1/2 c. flour 2 c. cut corn
1/2 c. thin cream seasoning
Sift dry ingredients, stir in thin cream and beaten eggs. Combine with corn and season with salt and pepper. Fry in a teaspoonful in butter or fry in deep fat.

When thinking of corn recipes we just cannot leave out corn pudding, which makes a meal so good. Most families enjoy it so much. If you haven't served it your family has a treat in store for them.

Corn Pudding
Temperature: 350 degrees F.
Time: 30 minutes

2 eggs, separated 1/4 c. milk
6 ears corn, cut 1/4 t. salt
off cob 1/2 t. pepper

Add beaten egg yolks to corn and mix thoroughly. Stir in milk and seasonings. Add stiffly beaten egg whites. Pour into a buttered baking dish. Bake in a preheated oven.

YOUR SUMMER DRINKS WILL GET APPLAUSE IF YOU GIVE THEM THE

Delicate Flavor of Mount Vernon

The Patronizer of American Ryes BOTTLED IN BOND STRAIGHT RYE WHISKEY



For these summer drinks, write for The Home's National Directory, P. O. Box 12, West St. Station, New York, N. Y.

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BUY!
SAVE!

UP TO \$25
For Your Old Washer
Regardless of Age or Condition



- Automatic Drain Pump
- New, Streamlined Wringer With Safety Release
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Complete with AUTOMATIC DRAIN-PUMP
\$99.95 less \$25 \$74.95

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COMPLETE HOME OUTFITTERS
40 STATE ST.
Mrs. Mae Griffin, 89 Woodbine Ave.

NO "Look-of-the-Month League" FOR ME!

Not since I've found that CHI-CHESTERS PILLS help give women safe relief from functional periodic pain and discomfort. Safe—because they contain no habit-forming drugs or narcotics—because the CHI-CHESTERS CHEMICAL COMPANY has been serving the women of America for over half a century.

CHI-CHESTERS DIAMOND BRAND PILLS

NOTICE is hereby given that License No. GB-17023 has been issued to the undersigned to sell beer at retail in a grocery store under the Alcoholic Beverage Control Law at 181 Monroe Ave., Rochester, Monroe County, N. Y. for off-premises consumption. Spiro Livadas and Jerry Livadas doing business as Livadas Bros. Grocery Store, 181 Monroe Ave., Rochester, N. Y.

RUGS 9x12 \$1.00
CLEANED and STEAMED
Rugs, Steamers, Cleaned, Washed, Stained, Matted, Damp and Germ-proof \$3.00
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Many business executives prefer Darrow-May Graduates. This is convincing evidence that Darrow-May standards of thoroughness meet today's exciting demands of efficiency.

Customized Instruction. — Unexcelled Employment Service. — Call Stone 5125 for Information.

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Woodbury Facial Soap
Reg. 10c Size
3 for 11c
Limit 3
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1000 Sheet Rolls
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MACHINE OIL
Lg. 4 Oz. Can. Reg. 15c
6c
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WITH COUPON
Pond's Facial Tissues
Box of 150
6c
Limit 2
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PAPER PLATES
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Limit 2
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\$1.10 VALUE
ANGELUS LIPSTICK
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79c
Thrilling Shades TO MATCH ANY COMPLEXION

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BIRTHDAY CANDLES
Box of 36, Reg. 10c
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Pkg. of 10, Reg. 10c
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23c
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Reg. 29c (Seamless)
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WANDER-MALTED MILK PLAIN
5 Lb. Can
\$2.00 Value
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470 N Goodman near Main
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HAY FEVER
ASTHMA SUFFERERS
For REAL relief use Maid's Prescription No. 3
Start Now. Avoid Discomforts. Results Are Guaranteed or Your Money Will Be Refunded.
1 bottle \$1--3 for \$2.50

Nose & Throat ATOMIZER
Sprays Oil or Water \$1.19 Val. **69c**

SHOE SHINE KIT
Polish, Dauber, Brush
29c Value **14c**

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DON'T BE MISERABLE ALL SUMMER
Get EFFICIENT relief... use Gafford's **FILTAIRE**
✓ Filters the Air You Breathe!
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FREE!
LARGE 25c BOTTLE
FITCH HAIR OIL
WITH PURCHASE OF 75c BOTTLE OF
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BOTH FOR **62c**

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DEVELOPED AND PRINTED
23c
Any 6 or 8 exposure roll

Colgate Tooth Paste 2 for 29c
Large size
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Bayer Aspirin Tab. Bottle of 100. Reg. 75c 59c
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Benedict Solution Pint Size 39c
Schick Blades Pkg. of 12 46c
Vicks VapoRub 24c
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Potassium Chloride Tab. 5 grain bottle of 100 49c

WILSON HAY FEVER AIR DISKS
IMMEDIATE RELIEF GUARANTEED
Endorsed by Hay Fever Assn., medical societies and members of Hay Fever sufferers who have found welcome relief through Wilson's Hay Fever Air Disks.
COMFORTABLE, made of soft, pliable rubber. INVISIBLE, worn in nostril out of sight. SELF-ACTUATING, in and out without effort. For FREE 10-page booklet, valuable information, price for complete outfit, 2 disks, \$4.95. Money-back guarantee.

ALARM CLOCKS
Guaranteed
Ass't of Colors
79c

Compare the Value
New Larger JAR 5 6 Ounce **23c**
HUSH
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Luckies, Camels, Chesterfields, Raleigh, Old Gold, Philip Morris,
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A REAL BUY!
50c JERGENS LOTION
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75c Value—Both For **39c**

Be Thrifty SAVE ON
PEPSODENT
Large Sigs
ANTISEPTIC TOOTH PASTE
59c 33c

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Pkg. of 25
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BALL CANNING JAR COVERS
Porcelain Lined
20c doz.

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Box of 12
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SAVE \$2200
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BRAND NEW ZENITH
WITH THE Radiorgan

Now you can own a beautiful 10-tube (including 2 heater-cathode rectifier tubes and tuning beacon tube) Zenith with all the new year ahead features—Amazing price—Guaranteed foreign reception, Radiorgan, Automatic Tuning Wavemagnet (no aerial—no ground) 15 watts power output, Big 10-inch speaker, beautiful Walnut finish cabinet.

REGULAR PRICE \$79.95
NOW ONLY **\$58.00** And Your Old Radio

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NO MONEY DOWN
TERMS **\$1.00** WEEK

RENS-BACHLERS
COMPLETE HOME OUTFITTERS
40 STATE ST.

Model 6-5-439—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 too!

Come In
ASK ABOUT A FREE HOME DEMONSTRATION

No Tra O. K. S Clark famous kept the anything this seas and will league.

FROM GRAN you "C

So easy head at wear it. choice o Fork P

JUST TO A BOT TO

Green River Brand Green River Dist. American grain

Ka na na THOSE me WITH Gin

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In every langu kised shores there's one w and that's G know fine li Gilbert's for cl

THE INTERNATIONAL National Distill

**No Trade Rule
O. K. Says Griff**

Clark Griffith, author of the famous "no trade" rule that kept the Yankees from doing anything about their collapse this season says it is all right and will stay in the American league.

"I even have an idea Ed Barrow will vote for its continuation", says Griff. If the Yanks lose, Barrow might, to get even with the rest. Call Stone 6001 if you do not receive your copy of the Rochester Sun regularly every Thursday

101-2 ELWOOD BLDG. E. MAIN ST. STATE ST. MAIN 3709

American Beauty Salon

Managed by Anne Walker Irwin

IN CONSIDERATION FOR THE TEACHERS AND STUDENTS ABOUT TO BEGIN ANOTHER YEAR WE ARE REPEATING OUR AMAZING OFFER—COMPLETE—GENUINE—HELENE CURTIS \$2.50

COOL CONVENIENT COMFORTABLE EVENINGS BY APPOINTMENT

New



FROM BABY TO GRANDMOTHER you're going "CORDUROY-CRAZY" \$1.00

So easy to wear—so casual—easily adjusted to all head sizes—every one can wear it and look well—wide choice of new fall colors in Fork Pins or Bonnets.

LINCOLN'S
MAIN ST. E. cor. ST. PAUL

9 OUT OF 10 AGREE*



JUST TRY A BOTTLE TODAY

Sometimes, as shown here, it pays to play a sure thing. So take this tip now, Mister:

*110,533 out of a total of 124,195 people (9 out of 10) who tasted Green River, liked it. Hence our claim that it is "America's Smoothest Whiskey."

That makes Green River an odds-on favorite! How can you lose? Try Green River today.

AMERICA'S SMOOTHEST WHISKEY
GREEN RIVER
AN AMERICAN INSTITUTION

Green River Blended Whiskey, 50 Proof, 75% grain neutral spirits. Green River Distilled Dry Gin, 85 Proof, 100% distilled from American grain neutral spirits. Oletyette Distillers Corporation, N.Y.

Kanaka, hoohui na Martini me ka Gin a GILBEY

BOY, MIX

THOSE MARTINIS WITH THE GILBEY'S GIN



HE KANAKA NUI KE AKAMAI KELA (SMART FELLOW)

In every language in the world, from the sun-kissed shores of Hawaii clear around the globe, there's one word the waiters always know—and that's GILBEY'S! For you see, men who know fine liquors, have been insisting on Gilbey's for close to a century. Why don't you?

GILBEY'S
The International GIN

THE INTERNATIONAL GIN DISTILLED BY GILBEY IN THE UNITED STATES AS WELL AS IN ENGLAND, AUSTRALIA, CANADA National Distillers Products Corporation, New York City—90 Proof—made from 100% grain neutral spirits

a WORLD of FOOD
by MARJORIE THORP



A FLOCK OF 100 HENS PRODUCES IN EGGS SHELLS ABOUT 137 POUNDS OF CHALK ANNUALLY WHEN NOT AN OUNCE OF THE SUBSTANCE EXISTS AROUND A FARMHOUSE IN NEW YORK STATE.

NEW YORK STATE LED THE COUNTRY IN GROSS INCOME FOR MILK PRODUCTS FOR 1939 AND RANKED FIRST IN CONSUMPTION OF FRESH MILK FOR THIS PERIOD. THE STATE'S GROSS DAIRY INCOME FOR LAST YEAR WAS \$144,038,000.



ENGLAND'S MOST FAMOUS SAUSAGE MERCHANT WAS WILLIAM HARRIS, CALLED THE SAUSAGE KING, WHO NAMED HIS THREE SONS AFTER HIMSELF: WILLIAM THE FIRST, SECOND, AND THIRD.

WE WILL PAY \$5.00 FOR EACH STRANGE FOOD FACT SUBMITTED AND USED ON NEW YORK STATE PRODUCTS—ADDRESS, A WORLD of FOOD, 406 TENTH AVENUE, NEW YORK, N.Y.

Softball Tourney Windup Nears

By DON MATTARO

With the city softball tournament narrowed down to eight teams, managers and team officials will begin bearing down on their charges as the semifinal and final rounds near. Picking a winner at this stage of the heated and wide-open race would be a very difficult task, as all teams show particular talent in one department or another. However, to this department the Products entry looks very "hot" as the result of their clean cut victories over the Daws and Samsons. Johnny Barnes, a sterling veteran hurler, is another reason.

Lees, are given much consideration by the tournament followers and termed by many as the "darkhorse." This combination of youthful stars were rated less than par with Mandell Drugs but still downed the druggists by a neat margin. Then against the Daws the dopsters took another beating. A good hard-hitting club can upset many opinions. The old reliable, Camera Works, Graflex, Balcos, paired with newcomers like Gleasons, Defenders, and Kodak Dusties, may run into surprising results as have some five other topnotch clubs.

A newcomer, "Bucky" Dick Kraus, provided the highlight of this week's championship battles at Kodak Park by eliminating the all-powerful Daws from the city playoffs with a deadly hopper that counted out ten Daws by strikeouts. Lee signed Kraus at the last minute with almost no intention of starting him, thinking Bianchi, Curly Pagano and young Malone would be sufficient twirling material. However, Malone, after a season with the Lees, departed with the Essos in the tournament making room for Kraus.

1940's GREATEST GOODRICH TIRE SALE

LOWEST PRICES in years on these famous GOODRICH SAFETY SILVERTOWNS

6.00-16 \$9.95 and old tire

Here's the tire sale you've been waiting for—the greatest combination of low safety with low price that's come along. Now you can get these famous Silvertowns built with the special heat-resistant construction pioneered in the Golden Ply for greater blow-out protection at rock-bottom prices.

NORM'S BINGO PARTY CHILI RECREATION HALL

509 Chili Ave. Monday, 8:30 P. M. All Are Welcome

PARTIES UNION LEAGUE HALL

Sunday and Monday, 8:15 P. M. Wednesday and Saturday, 1:30 P. M. 290 Gregory, at South Ave.

5.25-5.50-17 \$6.15 and old tire

4.75-5.00-19 \$5.15 and old tire

LIBERAL TRADE-IN ALLOWANCE ON OTHER GOODRICH TIRES

Don't take chances with worn tires. For greater safety on wet slippery roads trade in your old tires on

LIFE-SAVER SILVERTOWNS

the tire with the windshield wiper, so the tread that will give you the quickest and acid stop you've ever had.

EASY TERMS NO RED TAPE NO DELAY

SMALL EXTRA CHARGE ON BUDGET PLAN SALES

Union Tire Co.
EAST AVE. at UNION

Notes From The City Softball Tournament

Only eight teams are left in the running with six more facing elimination before the dust of this week's play is settled. Falling by the wayside since last Tuesday were, Daws, B. A. Speedy Cleaners, Camera Works, Samson-United, and Lincoln-Alliance. Home runs were very rare with Tuscano, hitting one for the surprising Products ten and Tabor hitting two for the hardluck Samsons, to total 3 from last Wednesday to Monday night's play under the Kodak arcs.

The best pitching performance for the same period was turned in by Pete Versprille, when he counted out the Camera Work Dusties from the tournament with a no-hit, no-run contest. Cardimone's 3-1 decision over the major league Camera Works' ten established the Graflex as the team to beat for the city flag. Art Cropsey, once an outfielder for Zutes Kandy Kids, now backstopping for the Camera Works, is 27 years old. Jack Gordy, tournament scorer, almost turned out to be a tight announcer when the Camera makers and the Speedy Cleaners staged a bloody brawl on the Kodak diamond last Thursday night. The free-for-all started with nip-and-tuck fist cuffs between Camera's "Putter" Morris and Speedy's Angelo Furiosa.

Thousands of Rochester women save hundreds of dollars each year by shopping the values advertised each week in the Sun.

Once a Year!

THIS WEEK-END ONLY!


UNION PRESENTS THIS Exciting

4-PIECE MODERNE BEDROOM SUITE

WITH SMART WATERFALL TOPS AND SIDES!

\$78

EXACTLY AS PICTURED SKETCHED ON THE FLOOR BY STAFF ARTIST



Beauty!

- ... In its lovely new modern design!
- ... In its smart waterfall tops and sides!
- ... In its large circular mirrors
- ... Attractive drawer-pulls!

\$78 never bought so much beauty, style and value before! This striking bedroom outfit includes large dresser AND vanity, bed, and unusual chifforobe. Come in and see it! Then you'll agree with us that it's worth much more than this very low price! Remember this special price is for tomorrow only!

This chestrobe is usually found only in suites selling for \$149 up

PAY \$1 WEEKLY

UNION 286 EAST AVE.

TIRES FURNITURE WASHERS

Refrigerators JEWELRY LAMPS

Another Big Store 114 W. Commercial St. E. Rochester



EVERYTHING GOES!

This is the FINAL CLEAN-UP

Patty FIRE SALE MERCHANDISE

BUILDING ALTERATIONS MUST BE MADE SOON!

FURNITURE

Bedroom Suites as low as \$29.95

Living Room Suites as low as \$39.95

WASHERS

A. B. C. - NORGE - AUTOMATIC Laundry Queen \$20 Savings

RADIOS

Philco - R. C. A.

Table and Consoles

50% OFF

REFRIGERATORS

Norge, Philco Briggs, Gibson, Stewart-Warner

Some As Low As

50% OFF

NOTHING SOLD TO DEALERS!

PLENTY OF FREE DELIVERY PARKING IN 100 MI. RADIUS

Look For The Big FIRE SALE Sign

PATTY'S

OPEN 336 - 368 Opposite WEGMAN'S MAIN ST. E.

IN SUMMER AS IN WINTER A YEAR-ROUND FAVORITE!



For Old Overholt, America's most popular U. S. bottled in bond rye, has a rich, full-bodied flavor that never thins out—even in a tall, cool drink.

For finer summer drinks, write for "The Host's Handbook." Send 10c to NATIONAL DISTILLERS, P. O. Box 17, West 21 Station, New York, N. Y.

They Will March To Martial Music



Drill Team of Rochester Lodge of Moose, semi-military parade and review to be a feature under Captain Rudolph Kunst, one of the many ball Night at Red Wing Stadium next Thursday. uniformed teams which will participate in the

World's Fair ...

(Continued from Page 1) week-end economy tours which the Sun has made available to readers of this paper. Many reservations have been made for this week's tour which leaves Rochester tomorrow night, arrives in New York Saturday morning and returns to Rochester Sunday night or Monday morning. Here again, one of the main reasons for the popularity of this tour is that, through arrangements made by the Rochester Sun, it is possible to get so much for so little. The entire cost of the tour is only \$14.00 per person including railroad fare, breakfast, hotel reservations at the Commodore and World's Fair admission ticket.

Another money-saving feature is introduced this week by Likely's, 271 Main St. E. in offering several luggage specials to Sun tourists. Their announcement will be found elsewhere in the paper. There is still time available to purchase tour tickets for this week-end as the Sun office is open daily from 9 a. m. to 5 p. m. Full information may also be had by telephoning Stone 6001. The Burke Bldg., in which is located the Sun office, is at the corner of Main St. East and St. Paul St. with the entrance at No. 5 St. Paul St.

Glad Hand ...

(Continued from Page 1) ton Square, thousands of letters go out each month to conventions, convention delegates, and tourists planning to visit the city. More than 200 conventions bringing in excess of 200,000 visitors to Rochester each year will now be given an advance

taste of Rochester hospitality. Requests for information from all sections of the United States, Canada and Mexico—a darkly scribbled postcard which arrived just yesterday from Mexico City—will now be answered by this little fellow's ready handclasp, and Rochester's reputation as "America's Friendliest City" will gain still wider recognition.

County Fair ...

(Continued from Page 1) been designated as "Rural Day" with a Home Bureau Fashion Show and various contests in the afternoon and a championship baseball game and Grange Choral Contest in the evening. Friday will be "School and 4-H Club Day" and Saturday "Community Day." Folk dancing will be a feature of Friday evening and firemen's contests and demonstrations Saturday evening.

The Rochester Sun is offering its readers the greatest travel bargain of the year in its special week-end World's Fair tours. Complete details can be had by phoning Stone 6001.

Mack Says Vaughn Is a Big Leaguer

It isn't too early to say that Porter Vaughn, a June graduate from the University of Richmond, will do as a major league pitcher.

Connie Mack says that Mack has looked at a lot of college baseball stars, most of whom needed a lot of seasoning before starting in the big show. But this one, says Mack, is an exception. "He's got the stuff and he looks right out there," says Mack. "He knows just what to do and nobody scares him. It does you good to see a young fellow come up one in a while with this sort of stuff."

Vaughn faced the Indians and gave a spectacular account of himself and then he pitched well against the Yankees, weakening in the late rounds. Vaughn isn't new to Mack. The Old Man has been watching the youngster for the last three years. He has him tied up all the time. Other clubs, including the Reds, tried in vain.

- WANT ADS -

WANTED TO BUY
GRAY or white enamel combination and bathroom ranges. Will pay \$15.00 and up. Phone Mr. Carter, Main 6926.

TRANSPORTATION
DRIVING to New York City August 24th. Room for three passengers in Buick car. Charlotte 620-J.

FOR SALE
FOR SALE - Large Black Gladstone Bag. Excellent condition. Good buy for college boy. Reasonable. Call Monroe 8241 J. Evinings.

RUGS
SPECIAL - Heavy 9x12 Administer rug like new cost \$97.50 is yours at \$25.00. H. P. Fahrner, 134 No. Plymouth Avenue, FACTORY SAMPLE RUGS, domestic - imported, 9x12 \$9.95. Old rugs taken in trade. Beesbe, 479 East Main St. open evenings.

ODD PIECES
SPECIAL - Steel cabinets with shelves, for kitchen Wardrobe types, etc. \$2.95. H. P. Fahrner, 134 No. Plymouth Avenue.

SOLID MAHOAGANY Colonial dresser \$3.00; old commodes, \$1.00 each; standing lamps 20c and up; Console tables, \$1.50 each; Mahogany walnut table and oak dressing table and vanity, \$1.00 and up; Birds eye maple dresser, \$3.00; large cedar chest \$5.00; odd tables, \$1.00 up; rocking chairs, \$1.00 up; vanity, \$4.00 and up; desks, \$4.00 and up. H. P. Fahrner, 134 No. Plymouth Ave.

STOVES
STOVES, second hand, coal, gas & combination \$7.00 and up. H. P. Fahrner, 134 No. Plymouth Avenue.

COMBINATION STOVES, Florence, Advance and other makes. Allowance of \$40 on your old stove. H. P. Fahrner, 134 No. Plymouth Avenue.

HOUSEHOLD GOODS
COMPLETE metal bed, deluxe spring and mattress. Like new. Also 6 pair draperies. Call Saturday, 1919 Genesee Park Blvd.

USED living room suite, \$5.00, \$10.00 & \$15.00. Rockers & all kinds of chairs 30c & up.

ROUND oak tables, \$2.00; dressers, \$2.00 and up; vanities (walnut) \$10.00; kitchen chairs, 20c and up; occasional chairs \$2.50 up; easy lounge chair \$2.50; living room suites, \$10.00 up. Fahrner Furniture, 134 No. Plymouth Ave.

ALL NEW steel beds \$3.85; four poster beds \$4.95; coil springs, \$4.50; cotton mattress, \$3.25; inner spring mattresses, \$6.50. Use your credit. See Fahrner's before you buy for a saving to you. New twin beds, springs and mattresses, complete \$25.00. 134 No. Plymouth Ave.

HEAVY felt base rugs, lowest prices in Rochester. 12x15, \$8.50; 12x12, \$5.50; 12x10, \$3.50; 9x12, \$4.25; 9x10, \$4.00; 7'6" \$3.00; 6'6" \$2.25. Heavy felt base by the yard 6 ft. or 9 ft. widths 30c square yard. Medium weight 6 ft. width 35c sq. yd. Rug border 20c sq. yd. Light weight 6 ft. 22c sq. yd. Fahrner's 134 No. Plymouth Ave.

RADIO REPAIRS
RADIOS CHECKED and tubes tested free. 24 hour service. RMA three months guarantee on all parts used. Call and delivery service at no extra charge. National Radio Service, 159 Carter Street, Stone 2651-J.

SWAPS
I WILL SWAP "10" Tasco photographing plant with complete instructions. Simple and easy for anyone to operate. List price \$25.00. Will accept printing to the extent of \$75.00. Glen S. Base, 110 W. Elm Street, East Rochester, N. Y.

MOVING 3 ROOMS \$5
4 Rooms for \$7.00
6 Rooms for \$12.00
Large refrigerators and heavy combination ranges extra. Large covered vans, plenty of pads, capable handlers. Old furniture, rugs, stoves, etc. taken as payment for moving.
Phone Mr. Carter Certified Appraiser
MAIN 8926

Enjoy the whiskey that's light as a feather

Sensible summer drinking calls for a lighter whiskey—and here's one that's light as a feather, with all its fine flavor retained! For Three Feathers is "CLARI-FINED"—flavor-protected!

THREE FEATHERS
81 Proof Blended Whiskey 72% grain neutral spirits. Distilled by Distillers Corporation, N.Y.
© U. S. Pat. 736,081 © U. S. Copyright 1940

FALSE TEETH WEARERS OFTEN WORST BREATH OFFENDERS

Don't let Denture Breath and stains shout "False Teeth"

DENTISTS SAY...USE POLIDENT

A thin dark film collects on plates and bridges. This film soaks up odors and impurities like a sponge! It holds germs and decay bacteria gets into every tiny crevice where brushing can't even reach. And it's so tough that ordinary brushing seldom removes it. Almost always it results in "denture breath"—probably the most offensive of all breath odors. Yet there's a perfect way to clean and purify false teeth without brushing, acid or danger. It is

Polident, a powder that dissolves away all scum, stains, tarnish and odor. Polident makes breath sweeter—plates or bridges look better and feel better. Tens of thousands call Polident a blessing for comfort, convenience and hygiene. Long-lasting can only 20c, any drug store. Money back if not delighted. Approved by Good Housekeeping Bureau and dentists everywhere. Hudson Products, Inc., New York, N. Y.

POLIDENT
Cleans, Purifies Without Brushing!
Do this daily: Add a little Polident powder to glass water. Stir. Then put in plate or bridge for 10 to 15 minutes. Rinse—and it's ready to use.

Guaranteed to please.. or your money back

DUQUESNE PILSENER
"THE FINEST BEER IN TOWN"

Every night is "A Fourth of July Night" at the New York World's Fair this year, according to Frank H. Duffield, who is staging the fireworks display at Liberty Lake. Many new and elaborate pyrotechnic features, costing thousands of dollars per show, dramatize the patriotic theme of the Fair.

WARNING! Coal Prices Go Up In Sept.

Buy Now And Save!

There is no knowing how high coal prices will advance this Fall as a result of critical world-wide conditions. Prices will go up in September and other price-rises are expected to follow. We advise that you take advantage of present low prices and place your order AT ONCE! You can buy our GUARANTEED FUELS with confidence!

ARDEAN R. MILLER, JR.
President

Miller's SPECIAL Stove, Egg and Nut Per 9.85	Miller's MONITOR Stove, Egg and Nut Per 9.30	Miller's JEDDO Stove, Egg and Nut Per 9.85
--	--	--

Prices Are Cash, Shovelled Off

RG&F DUSTLESS COKE \$9.35 cash • HIGHEST QUALITY FUEL OIL

ARDEAN R. MILLER
500 WEST AVE. Finest Service For 25 Years GEN. 20

Know Your Coal Dealer
Mrs. Doris Sage, 33 Penrose St.

JEWELRY STOCK LIQUIDATION

FORMERLY OWNED BY KLEM'S JEWELERS, INC. 82 MAIN ST. WEST—OPPOSITE HOTEL ROCHESTER

Nationally Advertised Merchandise At Tremendous Savings

Exceptional VALUE Ladies Diamond \$29.50 Reg. \$69.50	Ladies Dia. Ring \$14.95 Reg. \$37.50	Assorted GENTS Birthstone Rings \$5 Reg. \$15
Gents CAMEO RINGS 2 Diamonds \$7.50 Reg. \$19.85	Chromium Cocktail Sets \$2.95 Reg. \$7.50	WEDDING RINGS \$1.95 Solid Gold \$3.00 Value
1 ONLY 17 Jewel Pocket Watch \$27.50 Reg. \$82.50	Diamond Wedding Rings \$5.95 Reg. \$14.95	DRESSER SETS NOW \$11.95 Reg. \$25.00 Value
COMPACTS - LOCKETS Crosses - Watch Bands Further Reduced! NOW - 60% OFF	DRESSER SETS Regular \$9.95 - \$12.50 \$4.95	DEPOSIT HOLDS SELECTION 'TIL XMAS 82 MAIN ST. W. near PLYMOUTH

AT KOMINZ

WIRE TIRE PRICES GET THE MAX!

BARGAIN DE LUXE!
YOUR CHOICE:
Goodyear De Luxe All-Weather U. S. Royal De Luxe Goodrich Silverstone Firestone Champions

6.00 x 16 \$8.95
Reg. \$14.05

★ This Smash Price Includes Your Old Tires!
★ Buy Now - Because Tire Prices Are Going Way Up!

FIRST QUALITY WILLARDS

6.00x16 \$4.95	5.25x18 \$4.85	5.50x17 \$4.90	4.75x19 \$4.35
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We Guarantee Them and Back the Guarantee!

AT 1/2 LIST PRICE! Sale Prices Include Your Old Tires

KOMINZ TIRE CO.
468 Ridge Rd. W. 182 Monroe Ave. 417 Monroe Ave.
At Derby Ave. At Savannah St. At North Ave.
A. A. M. P. M. Daily 8 A. M. - P. M. Daily 7:30 A. M. - 11 P. M.

ROCHES
VACAT
Simon Pure As "Extras" in Go
Simo BEER
Distribut Berger-Klei Inc
16 PUBLIC Culver
Where to Entertai
PART THURS. NITE-Rear Bauty Sho
FREE B
PARTIE
Capitol The WEDNESDAY Come, Big 85 W. M.
PARTIES WEST AVE. 165 West Wed. Nite-8 Mon., Tues., Thurs.
BINGO PA at BEE
Tues. Fri. 8: 142 GENESEE S
BIN Show 7 p.m. Sat Thur., Fri., Sat HOLLYV BINGO 35 PULLMA
BIN PLYMO CHURCH
Plymouth Ave. 25 DOOR Admission Every Sat. 8 Door Prizes-

IN THE SPOTLIGHT

Here's the sort of thing a starlet will do for photographers. A pearl syndicate asked dark-eyed Rita Hayworth to slip into a \$250,000 gown. The dress is made of 47,000 pearls and weighs 27 pounds. The problem: how was Rita to get into it? It was solved this way: the actress sat on the floor—behind a screen. Three fitters held the gown over her. She stood up. The gown was on. Rita said it felt like a suit of armor. But it looked as if she had been poured into pearls.

Dinah Shore, pert and pretty Dixie-born songstress, has been selected to do the singing on the new Eddie Cantor program which makes its debut Oct. 2 over the NBC Red network. This is the prize plum of the new season and it goes to a youngster barely two years out of Vanderbilt University. Dinah, who had been warbling on a Nashville, Tenn., station

DINAH SHORE

since high school days, tripped up to New York for a chance at big-time and almost skipped back when her first audition failed. She was so nervous and over-anxious, her voice wouldn't function. Second audition landed her a job on a local station which led to her present NBC contract.

HOLLYWOOD FANCIES: Dorothy Lamour's hobby, she tells you, is collecting pennies, as many as 1,000 a month. When she's feeling particularly chipper on the set, Bette Davis will whip up her burlesque of the old-style Western melodrama, no matter what costume she's wearing. Press agents at RKO, who made Elsie the Cow a national figure, have orders to shoot the works on Salome, a pig in a forthcoming film. John Barrymore's latest quip: "I've never married a woman. They've all married me."

Churches are beginning to realize the value of motion pictures and as a result arrangements have been made for Metropolitan Pictures, Inc., in Hollywood, to produce fifty 3-

reel Biblical subjects during the next 12 months. All the pictures will be in Cinecolor. Purpose of the films is not only to picture religious subjects but to attract the public to the churches. About 2,000 churches are now equipped for sound films and thousands more can purchase the necessary equipment on installments.

"Swing and Sway with Sammy Kaye" has become a national byword and Kaye values the catchphrase at one million dollars. A manufacturer has just come out with a Swing and Sway gown, and you can also obtain Swing and Sway hats, shoes, rocking chairs, shirts and neckties. Kaye got the phrase quite by accident, too. An announcer used it on one of his broadcasts and it just caught on.

Ralph Edwards, the genial emcee and director of "Truth

or Consequences" radio program, was caught between two surprise parties last Saturday night. Unknown to Ralph, his colleagues had arranged to celebrate the debut of "Truth or Consequences" on the NBC Red network. For the same evening, Mrs. Edwards had planned another party in honor of their first wedding anniversary. Fortunately, the party-givers got wind of each other's activities. A merger resulted.

SEAT COVERS

TAILORED TO FIT YOUR CAR
Imperial Seat covers are carefully tailored of the finest fabric and fabric. Double stitched for long wear. Easy to keep clean.

FOR ALL CARS Including 1940 MODELS

COUPES	COACH FRTS.	WASHABLE SEAT COVERS
Divided Back or Solid Seats	Divided Back or Bucket Seats	For Coupes and Coach Fronts
Imperial Standard \$198	Imperial Standard \$198	69¢
DELUXE \$2.40	DELUXE \$2.00	
COACHES	SEDANS	
Divided Back or Bucket Seats	Complete	
Imperial Standard \$298	Imperial Standard \$298	
DELUXE \$3.90	DELUXE \$3.00	
	SUPREME \$6.40	

NOAH'S ARK

Mrs. Alma Schutte, 10 Kreyer st.

HERE'S SOMETHING TO TALK ABOUT

Phone MAIN 786

THE MONEY YOU SAVE at BERGHASH



BUYS OF THE WEEK!

100% Pure CALIFORNIA WINE "CHATEAU BRISAC"

MUSCATEL • ADELGATA SHERRY • PORT TOKAY • MADERIA

Enjoy a rich full-bodied wine of quality and flavor.

Compare! \$1.49 FULL GAL. \$2 VALUE



4 Yrs. Old! STRAIGHT BOURBON WHISKEY "Cream O'Grain"

Our best selling whiskey. RICH—SMOOTH—MELLOW. Compare to higher priced whiskey. \$2.35 value.

\$1.89 Full Qt.

CASE 12 QTS. \$21.00



ROCHESTER'S LEADING GIN VALUE... 90 PROOF

London Inn DISTILLED DRY Gin

Distilled according to an old English formula. Most excellent straight, or when used in cocktails.

\$1.29 4.5 Qt.

CASE 12 BOTS. \$14.50



IT'S MADE WITH THE FAMOUS GORDON'S DISTILLED DRY GIN

GORDON'S MARTINI COCKTAIL

Extra Dry—70 Proof

Case 12 Bots. \$19.00 Val. \$2.40 \$1.69 4.5 Qt.



IMPORTED SCOTCH—\$3 VALUE!

QUEEN VICTORIA \$2.54 4.5 Qt.


100% Scotch Whiskies. Choice blend of Highland Whiskies from Scotland's Finest Distilleries. (CASE 12 BOTS. \$29.00)

BERGHASH 124 CLINTON AVE. S. MAIN 786

NEXT TO LOEW'S ROCHESTER THEATER


FREE PARKING OPPOSITE OUR STORE

Want the "Best Beer Brewed"?



Beverwyck's the beer!

The best beer for you is the one you'll like best. And we think it's Beverwyck. Beverwyck's made the fine old-fashioned way—brewed from choicest materials, aged patiently and brought to you full of old-fashioned goodness at its delicious best. "Beverwyck's the Beer". (In steins, bottles or cans, or on draught at your favorite tavern). Beverwyck Breweries, Inc. • Albany, N. Y.



DISTRIBUTOR: Bergen-Kleifgen Co., Inc. 10 Public Market CULVER 3300

FORCED TO SELL NOW!

Huge Warehouse Stock Of Majestic Furniture Co. Sacrificed For Immediate Disposal! Prices Slashed For Quick Drastic Action! Warehouse Lease Expires

HURRY! TIME IS LIMITED. ALL STOCK ON SALE AT OUR MAIN STORE-204 COURT ST.

3-Pc. Modern LIVING ROOM SUITES \$37

Genuine \$69 value. Davenport and two big handsome chairs included.

5-Pc. Waterfall WALNUT BEDROOM SUITES \$39

Worth \$72. Bed, chest, dresser or vanity, night table and bench included. Hurry, quantity limited at this price.

A NOTE FROM THE MANAGEMENT:—
What would you do if your landlord told you to move out, and you couldn't find anyplace else to go? You'd sell your furniture for what you could get, wouldn't you? Well, that's just what we're doing... selling out our entire warehouse stock regardless of cost or intended selling prices. Sure we've sacrificed on profits, but we'll feel lucky if we get our actual cost out of this high class stock. We're closing out our warehouse entirely and have just a few days left to do it in. Hurry in, help us out of a tough situation and help yourself to the greatest furniture bargains Rochester has ever offered. Harry Smith, Mgr.

- Reg. \$79 2-pc. Tapestry Living Room \$33
- Reg. \$109 Simons Living Room Bed Davenport . . \$49
- Reg. \$120 2-pc. Mohair Frieze Living Room . . . \$57
- Reg. \$249 4-pc. Velvet Mohair Living Room . . \$125

INNERSPRING MATTRESSES

All nationally known makes but prices forbid mention of manufacturer's names.

Reg. \$14.95 Reg. \$19.95 Reg. \$29.50
\$6.95 \$9.95 \$13.95

Reg. \$89 4-pc. Walnut Waterfall Bedroom . . . \$46
Reg. \$299 9-pc. Grand Rapids Mahog. Bedroom \$140
Reg. \$119 7-pc. Mahogany Chippendale Bedroom \$67
Reg. \$249 5-p. Jamestown Walnut Bedroom \$120

4 POSTER BEDS \$5 Regular \$9.95

Open Every Evening And All Day Saturday EASIEST CREDIT TERMS

Regular \$43 STUDIO COUCHES \$16

Made To Sell At \$195 Duncan Phyfe 18th Century Style. All 6 chairs upholstered in beautiful tapestry.

Porcelain, Tabletop GAS RANGES \$29

Reg. \$44.95. Also 18 other models at half price.

Porcelain, Tabletop COMBINATION RANGES \$76

A genuine \$149 value. Also 12 other models at half price.

9-Pc. Genuine Mahogany DINING ROOM \$129

Made To Sell At \$195

MAJESTIC Furniture Co.

204 COURT ST.

You Don't Need Cash. Use Your Credit.

Free Parking at Bill and Son's diagonally opposite store.

Good pleasure on VACATION




Simon Pure Assures You "Extras" in Good Times

Simon Pure BEER and ALE

Distributed by Berger-Kleifgen Co., Inc. 16 PUBLIC MARKET CULVER 3300

Where to go for Entertainment

PARTIES THURS. NITE—8:30 Sharp Rear Bauty Shop—9 Parsells

FREE BINGO

PARTIES AT Capitol Theatre Hall WEDNESDAY 8:15 P. M. Come, Big Surprise 85 W. Main St.

PARTIES AT WEST AVE. MANOR 165 West Ave. Wed. Nite—8:30 P. M. Mon., Tues., Thurs., Fri.—1:30 P. M.

BINGO PARTIES at BEELEY'S Tues. Fri. 8:15 P. M. 142 GENESEE ST. IN REAR

BINGO Show 7 p.m. Games 8 p.m. Thur., Fri., Sat. and Sun. HOLLYWOOD BINGO HALL 35 PULLMAN AVE.

BINGO PLYMOUTH CHURCH HALL Plymouth Ave. at Troup 25 DOOR PRIZES Admission 20c Every Sat. 8:30 P. M. Door Prizes—Jack Pot

New Bingo AT IT'S BEST Chili Recreation Hall Every Friday Night 8:15 p. m. \$5.00 each for the 23 games Mon. and Wed. 1:30 p. m. Tues., Thurs., Fri. and Sat. 8:15 p. m. 509 Chili Ave. at Thurston All are welcome

Styler for
a pleasant
SURPRISE

She was a busy housewife and had long since grown accustomed to the simple way she fixed her hair. But once she had a chance to try, and now she's not satisfied with anything but professional services. It does make a difference. Try it!

Phone Main 8358
Pauline's Beauty Shop
73 So. Clinton Ave.

MEET THE MELON TREE most interesting will be the papaya, or melon tree. These trees rarely attain a height of more than eight feet, yet bear 150 pounds of melons at one time.

AUGUST FURNITURE SALE

Budget Terms **SALE** Open Evenings

Highest Quality—Prices of Economy

Mangurian's

EXCLUSIVE BUT NOT EXPENSIVE
PARK AVE. at MEIGS

Standard Motors Cops League Title

Standard Motors took down the bunting as first place winners in the Webber Summer League.

Mil-K-Boil were a good second with Rutz 3 in 1 Post and Hersberg Jewelers tied for third and fourth. Royal Crown Cola finished fifth with a three-way tie for sixth, seventh and eighth between Manhattan Wine & Liquor, White Linen Supply and C. C. West Coal Company.

Following them was Arpeak ninth, Kreig Service tenth, Champion Knit eleventh, and Kurlash in the cellar.

News of interest to thrifty shoppers will be found in Sun advertisements each Thursday. Get the habit—shop Sun advertisers for outstanding values.

Bowling Leagues Call Business Meets

Two important league meetings are scheduled to take place at Webber's Hall next week.

A meeting has been called for Webber's Ladies League on Monday. All captains who wish to enter teams and all individual bowlers who desire to bowl in this league are requested to be present.

The Webber's Men's Tuesday Night League will hold an organization meeting next Tuesday. Both meetings will get under way promptly at 8:30 p. m.

Rochester's leading stores advertise their best values in the Sun. Get the habit—depend on the Sun for latest shopping news.

MANY BANDS AT FAIR

More than 600 bands are appearing at the New York World Fair during the 1940 season, among them the noted North High School Band of Minneapolis which last year was called to Winnipeg, Canada.

INDIGESTION

may affect the heart. Get trapped in the stomach or pulled out of the hair trigger on the heart. At the first sign of indigestion, eat more and more depend on DAW'S Tablets to get the DAW'S Tablets out of the stomach. The indigestion medicine leaves the acid indigestion. If the FIRST DAW'S Tablet does not get you better, return bottle to us and receive 100% MONEY BACK.

NERVOUS, WEAK, SICKLY, GIRLS

Thousands find Lydia E. Pinkham's Vegetable Compound simply marvelous to help relieve monthly distress with its weak, nervous spells due to functional disorders. Let Pinkham's Compound help you to go smiling thru difficult days. Truly the "woman's friend." WORTH TRYING!

POULTRY AND SPRING LAMB BEST WEEK-END BARGAINS AT CLARK'S

Yearling Hens, 4-lb. ave., 21c lb.
Frying Chickens 25c lb.
3 1/2-4 lbs. 25c lb.

BRING THIS COUPON

ZWEIGLES CONEY HOTS (Parboiled) Regular Steamers
SKINLESS HOTS 21c lb.

Bring This Coupon And Save The Difference

CLARK'S MARKETS

824 Portland - Near Lux - Stone 471
906 No. Goodman - Near Bay - Cul. 4570



Woodbury's SHAVING CREAM

Large 35c Size **11c**

2 oz. **OIL OF CITRONELLA** For Mosquitoes **11c**

WITH THIS COUPON

50 RAZOR BLADES DBLE EDGE

Made of finest Blue Chrome Steel. Money-back guaranteed!

Regular \$1.00 **49c** Box of 50 (Limit 2 Boxes)

DAW'S WAREHOUSE REMOVAL SALE!

WITH THIS COUPON

Famous ENGLISH Style RUM & TOFFEE BUTTER

Each Piece Individually Wrapped

1 LB. BAG **19c**

2 for 37c Also PACKED IN Assorted Flavors (Limit 2)

Saccharin TABLETS 1/4 - 1/2 Grain

Bottle of 100 **9c**

35c Size **FREEZONE** For Corns **16c**

Moth Balls or Flakes

1-lb. box **8c**

Pills, Tablets

BELL-ANS TABS Large 75c size **39c**
LITTLE LIVER PILLS Apex, 25c size **8c**
CASCARETS Laxative, 25c size **16c**
OLIVE TABLETS Edwards, 60c size **31c**
HUMPHREY'S PILLS, 30c size **18c**
MARMOLA For Reducing, \$1.00 size **59c**
100 SQUIBB'S Yeast Tablets **49c**

When DAW'S expand all Rochester benefits... for regularly lower DAW'S prices are cut still more... to make drug and toiletry bargains worthy the occasion! That's why these big DAW'S stores have been growing so fast! And that's why this big, 2 floor Warehouse at 18 Cataract St. became necessary. Buy at DAW'S and you buy RIGHT... all the time... a fact this Sale emphasizes with the biggest bargains in DAW'S history of big bargains! Hundreds of items not listed... at every DAW'S store.

PRICES... TODAY THRU WEDNESDAY—Right Reserved to Limit Quantities.

WITH THIS COUPON

LUX FLAKES

Large 25c Box **17c** (Limit 2)

WITH THIS COUPON

POT CLEANER

Made of Spun Copper

Reg. 10c **2c** (Limit 2)

Baby Needs

ROBINSON'S Barley, 60c size **42c**
NIPPLES Anti-Colic **5 for 23c**
ELECTRIC Bottle Warmer **77c**
GERBER'S 10c Chopped Foods **6c**
DEXTRI-MALTOSE Meads, 75c size **63c**
MILK SUGAR 30c 1-lb. Box **39c**
JOHNSON'S 25c Baby Powder **19c**

Extra Heavy WAX PAPER

125 Feet **12c**

2 Rolls for 23c

MILK OF MAGNESIA

Full Quart **33c**

Pure Drugs

BORIC ACID Powder, 25c 1-lb **14c**
BENEDICT'S Solution, 75c pint **39c**
WINTERGREEN OIL, 4 oz bottle **28c**
GREEN SOAP Tincture, 75c Pint **29c**
CALAMINE Lotion, 4 oz. **16c**
ALUM POWDER 4 oz. Package **6c**
ESSENCE OF Peppermint, 2 oz. **24c**

WITH THIS COUPON

FITCH'S SHAMPOO

Regular 35c Size **18c** (Limit 2 bottles)

WITH THIS COUPON

Men's Fine Quality Handkerchiefs

INDIVIDUALLY BOXED

Reg. 10c Value **3 for 14c** (Limit 6)

TOILET GOODS

COLD CREAM Theatrical, 1-lb. Jar **44c**
ITALIAN BALM 60c size **31c**
LADY ESTHER Cream, 55c size **39c**
CAMPANA'S Dressing, 50c size **28c**
DEIC-KIDS Sachet, 75c size **59c**
APPLE BLOSSOM Cologne, \$1.00 Value **69c**
ANGELUS 60c Rouge Incarnat **43c**

RUBBING ALCOHOL

Pint Size **8c**

Sweetheart SOAP

LARGE BARS **2 for 7c**

OINTMENTS

IODEX 60c Ointment **36c**
MAZON \$1.00 Ointment **59c**
POLSLAM 50c Ointment **36c**
LINGVINE Large 50c Tube **43c**
SUPERCAINOL 75c Tube **58c**
SARATOGA 30c Tube **19c**

WITH THIS COUPON

Dish Cloths

FULL SIZE-KNITTED Pastel Embroidery

10c Value **3 for 7c** (Limit 12)

WITH THIS COUPON

BANDAGE

Regular 10c 2 inch x 10 yards

2 Rolls For **11c** (Limit 4)

INSECTICIDES

BLACK FLAG Powder, 25c size **18c**
DICHLORIDIDE Moth Crystals—1-lb. **49c**
FLY-DED Quat Sprayer **33c**
PETERMAN'S Roach Powder, 25c Size **16c**
SULPHUR Candles, 10c Val. **2 for 11c**
LARVEX \$1.00 Moth Spray **79c**

POND'S CREAMS

All Types **18c**

FLASHLIGHT BATTERIES

3c

FOOT REMEDIES

FOOT POWDER Medicated, Reg. 35c **19c**
MOLESKIN Plaster, 7 1/2 x 1/2 yd. **18c**
DR. SCHOLE'S Zinc-Pads, Box of 12 **21c**
MOSCO CORN Remedy, 35c size **27c**
FOOT SOAP Johnson's, Reg. 25c **16c**
FELT PADS Johnson & Johnson 2 Boxes **23c**

15c PIPE TOBACCOS

Prince Albert
Kentucky Club
Velve
Half
Half

8c (Limit 2)

SMASHING CLEARANCE! PIPES

Ass'd Shapes and Sizes

REGULAR **69c Value** **39c**

Genuine Imported Briars

35c Quality

Playing Cards

BRIDGE OR PINOCHE

21c All Taxes Paid (Limit 2 Decks)

MARCHAND HAIR WASH

50c **28c**

BLACK FLAG OR FLIT

Insect Spray **14c**

WATCH THE BUBBLES CLEAN FALSE TEETH

MAKING CONVENIENCE OF PEPE TABLETS **21c**

DAW'S ORIGINAL CUT-RATE DRUGS.

LEATHER WALLETS

Lightweight, compact, genuine leather saddle-stitching. Built-in change pocket.

29c A Real 75c Value

CRACKER JACKS

Reg 5c Boxes **3 for 10c**

ASPIRIN TABLETS

Pkg. of 100 **6c**

LEATHER ZIPPER TOBACCO POUCH

Lined with genuine OILSILK... preserves aroma of tobacco and keeps it fresh!

75c Value 39c

56 Clinton Ave. N. Opp. Temple Theatre
31 Main St. E. Corner Aqueduct
353 Main St. E. 1 Door from Sullivan
452 Ridge Rd. W. Corner Deery
880 Main St. W. At Bull's Head
473 N. Goodman Near Post Office
539 Monroe Ave. Near Goodman

WOODBURY TALCUM POWDER

9c

AUGUST 22, 1940

Events Of The Week

THURSDAY, AUGUST 29

EASTERN STAR SISTERHOOD Meeting for Nomination of Officers
ROCHESTER SPIRITUALISTS
Rally, 331 Hawley St., 7:30 p. m.
KNIGHTS OF COLUMBUS-MYSTIC SHRINE BASEBALL NIGHT - Red Wing Stadium

FRIDAY, AUGUST 30

YOUTH COUNCIL - Dance, Windsor Pavilion, 9 p. m.
INTERNATIONAL SNIPE RACES - Commodore Yacht Club
C. A. GILBERT CAMP # - Drill rehearsal, Convention Hall, 7:30 p. m.



If you don't shop the Back-to-School Values advertised today in The Rochester Sun.

SATURDAY, AUGUST 31

LOCUST HILL COUNTRY CLUB - Dinner Dance, Clubhouse
INTERNATIONAL SNIPE RACES - Commodore Yacht Club
ALPHA PHI PI FRATERNITY - Star Banquet followed by Summer Formal Dance, Hotel Seneca

MONDAY, SEPTEMBER 2

NEW YORK STATE FAIR at SYRACUSE
BROOK-LEA COUNTRY CLUB - Golf events for the Women, 11 a. m. and Buffet Supper, Clubhouse, evening

TUESDAY, SEPTEMBER 3

E. G. MARSHALL W. R. C. NO. 27 - Meeting, City Hall Annex, 34 Court St.
RETIREE TEACHERS' GROUP - Annual Picnic, Ontario Beach Park, noon

WEDNESDAY, SEPTEMBER 4

HAPPIEST WOMEN OF NEW YORK STATE - Annual "House Party", Col. C. H. Smith School (continues on Thursday)

W. R. C. TO MEET

Members of the E. G. Marshall W. R. C. No. 27 are urged to attend the next business session of the group at the city hall annex next Tuesday evening.

BE A BUCK HUNTER

Each Week Five Names and Addresses Are Published in The Sun Between The Ads. Come to the Sun Office For A Dollar Bill When Your Name Appears.

Rush Fair Awaits Opening

Gambling games and carnival shows are "out" as far as officials of the Monroe County Fair, opening at Rush next Thursday, are concerned.

But there will be plenty of features to attract every member of the family, according to these same officials, L. L. Hutchinson, director of the Monroe County recreation program, has arranged a wide variety of entertainment features including a fashion show, a baby parade, old fiddler's contest, goat milking demonstration, a wood chopping contest and a Grange milkmaid contest.

Attention of the fair will be focused on activities of farmers and farm organizations, with special emphasis on the 4-H clubs and other youth groups.

More than \$2,500 in premiums, prizes and trophies are being offered at the fair and J. Franklin Bonner, secretary, has received several thousand entries in the various departments of livestock and farm produce divisions.

Other features of the fair include a softball game, band concerts, a spelling bee, a county wide field day and a folk dance festival.

A horse show, arranged by George Caler of Fairport, will be the principal event on the Saturday afternoon program. A huge stage show on Saturday night will bring the fair to a close.

It is expected that large delegations of Rochesterians will attend the fair, as well as farmers from the surrounding area. No admission fee will be charged.

The Rochester Sun

TRUTHFUL NEWS TRUTHFUL ADVERTISING
ROCHESTER, N. Y., THURSDAY, AUGUST 29, 1940

ROCHESTER'S WEEKLY SHOPPING GUIDE
Delivered to 75,200 Rochester Homes
Every Thursday

Red Wings Maintain Top Spot

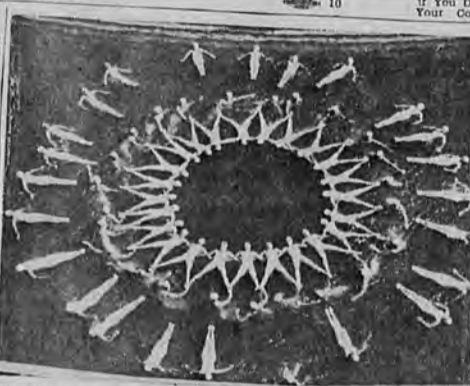
No matter how you figure it, those Red Wings have plenty of class. They're still at the top of the heap and bid fair to remain there. Let's see, where were they supposed to end the season? Behind Newark, or was it Montreal, or no, come to think of it, Jersey City was awarded the pennant in April.

Unpredictable as a March hare, the Wings will certainly have to be voted the "tightest and hustlingest" bunch of ball hawks in the International league, win, lose or draw.

They left town two weeks ago on a trip to Newark and Jersey City that saw their lead peeled down to a bare .001. At this point, the experts began digging a grave they had been contemplating all season only to throw down their shovels in amazement as the fluttering Wings again took life after hovering around the brink for four days to suddenly and completely overwhelm the Baltimore Orioles and Syracuse Chiefs and bounce right back into a three and a half game lead.

In fifteen games on the road the club batted .212 and then returned to Rochester and in seven games had compiled a mark of .362. Sum it all up and you still have a colorful and unpredictable ball club headed for the International league pennant.

The Buffalo Bisons, who took the wings into camp last Sunday, will be here tonight, tomorrow night and Saturday. Buffalo happens to be "hot" right now, but so are the Wings.



Beautiful mermaids combined with precision swimming compose striking floral designs in the water at Billy Rose's Aquacade at the World's Fair in New York. Free tickets for the Aquacade are included in the Rochester Sun week-end tours.

Fair Tour Attracts Throng

More than two hundred reservations have already been made by readers of the Rochester Sun for the big Labor Day Weekend tour to the World's Fair leaving the city tomorrow night at 11:20 p. m. from the N.Y.C. station.

With the expected last minute rush for reservations this afternoon and tomorrow, it is predicted that an entire train will be necessary to rush the Sun tourists to New York City.

There is still time available to make your reservations by coming to the Rochester Sun, 420 Burke Bldg., 5 St. Paul St., for your tour tickets. Arrangements have been made by the Sun Travel Dept. to make reservations for choice rooms all with private baths right up until 5 p. m. Friday.

The tour includes three big days in New York and at the Fair, with admission tickets to Billy Rose's Aquacade, and two other concessions of your own choice, besides your hotel room, with bath, breakfast in Arcadia Restaurant, your railroad fare and a ticket to Radio City's Observation Roof.

Outstanding among popular features of the tour is the low cost of \$16.50. This has been made possible through arrangements of the Sun with the New York Central and officials of the Hotel Commodore.

Another popular feature is the arrangement that allows each traveler to do just exactly as he wishes with his time. Each is free to go and come as he pleases.

Back-To-School Wear Featured In Stores

"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 stocks 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.

Veterans To Hear City Employment Director At Meet

The Monroe County Veterans' Civil Service League, Inc., will hold a meeting at 221 Dewey Ave., on Monday, September 9, at 8 p. m. Robert H. Link, director of the Municipal Bureau of Employment, will address the meeting on "The Veteran in Municipal Employment."



Busy arranging final details of the K. of C. - Shriners annual charity baseball game scheduled for Red Wing Stadium tonight. Seated is Shrine Potentate Fred W. Evans and K. of C. Grand Knight Joseph P. Flynn.

S. R. O. Sign Readied For K. of C. - Shriners Affair

Tonight will be a colorful night at Red Wing stadium. And the predominating color will be red. For the fez of the Shriners will be liberally sprinkled throughout the capacity crowd which is expected to attend the season annual K. of C. - Shriners Charity Baseball game.

Feature of the celebration will be a regularly scheduled game between the Buffalo Bisons and the league-leading Red Wings. That, in itself, would be enough to draw a huge turnout. But, in addition to the game, the two big fraternal organizations have planned a semi-military review and parade before the game and a gigantic

(Continued on Page 10)

A SAVING on Every Purchase of Your Money Back

But First As Always to

ROCHESTER JOBBING HOUSE

for Style, Quality and Savings

Come in and see how we have lengthened our leadership in Boys' and Girls' Apparel . . . wherein we have excelled for years. Here are all the "top grades". Splendid incentives for students from kindergarten to high school to do their best while looking their best during school hours. All at competition-defying low prices . . . backed by Quality that saves you doubly in the long run.

Ladies' Sweaters

New Fall styles - slip-on and button types. Choose from 14 gorgeous colors. Reg. \$1.19

89c

Our Boys' Dept.

Boys' Wool KNICKERS

Reg. \$2

\$1.39

"Niagara" make. Diagonal herringbone and tweed mixtures. Elastic knit cuffs.

Boys' New Fall SWEATERS

Reg. \$1.39

95c

Button-slip-on-slipper styles. 2-tones and solid colors. You'll want several!

Examples from Our Men's Dept.

Men's Zip-Out Lining TOPCOAT OVERCOAT

A sensible, all-wool coat for economical wear! This two-way coat suitable for fall or winter!

\$15.99

Reg. \$22!

Girls' New Sports

Jackets

\$2.98

Smart, new plaids. Up-to-date fall and winter styles. Reg. \$4!

Skirts

\$1.69

SIZES 24 to 32
In flannel - new styles - new colors. Reg. \$2!

Boys' All-Wool ZIPPER JACKETS

Boys' All-Wool

\$1.98

Reg. \$3

Made to withstand hard wear! Woolen plaids.

Boys' Wool 'LONGIES'

"Niagara-made" - quality fabrics and workmanship. Double pleats

\$1.98

Reg. \$3

All Weather REVERSIBLE COATS for Women

Reg. \$13

\$9.98

Bold plaids - new, mannish whipcords, camelines. Solid colors. Sizes 12 to 20.

for Students

Reg. \$10

\$7.98

Wool on one side - gabardine on the other. An all-weather coat for all year.

Bowling SHOES

Women's Black With White Trim

\$1.79

Men's Black Only

\$1.98

ROCHESTER JOBBING HOUSE

159-161 JOSEPH AVE. Cor. Nassau St. STONE 2260

Open til 9 Every Evening Unrestricted Parking

★ IN THE SPOTLIGHT ★

By DAVID O. ALBER

Because 32,000,000 people financially able to attend movies do so less than once a month, Variety has been conducting a survey to find out why. So far the reasons seem to be (1) Not enough good pictures. (2) Objec-

tion to double features. (3) Preference for sports activities. (4) Preference to radio listening. We can't understand the fuss being made about reduced movie attendance. The same thing happens every summer.

IN SHORT: Remember how Hollywood stars used to hide their marriages? Now practically every big star is wed and welcomes publicity on it. . . . Betty Davis may star in a radio series this Fall. . . . The Green Hornet, radio



Betty Davis

serial, becomes a movie serial starting December 20th. . . . Johnny Green, the pianist-conductor-composer, is writing a Broadway musical. . . . Richard Greene is serious about joining the British army. . . . Tommy Dorsey is ill. . . . Edward Everett Horton is on an extensive road tour, which is why you haven't been seeing him in the movies.

been re-engaged for "Big Town" starting in the Fall, so it looks as though he won't be getting back to New York for some time.

Surgeons specializing in nasal operations are "nosing" their way into fortunes, thanks to Hollywood influence. Among those who have had their noses "hobbed" recently are Horace Heidt, the bandleader; Gertrude Niesen, the songstress; Fannie Brice, the comedienne; Carol Bruce, successful Broadway stage star, and Milton Berle, comedian. The physiognomy changes have brought harvest, since Heidt, Berle and Miss Bruce have just signed lucrative movie contracts.

Until a few weeks ago, the owner of the horse "Golden Melody," which won the Jumper Sweepstakes at Tuxedo Park, was Leith Stevens, musical director of the Ford Summer Hour. Stevens sold the horse because he hasn't been able to get back to New York. All winter he conducted the "Big Town" program with Edward G. Robinson, then, just as he was set to return to New York, he was signed for the Ford program and had to remain in Dearborn, Mich. He has just

all Red Seal and Black Seal records. . . . Bing Crosby comes through again for Decca in a tuneful ditty from his latest picture, "When the Moon Comes over Madison Square." . . . Harry James' trumpet talks in his Varsity recording of "The Moon Won't Talk," and Ray Noble has a sweet arrangement of "If I Had My Way" on Columbia.

SHORTS: John Barrymore's weekly "allowance" was raised to \$1,000 to \$1,175 a week

by his referee in bankruptcy, but the extra \$175 goes to the support of his three children. . . . Benny Venuta will accompany Abbott and Costello to Hollywood for their "Hour of Smiles" program late this month. . . . Ida Lupino, who attracted so much attention in "They Drive By Night," moves into the star class in "Hard Luck Dame" for Warner Bros. . . . "Information Please" moves into the NBC Red network Friday, November 13th. . . .

FOR SALE

New Packard at Less Than Ford Price!

Needless to say you'd jump at a chance like that. But here's an offer that's just as startling! The woolen firm of John B. Ellison is as famous in the men's tailoring business as Packard is in the automotive line. Perhaps you've noticed their current advertising campaign in Esquire and Fortune magazines. Through their cooperation we can now offer you a genuine Ellison suit, expertly tailored by Shulman for only \$45.00!

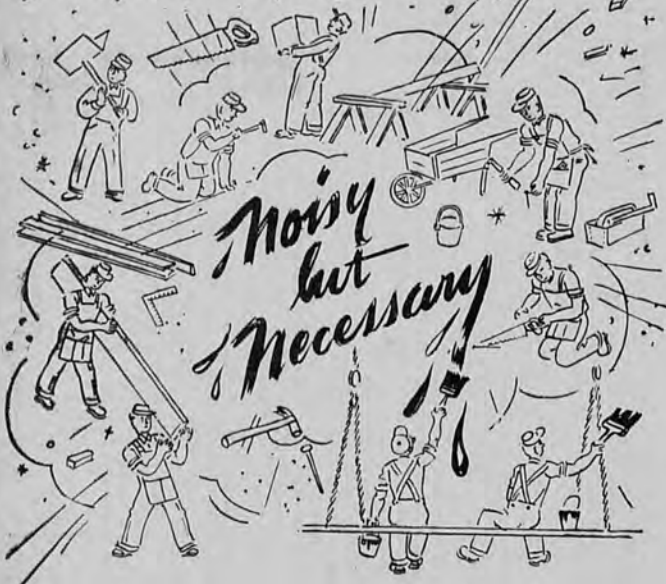
This means that you can own a fine quality suit, hand-tailored to your measure at a price less than you'd pay for the ordinary ready-made garment. In fact, these suits would be hard to duplicate elsewhere under \$65.00.

Come in this week and select your new suit for Fall. You'll find dozens of outstanding patterns to choose from. And remember:

THERE'S NO SUBSTITUTE FOR CUSTOM TAILORING!



Sibley, Lindsay & Curr Co.



That Wild Confusion on Our Fourth Floor Is Really the Evidence of Great Things to Come!

You can't make a swell cake without messing up the kitchen. You can't raise beautiful flowers without digging up the garden. You can't build Rochester's finest house furnishings floor without raising a little dust, to say the least. Back of that welter of workmen and materials on our Fourth Floor is the plan of a \$105,000 modernization; a complete new floor more than worth the temporary confusion it will cause. Watch it develop, week after week, before your eyes.

Incidentally:

Keep your eyes open for Bargains. In a job like ours, it often becomes necessary to move merchandise in a hurry. We'll be taking the most effective method to do it—clearance prices of interest. Watch for clearance signs all over the floor.

ATTENTION FOOT SUFFERERS!
If Your Feet Hurt, Stop In For
FREE FOOT BALANCE TEST
No Obligation Whatever
Health Spot Shoe Shop
320 E. MAIN ST.
Shoes for Men, Women & Children

Styled for a full
Date Book
She complained she never had many dates. No one noticed her. First we made her hair shine with a golden rinse. Changed her collar. . . . more youthful. Picked the right shades of cosmetics. And she's popular now. You'll be too if you try it!
Phone Main 8358
PAULINE'S BEAUTY SHOP
73 SO. CLINTON AVE.

weis & fisher's

SALE!
SIMMONS MATTRESSES
In Assorted Close-Out Covers

INNERSPRING MATTRESSES

TWIN OR FULL SIZES \$14⁹⁵ up

\$1 DOWN . . . \$1 A WEEK

Simmons Company had a large lot of assorted covers on hand . . . remnants, odd lots, etc. They offered to use them on their standard innerspring mattresses at a drastic reduction in price. We bought all we could and here they are. These mattresses are well-built . . . they will give comfortable service for years. There is a large selection of covers, but only a few of a kind. If you need a good innerspring mattress—don't miss these values. Come early for best selection.

EVERY ONE HAS GENUINE SIMMONS INNER-SPRING CONSTRUCTION

SIMMONS METAL BEDS 2 for \$9⁹⁵

LIMITED QUANTITIES—BE ON HAND EARLY FOR BEST SELECTION

THESE BEDS WOULD ORDINARILY SELL FOR \$9.95 EACH

weis & fisher's

ROCHESTER'S LARGEST
POPULAR PRICED STORE

Edwards

LAST 2 DAYS
(FRIDAY 'TIL 5:30 P. M.—SATURDAY 'TIL 1 P. M.)
To SAVE MONEY In Our
AUGUST SALES for the HOME

Another Sellout!—500 More For Tomorrow!

OPEN an EDWARDS NEW 90 DAY Charge Account
No Down Payment
No Interest to Pay

PAY 1/3 DEC 10%
PAY 1/3 NOV 10%
PAY 1/3 DEC 10%

Mail or Phone Your Application

They whistle while you work



AT LESS THAN
1/2
PRICE

Phone Your Order Today
Stone 2300

Reg. 2.45 Solid Copper Chrome Plated
WHISTLING TEA KETTLES

They're made of a very heavy copper and beautifully chrome plated. Handles and whistle are trimmed with red or black. Guaranteed to outwear any other whistling tea kettle. Certainly then, you'll want one at 50% savings. Phone for yours if you can't come in.

1.18

EDWARDS—Sixth Floor



SALE!
Heavy Quality
STEEL CABINETS

4.95

66 Inches High
18 Inches Wide
12 Inches Deep

You can use them in your kitchen, bathroom, bedroom, basement or attic. Five shelf spaces in white or ivory enamel finish. Chrome handles and round corners. Specially priced!

EDWARDS—Sixth Floor



SAVE 1/4 to 1/2

SIMMONS STUDIO COUCHES
With Arms And Back

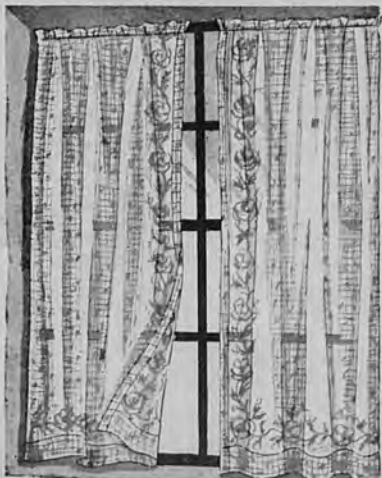
Just the thing for Summer visitors. Opens to twin or full size. Made with Simmons Innerspring Mattress! Buy at this August Sale Price!

Two Other Groups at \$39.98 and \$49.98.
No Down Payment—\$1 Weekly

EDWARDS—Seventh Floor

Sale Price
29.98

AUGUST CLEARANCE—Curtains and Draperies



LACE CURTAINS 1.59
Reg. \$1.98 Pr. Reduced to

Hard-to-get imports! Several patterns from which to choose. No more available after these are gone. 2 1/4 yds. long. Light ecru.

2 1/2 Yd. Long Washable Sunfast DRAPERIES 2.98
pr.

Trimmed with smart loop fringe... radiant with floral bouquet motifs. Once you see them you'll be sure to want several pairs. Natural, rose, French blue, dark blue, plum and cocoa.

Sun And Tubfast Cretonnes 4 yds. for \$1

Not all colors... but a fine selection, nevertheless. An ideal fabric for making slip covers, draperies or day bed covers.

Remnants 50 to 75% off

Suitable lengths for draperies, pillows, chair covers, etc. All colors and all types!

EDWARDS—Fourth Floor

Sears points the way to—



New Felts for Young Stylists \$1

Pick your favorite! Scatties, pokes, Bretons, berets... trick trims... fall colors—19 1/2 to 22.



Exciting New '40, '41 Coats \$5.98

Styles girls like—at savings thrifty mothers want! Some LASKIN LAMB or BEAVER DYED CONEY collars. Fall colors, fabrics—sizes 7 to 14.



The Young Set's Pet! Jackets and Skirts \$1.98 \$2.98

SKIRTS JACKETS

JACKETS—boxy, boyish and fingertip in popular corduroy, Soldier blue, Indian earth, red, green—10 to 16. SKIRTS—Swingy Glen Glen plaids with zip closing. Grand at \$1.98! 10 to 16.

A Daughter—A Dollar—A Smartly Dressed Scholar!

Honeysuckle and Honeylane
* Reg. U.S. Pat. Off.

New Fall Frocks

\$1

• BEST \$1 DRESS BUY FOR GIRLS!
• SIZES UP TO 16 YEARS!

High-style treatments! Expensive details! Eye-brightening, new Fall fashions, including tailored classics... nautical styles... mid-riff interest... pleats, boleros, suspender skirts, pockets, embroidery, leather belts. In broadcloth, poplin, gingham and a host of attractive fabrics—prints, plaids, pastels, Fall colors



HONEYSUCKLE sizes: Up to 6 1/2
HONEYLANE sizes: 7 to 16 years

"A-Plus" Buys for Glamor Grammar Girls!

Wonder Values! Rayon Frocks



\$1

Shirtwaist themes, nauticals, boleros,—everything to give the new, 1940 look! High style touches, smart colors, prints and combinations. Sizes 7 to 14.

Thrilling Styles! Rayon Dresses



\$1.98

Fall fashions girls go for! Princess, boleros, shirtwaist types, pleats, appliques, etc. Fall's best colors and prints, attractive fabrics. Sizes 7 to 16.

SEARS, ROEBUCK AND CO.

MONROE at S. UNION STONE 2500 ROCHESTER, N. Y.

The Rochester Sun is offering its readers the greatest travel bargain of the year in its special week-end World's Fair tours. Complete details can be had by phoning Stone 6001.

PIANO BARGAIN TOMORROW ONLY



FULL 88-NOTE

SPINET \$99

\$5

KITZMILLER MUSIC COMPANY

115 Clinton Ave. So. Opposite Loew's Theatre

FACTORY TO YOU - Sale!



MINK DYED CONEY \$27.50

CLIFFORD FUR Co.
1283 Clifford Avenue
Phone MAIN 474

FALSE TEETH WEARERS often worst breath offenders



Don't let Denture Breath and stains shout "False"

Dentists say—use **POLIDENT**

A thin dark film collects on plates and bridges. This film soaks up odors and impurities like a sponge! It holds germs and decay bacteria... gets into every tiny crevice where brushing can't even reach. And it's so tough that ordinary brushing seldom removes it.

Almost always it results in "denture breath"—probably the most offensive of all breath odors.

Yet there's a perfect way to clean and purify false teeth without brushing, acid or danger. It is **Polident**, a powder that dissolves away all scum, stains, tarnish and odor.

Grateful Users Praise It

Polident makes breath sweeter—plates or bridges look better and feel better. Tens of thousands call Polident a blessing for comfort, convenience and hygiene.

Long-lasting can only cost any drug store. Money back if not delighted. Approved by Good Housekeeping Bureau and dentists everywhere. Hudson Products, Inc., N. Y.



LAUER'S AUGUST SALE

Deep, comfortable, overstuffed lounge chairs... English Club styles... Tall, stately barrel chairs... Beautiful hand-carved 18th Century chairs... Inexpensive crickets... Imported Louis XV frames... Useful desk chairs... Functional modern chairs... You'll find them all at Lauer's—You'll find every color and blend. This is a store that features selection. Usually if we do not have them, they just aren't made. And right now the prices are lower than ever.

Chairs..

Regular \$34
IMPROVED COGSWELL \$24

An old favorite made more comfortable. With simple lines—not too massive—this chair does not give the impression of weight any more than a large sized occasional but it has all the comfort of the very largest chair. Lauer's show it in many colors, all at the same price, \$24.



Reg. \$95
DOWN BACK CHAIR \$34

This graceful American modification of a French chair goes splendidly with 18th Century furniture. Its loose down pillow back gives extra depth. The wood is solid mahogany.

Regular \$39.50
PLEATED BACK BARREL CHAIR \$29

Famous Beaverbrook barrel chairs... and you do not have only one color to select from. You may select your chair from 12 all made up on our floor. See the perfection of the tailoring.



LAUER'S OPEN FRIDAY NIGHT AND ALL DAY SATURDAY



SALE OF DESKS

- Reg. \$19.75—6-Drawer Walnut MODERN DESK \$14.75
- Reg. \$24—Waterfall WALNUT DESK \$19.75
- Reg. \$37—Mahogany or Walnut SERPENTINE DESK.... \$27.50



Mahogany or Walnut
Drop Leaf Table \$18.75

There is a large drawer in the end of this beautiful knuckle joint Duncan Phyfe table. Its size is suitable for dining.



Solid Maple
BREAKFAST SET \$26.75

This table extends on either end. It is a refectory type. This is not our largest set but is suitable for many of the small nooks and kitchenettes that are being made today in newer homes. The finish is a deep reddish amber over solid northern maple.

A SOFA BY DAY—A BED BY NIGHT

STORE YOUR SHEETS, BLANKETS and PILLOWS IN THE LARGE BEDDING COMPARTMENT



THIS COUCH TAKES UP LITTLE ROOM—IT IS ONLY 40 INCHES WIDE

A repeat sale of this "Swing Bed" in time to furnish the student's room or den. We call your attention to the fact that there is a real innerspring mattress, covered in strong ticking, concealed within its depths... that when it is closed it makes a davenport that is as comfortable as a more expensive sofa. See this new idea... this easy to open... comfortable to sleep on... easy to sit on "Swing Bed" tomorrow at Lauer's.

THE Swing BED \$33

Pay \$3 Down
\$1 Weekly

LAUER'S 50 STATE

Adelaide Says—



So you wanna know what to take back to collich' Waal, lassies, goggle your flickers thisa way while the local socialy prominent, comely coeds of Michigan, New Rochelle, Iowa State, Colby, U. of R., and the others give you the low-down on the smoothest, niftiest college clothes and stuff—strictly campus-killers all of em...

Four lovely-to-look-at campus queens who make up E. W. EDWARDS college board are right on hand to give you helpful hints in assembling a corking, date-clinching wardrobe. BERNICE BAYBUTT, Madison '43, JANICE ROBERTSON, Iowa State '42, JEAN MAC PHERSON, Colby '41 and PHYLLIS LEDERER, U. of R. '42.

On the subject of SWEATERS—Choose plenty of 'em say these gals... and stock up heavy on skirts, tweed preferably. You'll find stews of smart things—just about everything you'd want in EDWARDS sports wear dept. We're here to help in selecting, if you need us.

We like soft jerseys for hours after dark... and one of the gals informed us she found basic dark skirts most practical... wear flimsy, feminine lingerie blouses with them or if you wanna go sophisticated choose something ultra-ultra in a tunic blouse.

Take along a good supply of classic saddies—a good supply of our Pell Mell coats with rain-cravenettes reversibles (no luxury here—a positive necessity)... and you might throw in a pair of crepe sole saddle overshoes.

Cozy, comfy flannel robes, ankle-hugging slippers (bootsies you might call 'em) are "musts." The new flannel pajamas will scream at you, but they're honeys and you'll love 'em. And don't forget the men's flannel shirts (bright and scream as you can find them) and, of course, dungarees. Toss a travel kit in for plenty of reasons and off you go as complete as any college frosh that ever tripped along a campus lane.

Take some tips from these gals what know—they're in E. W. Edwards to show you Edwards college clothes—as gay as they've been in yahren!

Our College Board, group of chic young gals selected from Rochester's smarter youngsters, has toured the town to dig up the latest in back-to-school fashions. They've modeled for pictures, consulted with merchants, and here's what they've brought back...

For you young Frosh about to set out on a college career you'll find the smoothest of sweaters, skirts, sports wear of every type in Edwards... You'll find glamorous evening gowns, stunning wool frocks, captivating costume outfits in E. Kelsey Scott's swank Avenue shop... Shafer's has the grandest collection of fur coats—Eastwood's everything a gal could want in footwear... at reasonable prices—black or brown suede spectator with alligator calf trim only \$3.95, black suede elasticized pump with open toes, tall, slender, heels same price... brown suede low wedge tie, saddle oxfords, dancing slippers, cunning bunny scuffs in snowy white lapin...

Marino's just TOPS when it comes to hair-doing you for campus life—gives you an easy-to-manage wave and a permanent that'll last you 'til Xmas vacash at least... He'll send you forth a glamorous gal sure thing!

Some o' the college sweethearts tearing around the "Sun" office this week ankleled over to SHAFER'S fur fashion showing at the Sagamore Saturday aft. Came back bubbling with enthusiasm. Hold your breath, back-to-colleger, here goes with some briefs on the scrumptious little fur numbers that won us, sure thing...

Brown Mouton (processed lamb), soft as velvet, warm as can be, youthful, smart and the perfect coat for pigskin reviewing... Has a green wool hood edged in fur and a wool ascot. A trig bit of fashion designed especially for a college gal and we're not foolin'... Doris Weaver modeled it.

Course pinch-us-we're dreaming, but our attention was captured plenty by the piece-de-resistance of Mr. Shafer's breath-taking creation—a MINK coat worn by blonde and beautiful WILMA KENNING. It's the softest, silkiest, grandest MINK fashion we've seen in a moon...

And SHEARED BEAVER—favorite of favorites... with the new definitely 1940-41-ish swing back, loads of fullness, youthful, slenderizing lines and veddy flattering to the college girl or the youngish matron.

Now if you'll cast your orbs to the right, scan our College Fashion Page, you'll catch an eyeful of beauties we selected to photograph. Our roving photog and us, we really "covered" Mr. Shafer's show—and we've nabbed the smoothest of the selection for our page. Hope you like em as much as we do. It's still August Fur Sale time you know and not much time left to take advantage of these tremendous savings—the advance style at the most INCREDIBLE prices and from that ole reliable firm, Shafer Co., formerly Meng and Shafer, on the Avenue.

Fall Fashion Flashes

THE PRINCESS SILHOUETTE is back with us, but slightly changed: the fullness comes in the front instead of in the back.

THE NEW "AH" in the fashion dictionary is Brigance's stole-shawl. And do you remember Elsie Dinsmore, the good little girl who lasted through about forty-eight vol-umes in our 'teens? There is an Elsie Dinsmore beach ensemble now—camisole top and flutter skirt with inserts of ruffled pique.

To go with this fascinating beach stuff is the new pearl-glow enamel—something to throw a different light on the nails.

MORE PEDICURES—You can't be without them with the new slippers made of stretchable transparent plastic, vinylite. Toes show and shine.

HATS ARE ON A NEW TACK: They stay put, come breeze, come wind, come hurricane. Coif hats, calots, tight fitting skull caps, they are all anchored so as to withstand the swirling winds. The "anchorage" is the latest in the milliner's cunning art. It is no longer the perennial elastic; sometimes a hat is held by combs; sometimes perched over one eye-brow pierced through the hair with a pin; but whichever is the "anchor" it keeps it put.

ADVANCE FALL NEWS—Advent of knitted tweedlike fabrics which sell to the cutting-up trades and are handled exactly like woven fabrics. Among these are Gordon plaids, Nottingham knits, cashmere jerseys, corduroy knits, Harrislike tweeds, sheer crepe jerseys, shadow-plaid knitted fabrics.



Two eye-arresting coeds, Mildred Curtin and Betty Jean Smith, pictured on the River Campus. Mildred in a gold wool dress with 1940-ish touch — a hood. Betty Jean has chosen a perfect college-girl wool and velveteen combination, black with green plaid. Hat's a cutie—black felt with a dashing, swaying red feather. From E. KELSEY SCOTT'S collection.



Betty Jean Smith and Mildred Curtin. Pretty pix, eh? In a couple of bewitching dinner dresses from E. KELSEY SCOTT. Mildred's in black with flaming red at the waist to add a striking note. Betty Jean's wearing an ultra-ultra creation that's sort of olive shade with contrasting insertion.



On the steps of the D. U. House, Jane Lacey, Helen Tobin and Jane Armbruster in three trick fur coats from SHAFER CO., Natural Ocelot (\$265), Natural Raccoon (\$197), Grey Kidskin coat (\$139). Frank Parske is the D. U.



Luggage plays such an important part in back-to-college activity. Jane Armbruster poses with SIBLEY'S smart combination, matching wardrobe and overnight case. Room for everything looks right... impressive... costs little



Jane Lacey surveys a collection of shoes for college frivolities... has chosen EAST-WOOD'S Sub-Debs, dancing slippers, perforated black suede, brown suede with wedge heels, saddle oxfords; snowy white lapin Bunny scuffs; spectators with alligator trim.



Betty Shafer... in a novel costume of black wool and Grey Kidskin. She wore it in her father's Fashion Show Saturday. It's a swank outfit!



Leopard Cat and Green Wool combination worn by Jean MacPherson. It's fitted with front treatment in wool... has snappy ornamental buttons as finishing touches... a SHAFER coat... from his fashion show.



A jacket which brings a wistful look to our eyes... Silver Fox modeled by Mrs. Robert O. Kahse, so appropriate for every occasion. With her Barbara Van DeMark in another of SHAFER'S creations, a superb job in muskrat (mink dyed) which cut quite a swath in their Fall showing.



MARINO goes to work on Helen Tobin's tresses... designs a hair-do that's strictly collegienne. Has created some smooth coiffures for campus queens. He's at 7 Gibbs.

Preparations For Fall Classes Made By WPA Teachers

Armed with a defense program of their own against out-moded teaching techniques, nearly 100 teachers of the W.P.A. adult education staff of the Board of Education will mark the third week of a month of in-service training tomorrow.

The final week of the training course will consist of lectures and demonstrations on modern teaching technique in cultural, vocational, commercial

and homemaking subjects, with especial emphasis on those pertinent to the nation's defense program.

Class sessions are being held by the cultural division at No. 17 School, Vocational division at Monroe High School and the homemaking division at the Y.W.C.A. and at No. 9 School.

The In-Service Institute is being held in preparation for the opening fall term of adult evening schools, scheduled to open the week of September 23rd.

The institute is being conducted under the supervision of Verne A. Bird, director of adult education for the Rochester Board of Education.

101-2 ELWOOD BLDG.
E. MAIN AND STATE ST.
MAIN 3709

American Beauty Salon

Managed By Anne Walker Irvine

In Consideration for the Teachers and Students About To Begin Another Year, We Are Repeating Our Amazing, Opening Offer—

—COMPLETE—GENUINE—
HELENE CURTIS \$2.50
MACHINELESS PERMANENT

COOL CONVENIENT COMFORTABLE EVENINGS BY APPOINTMENT

Do You Need A Financial Lift?

Come Here For A Low Cost

LOAN

If you are steadily employed and need money for any purpose SEE US FIRST. No collateral or co-maker required. Small monthly repayments. Money-saving rates. Private rooms for consultation!

FREE PARKING FACILITIES AT 101 EXCHANGE STREET

GENESEE VALLEY TRUST CO.

Exchange and Broad
THE BANK OF PERSONAL SERVICE



KIENERS

Present . . .

The Smash Hit of the Season

ZIP - N - COAT

Two Coats Zipped Into One.

\$14.95

Regular \$19.95

AN ALL-SEASON COAT! Zip in the lining for cold days, zip it out for warmer weather. The height of economy AND smartness. When you see these beautiful tweeds, you'll fall in love with them. Save \$5 on the list price this week. Come in just as soon as you can.

KIENERS COAT SHOP

599 HUDSON AVE. cor. CLIFFORD
Store Open 9 A. M. to 10 P. M.

Sibley, Lindsay & Curr Co.

Amazing New Cosmetic Discovery Removes Hair!

No razors, no axes, no smelly pastes. Simply spread STET on arms or legs and, in a few minutes, away goes hair. STET looks like your face cream and it has just as pleasant an odor. Give your legs—beneath those new fall stockings a completely new glamour and allure.

50c jar

Phone Orders To Stone 6500

TOILETRIES, MAIN FLOOR

HURRY!!

Make Your Reservation Now For The

Rochester Sun Labor Day World's Fair Tour

Leaves Friday 11:20 P.M. N. Y. C. Station
Return Tuesday A. M.

\$16.50

Per Person

TRIP INCLUDES

- Round Trip R. R. Fare
- Breakfast In N. Y.
- Room with Private Bath At Hotel Commodore
- 2 Tickets To World's Fair
- Billy Rose Aquacade
- 2 Other Concessions
- Radio City Observation Roof

Tickets On Sale At

Rochester Sun

420 Burke Bldg.
Phone Stone 6001

Sibley, Lindsay & Curr Co.

Phone Stone 6500

Rochester's Favorite Ham!

Flav-O-Rich Ham

EXTRA FANCY, HOME-DRESSED, MILK-FED FOWL, 4 1/2 lb. aver., lb. . . 23c

Angel Food Cakes

Rich, tender, light and fluffy. Each **35c**

Russian Rock Cookies

Drop cookies filled with fruit and nuts. Doz. **24c**

MAYONNAISE, Tower brand, pint . . . 25c
CAMPBELL'S TOMATO SOUP, doz. 89c
TOMATO JUICE, Campbell's 14 oz. tin 79c
TOMATO JUICE, Campbell's No. 5 tin 19c
NBC Skyflake Wafers, lb. pkg. 21c
POTATO CHIPS, Williams, lb. 45c

BUTTER

High-Score Creamery Tub **2.61c**

KRAFT'S CHEESE, American, Brick or Pimiento, 2 lb. box 43c

ORANGES

3 doz. **69c**
Juicy Sunkist Californias

LEMONS

35c doz.
Large Size Sunkist

ONIONS

10 lb. bag. 25c
Firm Cooking Onions

COFFEE

23c
2 lbs. 45c
"Our Breakfast" brand, in tin or jar.

Sugar

Domino Granulated **25c lb.** \$1.21

GROCERY, MAIN FLOOR: PHONE STONE 6500 AT 8 A. M.

LINCOLN'S

"Back to the Campus" with the smartest Fashion Hits

2 pc. TAILORED SUITS

Casual classics in Autumn pastels

Of Soft Shetland Type Wool

\$3.98

With zipper jacket Soft wooly, Parker Wilder shetlands with twin detachable white collar and zippered jacket.

With cardigan jacket Black, soldier blue wine, green and Indian earth shetlands with quilted trim. Sizes 12 to 20.

LOOK FOR THIS LABEL

THE NEW "Glamour" SWIRL FINISH FELT

The casual campus sportster! Smart swirl felts in soldier blue, navy, black, brown, Indian earth, green, wine and royal. Sizes 21 1/2 to 23.

\$1

"AUDREY HOSE"

in a "class" by itself!

Famous 3 or 4 thread RINGLESS CHIFFONS

59c pr.

Highly twisted chiffons that combine both sheerness and durability. Popular back to school chiffons in every smart Fall shade.

or dainty 3 thread CREPES

79c pr.

Sheer dull-finish crepes truly flattering in the season's newest shades. All ringless, of course. Sizes 8 1/2 to 10 1/2.

A Fashion Sensation at a Much Higher Price

\$1

SIZES 12-20

STRIPES - NAVY COPEN WINE BROWN

CAMPUS "MUST HAVES" in SPORTSWEAR

Mannishly tailored all wool cardigan, boxy or Sloppy Joe knit

SWEATERS \$1

"Sloppy Joe", simulated hand knits, boxy classics and slippers. Choose in beige, heather, powder, blue, green, Indian earth, pink, navy, royal and wine.

ALL WOOL FLANNEL Corduroy SKIRTS

1.98

The newest of all! Guinpe and pinaflore skirts in fine wale corduroys, plaids and flannels with zipper plackets. A colors in all sizes.

Stripes or Embroidered TAILORED or SPORT BLOUSES

\$1.00

Stripes, satins either tailored or embroidered. White, rose and blue in sizes 32 to 40.

Corduroy or Flannel JACKETS

\$2.98

Butcher boy and classic jackets in corduroys and flannels. Fitted and boxy styles with pockets. All sizes.

MAIN ST. EAST AT ST. PAUL, ROCHESTER

Record School Wear Business Anticipated By Lincoln Stores

When Rochester youngsters trek back to school next Tuesday, they'll be properly outfitted in brand new clothes, as appealing in style as they are in wearability, if Lincoln's, Main St. E. cor. St. Paul St. have anything to say about it.

Firm Plans New Super-Market In Dewey Section



JOHN F. WEGMAN

Wegman will open a new "one-stop" super-food market at 815-817 Dewey Ave., within the next few weeks.

John F. Wegman, president of the Dewey Food Markets, has completed negotiations for the Dewey Ave. block which, until recently, has been occupied by a chain grocery and a drug concern. Four adjoining pieces of property, in the rear, have also been purchased to be used as a free parking area for Wegman's customers, according to the firm announcement.

Alterations and modernization of the building will begin at once, Mr. Wegman said, with the opening planned for early in October.

Speaking of the expansion Mr. Wegman said, "the Dewey-Driving Pk. store is another step in the Wegman program to

Predicting the greatest pre-school business of any time during the past 11 years, Arthur W. Kane, manager of the store, has been busy for the past three weeks assembling one of the greatest stocks of children's wear to be found anywhere in the city.

Increased attention is being focused also on sportswear, so popular on the campus with the college set. Style dictators have decreed plenty of sweater and skirt sets in every collegienne's wardrobe and Lincoln's have announced themselves as more than ready to supply the demand.

"The most startling change in children's wear in the last few years is the trend toward authentic styling," said Mr. Kane in commenting on features of the children's wear assortment now on display at the store. "Why, in another few years," he continued, "we'll probably be seeing 'teen age wear styled by such designers as Schiaparelli, Adrian, Molyneux or Hattie Carnegie. Dresses today for the ten-year-old have all the style appeal to be found in misses' dresses."

Increased activity in the hosiery and shoe department is anticipated by officials of Lincoln's as the modern mother dresses her offspring from top to toe just as smartly as the next one when the school bell summons the youngsters back to their studies.

serve all sections of Rochester with the convenience of our type of super-market."

From a small vegetable and fruit store, the Wegman Store has grown to include seven large stores employing more than 500 Rochester people. The first store was opened in 1917 at 72 Main Street West. Other stores are now located on Front St., at Bull's Head, 88 Clinton Ave., 374 Main St. E., Monroe Ave., and at Dewey and Ridge Rd.

The Wegman's Food Markets are wholly Rochester owned and operated.



TRY IT

New scientific design lets you do minimum water cooking and save health-building minerals and vitamins you now pour down the sink. That's not all. Food shrinkage is cut up to 20% — that means money in your pocket. Cooking is 1/3 faster — that means more leisure for you. So come in. SEE, WATCH and TRY one of these amazing new ranges. Then trade in your old stove. Start saving now!

\$20.00 for your old stove regardless of age, make or condition. SPECIAL LOW PRICES, NO DOWN PAYMENT. (Your old stove is the Down Payment). Pay as little as 10c a day As long as 36 months to pay.

ROCHESTER GAS & ELECTRIC Corporation

89 East Ave.

Main 7070



The LINCOLN STORES

The best looking styles — in a big variety of 7 to 14

School DRESSES

PLENTY of WOVEN PLAIDS and NAUTICALS

2 PIECE JUMPERS — BOLEROS — POPLINS

Colorfast prints and plaids that can be laundered again and again! Jumper frocks with crisp white blouses, boleros with wide flared skirts, poplins and princess dresses. Over 25 styles and every one a favorite!

\$1

YES—PLENTY OF SMART STYLES for the CHUBBY MISS — SIZES 8½ to 16½



Whether it's a new dress for the 2nd grader or a supply of silk hose for the senior you'll find Lincoln's can offer you the quality you want at real savings. **School Starts At LINCOLN'S**

COPIES OF OUR BEST SELLING \$1.00 SCHOOL DRESSES

Scotch plaids in several Fall shades and colorfast prints. Style tots love in sizes 7 to 14.

59c



Style 2133 Size 8 1/2 to 14 \$1.00



Style 2070 Size 7 to 14



Style 2088 Size 7 to 14



Style 2089 Size 7 to 14

BETTER QUALITY SCHOOL OR PARTY 7 to 16 DRESSES

Even some with matching pocketbooks and hoods! Plaids, corduroys, acetates and gabardines. Tailored or angora trimmed.

\$1.98



GOLF HOSE — 5/8th CREW SOCKS and ANKLETS

LARGE SELECTIONS

Plenty of brand new Fall patterns and colors to select from. Elasticized turn-over and straight-up cuffs. Sizes 7 to 10½.

15c

Golf hose and 5/8 in navy, corduroy, green and skipper. Sizes 6 to 10½.

20c



Boys' Delmar fast color SHIRTS

Sizes 8 to 14½ **59c**

Fine count white and fancy patterned shirts in the famous Delmar brand. All color fast.

"SIR RICHARD JR." 80 SQUARE SHIRTS 79c
BOYS' MOGADORE SCHOOL TIES ... 10c



Boys' Sweaters

TWO TONE CAMEL-LINES WITH ZIPPERS

Rib knit and camel-line sweaters with raglan sleeves and zipper front. Brown, green, royal and maroon in sizes 30 to 36.

\$1

BOYS' HEAVY RIB KNIT with Johnny Collars

\$1.59

Rib knit sweaters with plaid front and back. Navy, maroon, green and brown in sizes 30 to 36.

Corduroys ARE THE RAGE

Fully Lined Speckled KNICKERS

\$1.19 Pr.

Fully lined corduroy knickers bartacked at all points of strain. Grey and brown in sizes 6 to 16.

CORDUROY HIGH SCHOOL LONGIES

Pleated trousers in speckled grey, and brown corduroy. Sizes 8 to 18.

\$1.59

Boys' part wool lined KNICKERS

Fully lined grey or brown speckled corduroy knickers. Two side and 1 hip pocket. Sizes 6 to 16.

\$1

Boys' worsted LONGIES

Rough-weave worsted "back-to-school" longies in sizes 10 to 18. Brown, grey, blue and green.

\$1

MORE WEAR per PAIR IN LINCOLN'S CHILDREN'S SHOES

A new low price for our famous

CAMPUS JR. SHOES

\$1.29 Pr.



Sport oxfords and patent leathers with crepe or leather soles. Sizes 8½ to 3.

STILL THE BEST DOLLAR VALUE

Delmar Jr. SHOES

\$1.00 Pr.



T-straps, oxfords and saddle shoes in every wanted style. Sizes 8½ to 2.

LINCOLN'S

MAIN ST. EAST AT ST. PAUL

Stock-Up For the Holiday With . . .



FOOD BUYS

—AT—
WEGMANS

Cortez
TUNA FLAKES
10c_{en}

One Pound
HERSHEY COCOA
13c_{en}

12 Oz. Calumet
BAKING POWDER
13c_{en}

Sweet Wrinkled
New Peas 2 No. 2 cans 15c

Soft As Old Linen
Scottissue 3 rolls 20c

12-Oz. Frontier Brand
Beer or Ale 4 bot. 23c

2½ Size Red Tag
Deluxe Plums 2 cans 25c

Half Pound Hershey Baking
Chocolate cake 10c

Florida Gold Orange Or
Blend. Juice 2 No. 2 cans 15c

20 Mule Team
Borax 2 pkgs. 25c
Boraxo Can 14c

Wegman Tender Sweet

LEAN COOKED TENDER

HAMS

You'll Surely
Want a Ham
For The
Holiday

22c
lb.

All Sizes
Whole Ham
or Shank
Half

ROCHESTER'S LARGEST MEAT RETAILERS

L. & S Crisp Sweet
Pickles 10-oz. Jar 15c

Pint Size Zesty Ivanhoe
Mayonnaise 25c

5-Pound Sack Flour
Pillsbury's Best 23c

Pine Ounce Jar
Choc. Bosco can 10c

Tall Fas-T-Mix Fruit
Cocktail 2 cans 19c

Half Pound Orange Pekoe
Foote's Tea pkg. 35c
Foote's Tea Bags, pkg. of 12, 15c

2-Lb. Pure
PEANUT BUTTER
23c Jar

Large Size
SILVER DUST
21c PKG.

M. & C.
MACARONI DINNERS
9c PKG.



FRESH—Stays fresh LONGER!

Land O'Lakes Butter stays fresh longer because it is churned entirely from sweet cream, and rushed to us under refrigeration. It is our quality butter.

LAND O'LAKES
Sweet (NOT SOUR) Cream
BUTTER 32c
POUND ROLL

Wegmans
HOME OWNED FOOD MARKETS

FREE PARKING FOR CUSTOMERS

O. E. S. Chapter To Dedicate Flag

A 45 ft flag pole and new American Flag will be erected on the grounds of the Jewish Home for the Aged in St. Paul St. by members of the Flower City Chapter No. 597, O. E. S. Ceremonies dedicating the flag in memory of Worthy Matron Mary Zeller, will be held on Sunday, September 8, at 2 p. m. It is announced that American Legion posts, Eastern Star members, and city and county officials are invited to attend.

A sausage roast at the home of Mrs. Burnside, 531 Jefferson Ave., will be held by members of the E. G. Marshall W. R. C. No. 27 next Thursday. The public is invited.

...अंतर, शीवराम, जब लूम
AND, SHIVARAM, WHEN YOU
ग्रीमलेट लैपार फरो,
GIMLET MIX,
लब गीलीफा जीन
THEN GILBEY'S GIN
इर-लमाल फरो
USE



They've been saying that for nearly a century now, not only in far-off India but in nearly every other country on the globe. For long, long ago men who knew fine liquors, discovered the richer, smoother taste that Gilbey's gives a drink.

Ask for "GILBEY'S"—the international gin.

THE INTERNATIONAL GIN DISTILLED BY GILBEY IN THE UNITED STATES, ENGLAND, AUSTRALIA, CANADA
National Distillers Products Corp., N. Y. C.—90 Proof—made from 100% grain neutral spirits

AUGUST FURNITURE SALE

Budget Terms Open Evenings

Highest Quality — Prices of Economy

Mangurian's

EXCLUSIVE BUT NOT EXPENSIVE

PARK Ave. at MEIGS

LOVALON
Hair Rinse
28c size 14c

LIFEBUOY
Shave Cream
Large size 23c

BAND-AIDS
25c Box 19c

DAW'S ORIGINAL CUT-RATE DRUGS.

56 Clinton Ave. S. Opp. Temple Theater
31 Main St. E. Corner Anagnost
353 Main St. E. 1 Door from Stillson
452 Ridge Rd. W. Corner Deacy
880 Main St. W. At Bull's Head
473 N. Goodman Just Off Main
539 Monroe Ave. Near Goodman

WITH COUPON
SUN GOGGLES
Regular and Slip-over Styles
Assorted Colored Frames and Lenses
25c VALUE (Limit 2 pair to customer)
11c

Toilet Tissue
HY-TEX Quality
1,000 in Each Roll
3 13c
Rolls For (Limit 6 rolls)

WITH COUPON
CRACKER JACKS
Regular 5c boxes
3c

BABY BOTTLES
8 oz. 3 for 5c

BARBASOL SHAVE CREAM
50c size 19c

SQUIBBS ASPIRIN
100 Tablets 39c

Corn Plasters
Medicated Centers Pkg. of 12 16c

BLONDEX SHAMPOO
28c size 16c

ANACIN TABLETS
25c size 19c

PETERMAN'S ANT FOOD
25c size 16c

WITH COUPON
RINSO LARGE BOX
14c (Limit 1)

WITH COUPON
ROOT BEER
Concentrated EXTRACT
Regular 25c Bottle
Makes 40 Pints of Delicious Root Beer
9c
(Limit 2 bottles)

WITH COUPON
APPLE BLOSSOM Bath Powder
Large 75c Box with Puff
39c
(Limit 2 boxes)

FUSES, Box of 5 15 or 30 Amps. 11c
OLIVE OIL, 1 L. S. P. 44c
ENVELOPES, Package of 25 3c
BON-AMI, Powder, 15c Size 9c
CASTOR OIL, 3-Ounce Bottle 6c
SERTAN, Laxative, 60c Size 49c
MINERAL OIL, Pint Bottle 29c
ADLERIK, Laxative, \$1.00 Size 68c
IO-CURE, Wave Set, 25c Size 18c
KREML, Shampoon, 60c Size 36c
PACKER'S, Sealintone, 50c Size 29c
HYGEIA, Nurgers, 8-Oz. 7c

Prescriptions FILLED AT DAW'S Costs You Less

COCOMALT, Reg. 50c, 1-Lb. 33c
MELLIN'S, Food, 85c Size 59c
HOLLIC'S, Malted Milk, \$1.00 Size 69c
MENNER'S, 25c Baby Powder 19c
CUTICURA, Ointment, 50c Size 31c
BURMA SHAVE, Half Pound Jar 39c
MUG SOAP, 5c Bars 2 for 5c
SAL HEPATICA, Laxative, 60c Size 49c
RHUBARB & SODA, 4 Ounces 24c
WILDROOT, Shampoo, 50c Size 29c
KLUTCH, 50c Powder for Plates 29c
IPANA, Large Tooth Paste 39c

WITH COUPON
TODDY
"The Original Chocolate Malted Milk"
Regular 25c 1/2 pound
11c
(Limit 2)

WITH COUPON
Woodbury's Tooth Paste
Large 25c Size
8c
(Limit 1)

WITH COUPON
TOOTH BRUSHES
Oval or Tufted 25c Value
8c
(Limit 2)

PREP For Shaving
Tube or Jar 35c size
13c

TOOTH PICKS
Round
Reg. 5c Boxes
2 for 5c

COLGATES TOOTH PASTE
Large Size
2 for 29c

SHUR-OFF
For corns 35c size
18c

STORK CASTILE SOAP
15c size
7c

GRAPE JUICE
Quart Bottle
29c

PROBAK JUNIOR BLADES
Pkg. of 4 10c value
3c

INGRAM'S SHAVE CREAM
Tube or Jar Large Size
29c

SEIDLITZ POWDERS
25c - Box of 12
8c

DOAN'S PILLS
75c size
33c

MARROW OIL SHAMPOO
\$1.00 size
48c

WILDROOT HAIR TONIC
With oil \$1. size
59c

PHILLIP'S MILK OF MAGNESIA
TABLETS 25c size
11c

ANUSOL SUPPOSITORIES
Reg. \$1.25
84c

RUBBER CRIB SHEETING
24 x 36 Inch
13c

PACKER'S SHAMPOO
60c SIZE
29c

ZINC OINT.
25c SIZE
8c

CITRATE OF MAGNESIA
25c SIZE
6c

HINKLE PILLS
BOTTLE OF 100
3c

LUX SOAP
3 for 14c

PEROXIDE
PINT BOTTLE
7c

PINKHAM'S COMPOUND
\$1.35 size
74c

HYGEIA Translucent Nipples
20c Value
11c

DR. WEST TOOTH BRUSH
Waterproof Bristle 50c Value
25c

PALMOLIVE SHAVING CREAM
Large Size
2 for 33c

GLYCERINE SUPPOSITORIES
Infant or Adult Regular 25c
9c

Apricot
brighten
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Lunch Box HINTS

Apricot sandwich filling will brighten up the school lunch box and the youngsters, too. Mix cooked apricot pulp with cream cheese and spread between buttered slices of white bread.

A hearty meat loaf sandwich gives energy to a baseball player on the school lot at noon. Plan it for the day after the family has hot meat loaf for dinner.

Wrap lunch box sandwiches individually in waxed paper to keep them moist and flavor-fresh. Pack sandwiches near the top of the box. For color, cover the wrapped sandwiches with gay paper napkins and fasten extra-thick sandwiches together with colored tooth-picks.

Chopped hard-cooked egg, chopped celery, ground raw carrot, and salad dressing in a sandwich add interest as well as vitamins to a lunch box meal. Peanut butter mixed with chopped figs, dates or prunes, and moistened with cream, is wholesome sandwich fare for children.

An eye-opening surprise in the lunch box for the younger folk is a big ginger cookie with raisin face.

Salad is easily carried in a school lunch box if it is placed in a hollowed-out roll.

A WORLD OF FOOD

by MARJORIE THORP



LACK OF VITAMIN A, ONE OF THE MOST IMPORTANT ELEMENTS IN MILK, HAS BEEN FOUND BY SCIENCE TO CAUSE POOR SIGHT IN SEMI-DARKNESS. MANY AUTOMOBILE ACCIDENTS ARE SAID TO BE DUE TO THIS FACTOR.

FARMERS' HOTEL - DO YOU KNOW THAT NEW YORK CITY HAS A HOTEL ONLY FOR FARMERS? IT IS BULL'S HOTEL, PACING HARLEM MARKET, WHICH RENTS SPACE SOLELY TO FARMERS WHO RAISE THEIR OWN CROPS.



BEFORE THE FRENCH REVOLUTION, A GUEST CARRIED HIS KNIFE, FORK, AND SPOON WITH HIM WHEN INVITED TO DINNER. IN 1682 ASSER LEVY, A WEALTHY CITIZEN OF OLD MANHATTAN, HAD 22 SILVER SPOONS BUT ONLY ONE SILVER FORK.



CABBAGE WAS ADORSED BY THE EGYPTIANS WHO RAISED ALTARS TO IT. CABBAGE, CARROTS, AND POTATOES ARE CULTIVATED EXTENSIVELY IN NEW YORK, WHICH HAS A LARGER ACREAGE OF VEGETABLES THAN ANY OTHER STATE IN THE UNION.

WE WILL PAY \$5.00 FOR EACH STRANGE FOOD FACT SUBMITTED AND USED ON NEW YORK STATE PRODUCTS-ADDRESS, A WORLD OF FOOD, 406 TENTH AVENUE, NEW YORK, N.Y.

Plan A Picnic For Labor Day

By IRENE MUNTZ

A picnic for Labor Day can be rest and fun for Mother as well as for father and the children. Simple and appropriate foods, planned and prepared ahead of time can be ever so tasty and so easy to do. Colorful paper dishes, tablecloths and napkins are time and effort saving and are attractive. Crispy, crunch pickles and olives are appetizing. Include some devilled eggs, radish roses and celery curls and tuck in a few tomatoes. With this to start we find it isn't long before a delightful menu is the result. For an extra special picnic, chicken is very well received. Why not prepare it at home and serve it cold for the picnic?

A very easy way to do this is to have a young chicken (2 to 3 1/2 lbs.) cut in pieces for frying. Roll each piece in seasoned flour (1/2 c flour, 1 t salt and 1/2 t pepper). Melt 3 t butter, add 3 t drippings and when hot, add the chicken and brown slowly. Then place in a 350 degrees F. oven and bake about 40 minutes.

It possible to take a hot dish, creamed potatoes would be just the thing. To finish the meal off, there is nothing any better than a good cookie and certainly nothing easier to prepare.

BUTTERSCOTCH WHIRLS
Temperature: 400 degrees F.
Time: 10 to 12 minutes.

2 c all-purpose flour
1/2 c soda
1/2 t salt
1/2 c shortening
1 c brown sugar
1 egg
1/2 c lemon juice
1/2 t vanilla

Sift flour, measure and sift with soda and salt. Cream shortening until light and fluffy, add brown sugar and beat well. Beat in egg and flavorings, gradually add dry ingredients, blending well. Roll on a lightly floured board into a rectangle 1/2 inch thick. Spread with date filling, roll like a jelly roll and place in automatic refrigerator several hours or until ready to bake. Cut in thin slices and bake in a pre-heated oven.

DATE FILLING
1/2 c dates
1/2 c water
1/2 c sugar
1/2 c lemon juice
2 t chopped nuts

Combine dates, sugar, and water and cook slowly until dates are soft. Remove from heat, beat until smooth; add lemon juice and nuts. Cool before spreading on cookies.

Kitchen String Holder Useful

A string holder for the kitchen is made of an ordinary wooden coffee box with sliding lid, painted white or a gay color. For further decoration, a fruit or flower decalcomania is applied to the lid. Bore a small hole in the bottom of the box for the string to emerge from, hang a small pair of scissors from a hook screwed to the side of the box.

Plan Kitchen In Four Areas

According to a bulletin of the Producers Council, the kitchen properly planned for efficiency should embody the correct placement of the following four main areas:

1. The receiving area for food or supplies, centering around the refrigerator and the necessary storage cabinets.
2. The preparation and cleaning area, the axis around which all kitchen work revolves, centering around the sink and storage cabinets.
3. The cooking and serving area. This area consists of the range and storage cabinets of correct type and capacity.
4. The planning area. Here the meals are planned, recipes stored and groceries ordered.

GROWTH OF INDUSTRY

The first composition roofs in the United States were laid in 1844 and 1845—almost a century ago. Today almost exactly two-thirds of all roofing materials applied in the United States are asphalt roofing products.

Use Blue and Yellow With Green Walls

A deep blue rug, blue and yellow checked upholstery or

Swedish modern furniture, and light green walls all combine in charming simplicity to produce a room authentically peasant in decoration. The cabinet with helves holds carved, hand-

crafted pieces of statuary and peasant pottery.

tends to reduce the contrast between the color of the books and the back wall. It also harmonizes the appearance of rows of uneven books.

GRANTS Big Variety of SCHOOL WEAR

New Styles! Improved Quality! Bigger Values!

STORE OPEN 'TIL 6 P. M. SATURDAY



Cutest styles in years!
Girls' Percalé Dresses
59¢

We mistook them for \$1 dresses and they almost missed this ad! You'll know what we mean when you see the new styles, lovely detailing, fine material! Tubfast plaids, prints, plaids for all ages 4 to 14.



An Outstanding Value!
Children's Leather Shoes
1.00

1.29 would be cheap for what's in 'em, and the way they're made! Damp-proof, oil-tanned leather or sport rubber soles, full linings, leather insoles, fine stitches! Smart styles! Now in all sizes up to 3!



Girls' Reg. 25c
Rayon Undies
19c

Clinging French cut panties, bloomers, vests! A few will last her all year! 2 to 16.

Very "swish"! Rayon Taffeta or Satin Girls' Slips
39¢

You don't have to keep these for best! Fine fabrics, bound edges, reinforced seams. Grants 4-gore cut for fit! Muslin Ruffle-Bottom Slips, 25¢



Cute Styles For Little!
Girls' Hats
79c

Streamers that hang below her waist! Berets! Sailors! Big assortment!

SMART BLOUSES
Smocked poplins! 80/80 percale checks! 7 to 14. **59c**

ALL TYPES SKIRTS
All-wool! Hannels! Fine plaid, corduroy! **\$1.00**

"Grants" Means Quality!
Girls' Golf Hose
Knit-through elastic tops! Big choice of new patterns. 8 to 10 1/2. **20c**

Children's Mercerized 5/8 Hose
Fine for between-seasons. Elastic tops to hold them neat! Others 10c up 6-9 1/2. **15c**

Grants is famous for 'em!
"Jack-O-Lantern" Anklets
15¢

So many, we can't even count the number of different kinds! Terry's, rib's, plain colors, stripes, novelties! Mercerized cotton lisle! 6-10 1/2.

Thrifty Mothers Save \$\$\$ at Grants!



They're Big Values! They're Man-Styled!
Boys' Shirts and Shorts
20¢

Watch him imitate Dad's walk in these! Snug-fitting cotton knit shirts, 6 to 16. Nifty broadcloth shorts with gripper snaps, elastic backs! Sizes 23 to 28.
Boys' Fine Quality Knit Sport Shorts, 24-34. **15c**



First in its price class!
Boys' "Wearite" Shirts
69¢

It takes a shirt well over 99c in price to compete with Grants' "Wearites" in style and wear! Tubfast colors on strong, fine fabrics! Full-cut! Fitted collar like Dad's! Sizes 8-14 1/2.
Boys' Melvin Shirts. **50¢**



Boys' Varsity-Type All-Wool Sweaters
1.00

They're smooth, all right, in plain or wide rib knit with neat crew necks. Just the right weight and warmth to wear through Fall! 30 to 36.



1.98 Worth of Style and Wear!
Boys' School Pants
\$1.49

If he likes to pretend he's Dad—these really look the part! Drop-loop belt, pleats. Wool mixed suitings! Made for wear—and how they wash! Sizes 8 to 18.

SCHOOL SUPPLIES

Usually, they'd cost 35¢!
Notebook & Filler
Here's a combination to save you 1¢! Binder, 50 sheets, index! **19¢**

Regularly 20¢ a dozen!
Yellow Pencils
With gilt tips, red eraser, smooth lead! **15¢**

Ring Binder and Filler
8 x 10 1/2, 40 sheets! **10¢**

Lycrast Filler Paper
Paint ruled! 50 sheets **5¢**

Filled Pencil Box
Linc Ranger 2-derives! **25¢**

FITTED SCHOOL BAG
Rubberized plastic! 2 pks. **25c**

Notebooks, Pads, Spiral Bound Books 5¢ & 10¢

Go first to Neisner's

5¢ to \$1.00 Stores

SCHOOL SHOES for BOYS-GIRLS

STURDY BUILT OXFORDS — BLACK or BROWN —

69¢

Long-Wear Soles

OPEN TILL 6 P. M. FRIDAY AND SATURDAY

SIZES 8 1/2 TO 2

Mothers! Here's A Real Value!

Boys Heel Plate Long-Wear

\$1.44

OXFORDS

As Pictured—First Time Ever Sold At This Low Price

SIZES TO 6

The NEW ZUIDER-ZEE Dutch Toe OXFORDS For BIG GIRLS —

\$1.44

NEW SPORT SOLES

BLACKS OR TANS—STYLES AS PICTURED

Open Till 6 P. M. Friday and Saturday

SIZES 3 to 8

W. T. GRANT Co. Main St. East at East Ave. KNOWN FOR VALUES

Three Feathers
the finest whiskey money can buy
...and it's light as a feather

Buy a Bottle Today!

THREE FEATHERS Blended Whiskey, 90 Proof, 75% grain neutral spirits. Oldenjoy Distillers Corporation, N. Y.

Local Business Shows July Gain

Despite the seasonal slack, usually experienced during the summer months, Rochester business chalked up another healthy gain during the month of July, according to figures released by the Chamber of Commerce this week.

Passenger car and life insurance sales, freight car loadings and job placements made outstanding gains. Department store sales made a nine percent gain over July 1939.

Daily newspaper line age showed a seven percent decline for the month, but paid lineage of the Rochester Sun during July showed an astounding 45 percent increase over July, 1939, and a ten percent increase over June, 1940. The two daily newspapers registered a 27 percent loss as compared with June 1940. The Sun maintained its 26 percent increase for the seven months of 1940 as compared with 1939. During the same period, a two percent gain was registered by the dailies.

K. of C. - Shriners .

(Continued from Page 1)
fireworks display after the contest.

That's why the combined ticket committee, headed by Paul Predmore, is expecting a record-breaking attendance in the neighborhood of 19,000 spectators. Advance sale of tickets indicate this size crowd.

More than 20 drill teams from fraternal organizations throughout the city are scheduled to march in the colorful parade. A liberal sprinkling of bands will add to the color of the parade.

The fireworks display, which is scheduled to take place immediately after the ball game is promised to be one of the most brilliant ever seen in this city. It will include the firing of more than 200 sky rockets, the display of fifteen large set pieces and a finale which will show a huge American Eagle flying across the field against a background shower of red, white and blue.

Almost all reserved seats in the stadium have been taken by members and friends of the two organizations. However, those reserved seats which are left, in addition to unreserved sections still available will be on sale at the stadium box office right up until game time.

Festivities are scheduled to begin at 8 p. m. with the appearance of the parade in the stadium. Members of the K. of C. and Shriners general committee will be on hand to greet all comers, pass out what information they can and make themselves generally useful to stadium visitors.

World's Fair . . .

(Continued from Page 1)
lected for the return journey home on Monday. Fast express trains leave Grand Central Terminal for Rochester approximately two hours apart. One may leave New York as late as midnight Monday, arriving in Rochester at 7:33 a. m. Tuesday.

Reservations are made in the order received. And while there is still time available, the sooner you come to the Sun office, 420 Burke Bldg., the better it will be.

Horse Laugh For Westbury

It's a horse on the Roosevelt Raceway!
The famous course at Westbury, I. I., where promoters spent millions in an effort to popularize auto racing with New Yorkers, is now a trotting track. Night racing is being staged there. It cost \$100,000 to remodel the old speedway.

Improve your bridge game. Read "Across the Bridge Table" by Asa Spades, each week in the Rochester Sun.

A NEW MAN!

Janet — your letter made a new man of Bill. When you turned him down, he lost his job through too much drinking and things looked pretty black for him. Now he has his self-respect and his job back again, thanks to you. Read "When She Walked Out On Me" in True Story Magazine now on sale.

Redeem Your Coupons HERE

Lux Flaks Large 21c
Silverdust Free 20c
Spry 17c — 3 lbs. 45c
Lux, Lifebouy 4 for 25c

BUSY BEE
Independent Stores

PERSONAL AUTOMOBILE REAL ESTATE HOME IMPROVEMENT
Loans at low cost
CENTRAL TRUST COMPANY
25 E. MAIN ST. • MAIN 1625 • 1806 EAST AVE.

TIRE SMASH!
First Time at This Price ANYWHERE!

SAVE SAVE SAVE

GOODYEAR ALL-AMERICAN 6:00 x 16
\$5.95
50c DOWN—WEEKLY
Sale Prices Include Your Old Tires!

SAVE \$5.10 On Either!
6.00x16 50c WEEKLY!
GOODYEAR De Luxe All-Weather
or **U. S. ROYAL De Luxe**
\$8.95 Reg. Price \$14.05

FIRST QUALITY FIRST LINE WILLARDS!
6.00 x 16 \$4.95 | 5.25 x 18 \$4.85 | 5.50 x 17 \$4.90 | 4.75 x 19 \$4.35

We Make the Guarantee and Stand Back Of It!
Sole Prices Include Your Old Tires!

Get Our Prices On New, 1941 RADIOS
PHILCO — ZENITH — CROSLEY — R. C. A. — Liberal trade-in allowance on your old set. EASIEST TERMS IN TOWN!

KOMINZ TIRE CO.
468 Ridge Rd. W. 182 Monroe Ave. 417 Monroe Ave.
At Deane Ave. At Seymour St. At Averill Ave.
8 A. M. - 9 P. M. Daily 8 A. M. - 9 P. M. Daily 7:30 A. M. to 11 P. M.

To make this week-end an occasion

Beverwyck's the beer!

Winding up the summer with a celebration? Then Beverwyck's the Beer! Its rich, mellow flavor is a joy to the palate. Try Beverwyck today. In steinies, bottles, or cans. Or on draught at your favorite tavern.

BEVERWYCK BREWERIES, INC. • ALBANY, N. Y.

DISTRIBUTOR: Berger-Kleifgen Co., Inc. 10 Public Market CULVER 3300

LIVADAS . . . MORE LOW PRICES ON WINES AND LIQUORS

ALL ROCHESTER LOOKS TO LIVADAS FOR EXTRA VALUES LIKE THESE!

OPEN ALL DAY LABOR DAY

Famous LIVRO Brand RYE WHISKEY
\$2.30 Full Quart 90 Proof
COMPARE! \$3.25 VALUE

A real bargain in fine whiskey. Please note it is a full quart—not a fifth.

The straight whiskey in this fine product is 51% mellow 4-year old to give it a distinctive flavor, the remaining 49% is pure neutral spirits. We have sold thousands and thousands of bottles of this Rye because of its exceptionally fine quality and outstanding low price.

HERE'S A SCOOP VALUE!
WELFORD CLUB STRAIGHT BOURBON WHISKEY
PRODUCT OF A PENNA. DISTILLER
Check These 6 Amazing Points!
• Finest Type of Penna. Bourbon
• Full 4 Years Old
• Full 100 Proof
• Full Qt. Bottle
• Product of Great Distiller
• Special Low Price

\$1.99 Full Quart Compare! \$3.00 Value!

This Bourbon is an exceptionally mellow whiskey and one of the biggest values that it has been our privilege to offer our customers.

Imported Virgin Islands RUM 86 PROOF \$1.69 Fifth
FAMOUS HOUSE STRAIGHT CALIFORNIA GRAPE BRANDY \$1.49 Fifth
One of California's finest brandies at a low price! Compare! \$1.95 Value!

FOR THE FIRST TIME Presenting . . . One of the biggest values we have ever offered the public of Rochester!

CAMPBELL KING'S BLENDED SCOTCH WHISKEY
GOLD SEAL
ALL 8 YEARS OLD 100% SCOTCH 86:6 PROOF
\$3.59 Full Quart Not a Fifth
Compare! \$4.75 Value!

This Scotch distilled, blended and bottled by a famous house in Scotland! One of the smoothest Scotch whiskeys money can buy . . . and an extra ordinary buy at this special price.

CITY CLUB STRAIGHT BOURBON WHISKEY
4 YEARS OLD 85 Proof
\$1.59 Full Quart
Compare! \$1.95 Value!

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.

NO FINER QUALITY!
LIVRO GIN
100% Grain Neutral Alcohol
\$1.65 Full Quart 90 Proof
COMPARE! \$2.45 VALUE

No matter how particular you are, you are sure to like this gin . . . for it's smooth and mellow. It's made from 100% grain spirits. Please don't judge it by its price . . . let your taste be the test. Try it —you'll realize instantly what a sensational value it is! Livadas assures the connoisseurs of quality gin that there is no finer at any price!

MEADVILLE 100 PROOF STRAIGHT RYE WHISKEY
BOTTLED IN BOND UNDER U. S. GOVERNMENT SUPERVISION
\$2.39 Full Quart
Compare! \$3.25 Value!

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.

ONE OF SCOTLAND FINEST
KING GEORGE IV BLENDED SCOTCH WHISKEY
A Rare Value! 100% Scotch Whiskies. Distilled, Blended and Bottled in Scotland.
\$2.69 Fifth
Compare \$3.39 Value!

BALBOA WINES DRY SWEET

- Burgundy
- Zinfandel
- Claret
- Barbera
- Chianti
- Reisling
- Sauterne

Muscatel Sherry Port Tokay
\$1.35 FULL GALLON
3 FULL QUARTS \$1.10

Are of assured high quality of character that's distinguished by a magnificent flavor and rare bouquet. Blended by America's foremost Vintners from choice California Grapes.

Full Gal. **99c**

Our Very Best Seller
SANDY HOLLOW STRAIGHT RYE WHISKEY
90 Proof
Compare \$2.25 Value
\$1.79 Full Quart
4 Years Old

LIVADAS BROS.

FREE DELIVERY CALL STONE 5549

A Name You Can Trust
183 MONROE AVE.
N. Y. S. License L-4229

OPEN 'TIL MIDNIGHT

UNION ALL-AMERICAN 3 ROOM OUTFIT \$295



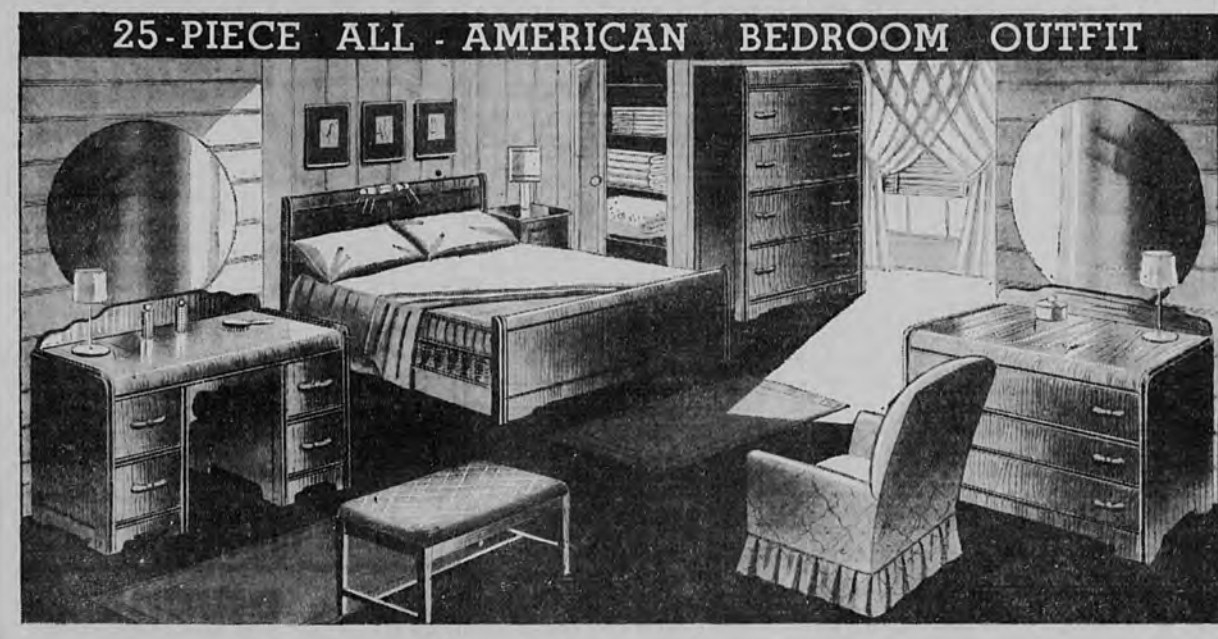
FOR THE BRIDE OF TOMORROW!
We Include
This Beautiful Bridal Ensemble. Both rings 14-K yellow gold; each with a brilliant diamond set in modern form. Attractive velvet case included.
AN ELEGANT GIFT FOR ANY BRIDE-TO-BE

INCLUDED WITH THE PURCHASE OF THE 3-ROOM OUTFIT

YOUR CHOICE



FOR THE BRIDE OF YESTERDAY
We Include
This family size "Plymouth" Washer. Brand-new model. All porcelain tub, sturdy safety wringer, plus many other modern features that will give you safer, faster washing for many, many years.
A WELCOME UNIT FOR ANY BRIDE OF YESTERDAY!



DEDICATED TO THE AMERICAN WAY OF LIFE—
THE WORLD'S HIGHEST STANDARD OF LIVING

Union All-American 3-Room Outfit
COMPLETE

\$295

\$10 Down • \$3⁵⁰ Weekly
WE INVITE YOU TO OPEN AN ACCOUNT!
NO INTEREST OR EXTRAS OF ANY KIND!
FREE DELIVERY ANYWHERE IN NEW YORK STATE

For 17 years UNION have been advancing the American Home—American styles for American homes—American-made by American workmen . . . For 17 years, UNION have featured the American way of living. Enjoy the luxury of our All-American three-room home—planned to give you all the essentials for comfortable, gracious living—at a price within the reach of the most limited budget . . . Here, we believe, is an All-American Home that is definite proof that limited budgets can furnish a home comfortably . . . and smartly, too.

- ALL-AMERICAN OUTFIT INCLUDES:**
- ★ **24-PC. LIVING ROOM**—
Consisting of a luxurious Davenport, Fireside Chair, Club Chair, all well constructed and smartly tailored . . . Modern Knee-hole Desk . . . Windsor Style Desk Chair . . . Three matching tables, Coffee Table, End Table and Occasional Table . . . Three matching lamps, Table, Bridge and Floor Lamp, complete with shades . . . 9'x12' Seamless Rug . . . Two Throw Rugs . . . Metal Smoker . . . Hassock . . . Two Circular Mirrors . . . Magazine Rack . . . Pair of Bookends.
 - ★ **25-PC. BEDROOM**—
Modern, with style and distinction. Includes Full-Size Bed, Chest of Drawers, choice of Dresser or Vanity, all sturdily built with beautiful finish . . . Comfy Mattress . . . Simmons Coil Spring . . . Chenille Bedspread . . . Two Bed Pillows . . . Four Sheets . . . Six Pillowcases . . . One Cannon Blanket . . . Choice of Boudoir Chair or Vanity Bench . . . Two Throw Rugs . . . Two Boudoir Lamps and a Bed Light.
 - ★ **61-PC. KITCHEN**—
Consisting of 5-piece Chrome Breakfast Set . . . Chrome Kitchen Stool . . . 6'x9' Congoleum Rug . . . All-white Metal Utility Cabinet . . . Medicine Cabinet . . . Ironing Board . . . Electric Iron . . . 24-piece Set of Dishes . . . 26-piece Silverware.

IF YOU CAN'T COME IN MAIL THIS COUPON

HOME SERVICE PLAN
UNION TIRE & FURNITURE CO.

I am interested in the All-American 3-Room Outfit for \$295.
Please have your representative call.

NAME _____
ADDRESS _____
CITY _____

UNION 286 EAST AVE.

ANOTHER BIG STORE TO SERVE YOU
114 W. COMMERCIAL ST. E. ROCHESTER

YOU'LL LIKE TRADING AT UNION ★ ★ ★

70 TONS Daily- PRESSURE ON THE ARCH OF YOUR FOOT

CAN IT "TAKE IT"? This comparatively frail arch takes 200 tons of weight every time you walk a mile! Don't wait 'til it breaks down—get proper shoes NOW. If your feet are in serious condition see your doctor first. He will recommend HEALTH SPOT Shoes after his treatment.

FREE! X-Ray Pedograph Foot-Health Booklets

LORR

Shoe Comfort Clinic
For the whole family. Authorized Health-Spot Dealer.
Est. 1919—X-Ray Fittings
1624 Clifford Ave.
Phone Main 1728
Hours 9-9 - Wed. 9-7

Where You Buy the Cuts of CHICKEN You Prefer

Breaks lb. 45c
Wings lb. 35c
Livers lb. 45c
Legs lb. 35c

Giblets lb. 15c
Necks lb. 12c
Legs lb. 35c

COUPON SAVERS

BRING THIS COUPON

EXTRA SPECIAL
Combination Offer
1 Doz. Calif. Sunkist ORANGES Both For and 15 lbs. U.S. No. 1 Potatoes **35c**
Reg. 42c Value
Bring this Coupon AND SAVE 7c

BRING THIS COUPON

EXTRA SPECIAL
3 Later 24-oz. Can TOMATO JUICE **25c**
Reg. 30c
Bring this Coupon AND SAVE 5c

BRING THIS COUPON

EXTRA SPECIAL
Fresh Cherrystone CLAMS **85c**
Per 100
Reg. \$1.00
Bring this Coupon AND SAVE 15c

Home Dressed
Broilers Lb. 25c

DOLANS
600 Jefferson Ave.
NEXT TO LOWE'S
ROCHESTER THEATER

Fraternity Meet Attracts Many

More than 100 representatives of Alpha Phi Pi International Fraternity are in Rochester this week attending the 10th semi-annual Great Lakes Conference of their organization. Fifteen youths from the Toronto Chapter will cross the border on Saturday for the meet. Chapters in New York, Massachusetts and New Jersey are represented and a full program of entertainment has been planned.

In charge of arrangements are Arnold Rosenbloom, chancellor of the Convention; Kenneth Goldstein, Leonard Walk and Harold Rothstein.

TIRES

NO MONEY DOWN

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

The Extra Long Mileage TIRE

Don't start out on your Holiday Trip with Faulty Tires. Insure your safety before your trip. Long or short with **DIAMOND TIRES** at **UNIT PARTS**.

COME IN TODAY GET 1 or 4 TIRES NO RED TAPE NO DELAY A WEEK UNIT PARTS

ROCHESTER CORP.
1223 MAIN ST. E. CULVER 250

K of C-SHRINE BASEBALL NIGHT

RED WING STADIUM - Rochester, N.Y.
TONIGHT AT 8 P.M.

★ Red Wings vs. Buffalo

★ Military Parade
A colorful parade and pageant by 21 drill teams of the various organizations!

★ Spectacular Fireworks
Eagle of fire soars across the field! beautiful fireworks! "God Bless America" lights the sky! A gala night you shouldn't miss!

TICKETS
On sale at K of C Bldg. Masoute Temple and No. Advance in Register. Price.

Across The Bridge Table

by ASA SPADES

Today's hand is a perfect sample of a takeout double and a penalty pass. When the opponents have opened the bidding and you have a strong hand, holding three honor tricks divided in three suits, you may show it by doubling the opponents' bid. A takeout double demands a response on the weakest hand possible.

When this hand was played neither side was vulnerable and East was the dealer.

East's opening bid of one spade was perfectly sound, with three honor tricks and a four-card biddable suit. South, holding a strong hand containing 3½ honor tricks and help for anything but spades, doubles for a takeout.

North studied her hand and decided that inasmuch as she held no four-card suit and a game did not seem possible, a penalty pass would net a greater amount. It is almost invariably better to take out in no trump with this type of hand, but those who bid no trump on this board succeeded in making only two which netted 120 points. The penalty pass proved more profitable because East was set two tricks, losing 300 points. When declarer saw the dummy she realized she was in a hopeless situation because there was no chance of her entering the dummy to take a finesse.

2 or 3 pecan halves in each muffin cup.

Sift flour, baking powder and salt together. Cut in shortening. Add milk, stirring only until dough holds together. Turn out on lightly floured board and knead lightly for ½ minute. Roll out ¼ inch thick. Brush with melted butter, sprinkle with brown sugar. Roll up jelly-roll fashion and cut into one-inch slices. Place slices cut side down in muffin pans. Bake in moderately hot oven (450 degrees F.) 20 to 25 minutes. Let stand in pan for a minute before turning out. Serve hot or cold.

Yield: 16 to 18 small rolls.

Try These Tasty Pecan Rolls

"Pert-and-pretty" is the word for these quick Pecan Rolls. Served warm with a cold fruit salad, they have a satisfying quality that makes a light luncheon a substantial meal.

Biscuit dough, brown sugar, and pecans are the makings. Biscuit dough is rolled into a rectangular sheet, brushed with melted butter, and sprinkled with brown sugar. Rolled up jelly-roll fashion, the dough is cut into one-inch slices, and baked in muffin pans spread with butter, brown sugar, and nuts.

For especially "gooey" rolls, use more butter and brown sugar in the muffin pans; for less richness, reduce these amounts. Pecan Rolls are plain Caramel Rolls if the nuts are omitted.

WHEN IS WAX WAX?

Sealing wax is not wax at all but a combination of shellac, rosin and coloring matter.

PECAN ROLLS

2 c sifted flour 2 ½ to 3 c milk
1 baking powder 2 lbs. melted
1 salt butter
1 lb. shortening ½ c brown sugar
1 c hazelnuts

Prepare muffin pans by spreading thickly with a creamy mixture made by creaming together 3 tablespoons butter and 6 tablespoons brown sugar. Put

Movie Guide

All Pictures Listed Now Playing Except As Noted:

★ Starts Friday
★ Starts Saturday

ROCHESTER — "Foreign Correspondent," "Girls Of The Road," Ann Dreyfus, Helen Mack.

PALACE — "Lucky Partners," Ronald Coleman, Ginger Rogers, "Charley Chan At The Wax Museum," Sidney Toler.

CENTURY — "Young People," Shirley Temple, Jack Oakie, "Girl From God's Country," Chester Morris, Charles Bickford.

REGENT — "The Return of Frank James," Henry Fonda, Jackie Cooper, "Sing, Dance, Plenty Hot," Johnny Downs, Ruth Terry.

CAPITOL — "Boys From Syracuse," Allan Jones, Martha Raye, "You're Not So Tough," Dead End Kids.

★ TEMPLE — "Babies For Sale," Rochelle Hudson, Glenn Ford, New Series Reel.

RIVIERA-DIXIE — "Anne of Windy Poplars," Anne Shirley, James Ellison.

★ STATE-LIBERTY — "Brother Orchid," Edward G. Robinson, Ann Rothery, Irene, Anna Neagle, Ray Milland.

★ MADISON-MONROE — "Gaucho Serenade," Gene Autry, Smiley Burnett, "Charlie Chan's Murder Cruise," Sidney Toler, Marjorie Weaver.

★ CAMD-WEST-END — "Lone Wolf Meets A Lady," Warren William, Jean Muir, "In Old Missouri," Weaver Brown and Eivind.

★ LAKE — "Lillian Russell," Alice Faye, Don Ameche, "Biscuit Eater," Billie Lee.

★ GRAND — "Flight Angels," Virginia Bruce, Charles Bickford.

Politics Rears Ugly Head On Ball Diamond

Well, it's happened! Old father time has caught up with several members of the Curtin-Crusher softball team and also their arch-rivals, the Barry Bruisers.

Last Monday night at Cobb's Hill when the "play ball" signal was given, neither combination had enough men present to make a team.

However, the 21st Ward Republican club ten, resplendent in their scarlet uniforms, stepped into the breach and challenged the old duffers to a game. So the Bruisers and Crushers joined forces and took the field against the youngsters.

Now, there may be some good, staunch Republicans on the Bruiser-Crusher roster, but you'd never guess it had you seen the way they went after those Willie boosters. When the game ended the Republicans were on the short end of a 20 to 7 score. It is rumored that the old men's aggregation had a giant picture of Willie hanging in the outfield and they certainly tried to murder the Indiana farmer.

Of course, one reason for the lopsided score may have been in the sly, underhanded arrangement the Curtin-Barrys imposed on the Warders. They insisted that the Republicans use a Curtin-Barry pitcher. Well, when you're pitching to your own mates, and can't pitch 'em well at any rate — it just isn't too difficult to get a hit. And that's what happened to the ten old men.

A date bar or chocolate chip cookie, a square of gingerbread, or an iced cup cake is a sweet and delightful dessert for a school box lunch.

V. F. W. Post Plans Game Party Series

Two local musicians, famed through the years for their work in theatre pit bands, Joe and Frank Monk, will entertain members and friends of the Laemlein Post No. 259, V. F. W., during an hour of music and song preceding the organizer's first games party, scheduled for next Thursday at 8:30 p. m. in Carpenter's Hall, 113 Fitzhugh St. N.

Officials of the post have announced that Royal Mutter will act as announcer.

Parties will be held weekly on Thursdays throughout the winter.

ACT AT ONCE If You Want To Save!

COAL PRICES WILL ADVANCE IN SEPTEMBER!

We advise that you take advantage immediately of the present low Summer prices on our GUARANTEED, HIGH QUALITY FUELS. Because of critical, world-wide conditions there will be a sharp price-rise in the near future!

Ardean R. Miller, Jr.
President

Miller's SPECIAL Stove, Egg 10.95 and Nut 9.05 Pea 9.05	Miller's MONITOR Stove, Egg 11.50 and Nut 9.50 Pea 9.50	Miller's JEDDO Stove, Egg 11.85 and Nut 9.85 Pea 9.85
--	--	--

Prices Are Cash, Shoveled Off

RG & E Dustless Coke \$9.55 Cash • Highest Quality Fuel Oil

ARDEAN R. MILLER

500 WEST AVE. GEN. 20
Finest Service For 28 Years

KNOW YOUR COAL DEALER
Mrs. Florence Hack, 67 Randolph St.

Last 3 Big Days to SAVE!

RIVERS AUGUST FURNITURE Sale

OPEN TO-NITE
Tues. Thur. & Sat.
Nights from 7 to 9:30

These are REAL savings days at Rivers! River's annual August Sale attracts hundreds of wise and thrifty customers, because in addition to the REGULAR savings made possible by River's low rent location, you are given ADDITIONAL discounts ranging up to 35% in this August event. . . . And you should see the furniture! Beautiful new Jamestown and Grand Rapids creations that will be the envy of your neighbors. Your good taste is established when you buy at Rivers. Come in tonight. See this smart furniture stock for yourself. Read the price tags. Don't let us try to tell you . . . SEE FOR YOURSELF.

Where to go for Entertainment

PARTIES UNION LEAGUE HALL Sunday and Monday, 8:15 P. M. Wednesday and Saturday, 1:30 P. M. 290 Gregory, at South Ave.	PARTIES AT WEST AVE. MANOR 165 West Ave. Wed. Nite—8:30 P. M. Mon., Tues., Thurs., Fri.—1:30 P. M.
NORM'S BINGO PARTY CHILI RECREATION HALL 809 Chili Ave. Monday, 8:30 P. M. All Are Welcome	BINGO PARTIES at BEELEY'S Tues. Fri. 8:15 P. M. 142 GENESEE ST. in REAR
BINGO PLYMOUTH CHURCH HALL Plymouth Ave. at Troup 25 DOOR PRIZES Admission 20c Every Sat. 8:30 P. M. Door Prizes—Jack Pot	PARTIES AT Capitol Theatre Hall WEDNESDAY 8:15 P. M. Come, Big Surprise 85 W. Main St.
	BINGO Show 7 p.m. Games 8 p.m. Thurs., Fri., Sat.
	HOLLYWOOD BINGO HALL 35 PULLMAN AVE.

The Chateau

Monroe Ave. At The Twelve Corners

LABOR DAY WEEK - END GALA CELEBRATION

Rochester's Only Metropolitan Night Club

Make your reservation now for Saturday, Sunday or Labor Day. A festive occasion you will long remember. Come for dinner, stay for the evening.

- Enlarged Floor Show
- MacMcOmber and His Orchestra
- Smooth Drinks
- Fine Foods
- Reasonable Prices

3 BIG SHOWS Every Night
8:30 P. M.
11:30 P. M.
1:30 P. M.

NEW FELT BASE RUGS

6x9 9x12
\$1.75 \$2.95

All colors suitable for living room, dining room and bedroom. Large assortment of Armstrong, Blount, Blabon and Pabco Rugs.

INLAIN LINOLEUM, sq. yd. 66c

H. P. FAHRER
134 NORTH PLYMOUTH

FOR ADULTS ONLY

FORBIDDEN UNTIL NOW

SHE WAS SO MODERN... SHE WAS SO WISE...

She wanted marriage rights without waiting for wedding rites. Too late, she found it pays to wait!

GIRLS! don't dare get married until you've seen...

"MARRIAGE FORBIDDEN"

EMBASSY

CLEANING SUGGESTION

Decorators point out that in fixing up interiors for the spring and summer, the most economical way to insure lasting cleanliness and beauty is first to sandpaper the wood, patch the plaster and then apply white lead paint in bright and cheerful colors.

City Softball Crown At Stake Tonight

By DON MATTARO

While the Kodak Park Dusties are fighting to copy the city championship banner, their older brothers, the former World's softball champions, prepared for return to the state "war" Friday night, when a dozen smart out-of-town softball champs invade the Kodak Park Arena to begin the New York State title play-offs.

Entered in the wide-open competition are: Portchester, Binghamton, Syracuse, Geneva, Elmira, Oswego, Beacon, Utica, Avon, and Lyons. The winner of the state crown will go to Detroit this year, to compete in the National event.

Tonight at the Lake Avenue Diamond at 9:30 o'clock, the championship battle will be staged after 20 days of bitterly fought contests under the arcs. Kodak Park Dusties will oppose the Camera Works for the city flag and the right to enter the state tournament.

It's been a long drawn-out fight for the Dusties to reach the finals, scoring decisive victories over the Defenders, Products, Graflex, and Lees. Joe Wittzman and Earl Clark bearing the full brunt of the pitching chores.

Moose Temple Bowling Alleys To Open Tuesday

Arthur J. "Whitey" Miller, who will again have charge of the Moose Alleys, announces that the East Ave. runways will open Tuesday. Among the leagues scheduled to roll this season on the Moose Alleys, which were installed late last year, are: Times-Union, Moose Men's, Women's Twilight, Hickok Manufacturing Co., National Biscuit, Buick, Bond Clothing, Stein Bloch, Fashion Park, and Locust Hill Golf.

President Donald C. McIntyre, of the Moose league, states that there is room for a few more members of that fraternity in his 16-club outfit. The Moose will roll every Monday evening. Those desiring to join are asked to leave their names with the club steward.

Women league desiring to haul with the newly organized Twilight League are asked to attend a meeting at the Moose Club on Tuesday evening next.

The Rochester Sun is offering its readers the greatest travel bargain of the year in its special week-end World's Fair tours. Complete details can be had by phoning Stone 8001.

Rochester's outstanding furniture values are advertised each week in the Rochester Sun.

Improve your bridge game. Read "Across the Bridge Table" by Asa Spades, each week in the Rochester Sun.

Mrs. Ellen Shortall, 3 Alliance Ave.

9 OUT OF 10 AGREE

JUST TRY A BOTTLE TODAY

Task! Task! Our friend in the longies seems to be out of the swim. But you needn't be. Just read this:

*10,533 out of a total of 124,195 people (9 out of 10) who tasted Green River, liked it. Hence our claim that it is "America's Smoothest Whiskey."

9 out of 10 like it! A pretty good tip that you'll like it, too. Try Green River today!

AMERICA'S SMOOTHEST WHISKEY

GREEN RIVER

AN AMERICAN INSTITUTION

Green River Blended Whiskey, 40 Proof, 750 gram liquid spirits. Green River Distilling Co., 45 Front Street, Rochester, N.Y. Green River Gin, 45 Front Street, Rochester, N.Y. American grain distilled spirits. Distilling Distillers Corporation, N.Y.

Starting SUNDAY SCENE THEATRES

- RIVIERA** Davis, Boyer. "ALL THIS, AND HEAVEN TOO" "CAVALCADE OF ACADEMY AWARDS"
- DIXIE** Mickey Rooney, Judy Garland, Andy Hardy. "DEBUTANTE" "REAL SPEAKS-UP PLEASE MARCH OF TIME'S - COLUMBIA"
- LIBERTY** James Cagney, Ann Sheridan, John Sheridan. "TORRID ZONE" "FRODO, MARCH JOHN CRAWFORD" "SUSAN AND GOD"
- STATE** 500 Seats 15c
- MADISON** 500 Seats 15c
- MONROE** 15 to 3 PM
- EAMEO** 500 Seats 15c
- WEST END** 500 Seats 15c
- LAKE** 200 Seats 20c
- GRAND** 15c
- RIALTO** 15c
- TEMPLE** 15c

Years For Better GOLFING

OUT WE GO!

Our Warehouse Lease Expires Saturday at Midnight. Every Last Bit of Our Fine New Warehouse Stock Must Be Cleaned Out By Then. Our Landlord Doesn't Care How We Dispose Of It—Or How Much We Lose—He Needs the Space. We're Going to Sacrifice Everything on Our Warehouse Floors, Including Rugs, Stoves, Odd Pieces, Dining Room, Living Room, Bedroom Suites, Lamps, Tables, Chairs, Radios, Washers, Refrigerators, Etc., Etc. No Time Now to Think of Profits—We Can't Worry About Manufacturing Costs. Regardless of Everything—We've Got to Move Furniture and Move It Fast. Everything Goes—Nothing Reserved! There'll Be a Riot From Now Until Saturday Night to Get These Bargains. Be Here—Get Your Share! This Is Your Last Opportunity! SALE ENDS SATURDAY NIGHT! Come In and Look Aronud. Thank You.

Harry Smith, Manager

Everybody Buys **BERGHASH'S FINE LIQUORS**

Because They're **REAL BARGAINS!**

Best Buy In Rochester 90 PROOF **LONDON INN GIN** \$1.23 4.5 Qt. CASE OF 12 FOR \$15

4 YRS. OLD **CREAM O'GRAIN** \$1.89 Full Quart Case of 12 For \$20.50

"EXTRA SPECIAL" ★ 5 STAR 100 PROOF **PEACH BRANDY** \$1.95 4.5 Qt. Case of 12 for \$22.50

IMPORTED SCOTCH "QUEEN VICTORIA" \$2.54 4.5 Qt. Compare \$3.15 Value Case of 12, \$30.00

"EXTRA SPECIAL!" **OLD MONARCHS California Wines** \$1.19 Gal. 2 Gal. \$2.25 Buy 2 Gallons At This Low Price!

BUY OF THE WEEK Friday and Saturday Only! BOTTLED IN BOND 100 Proof "Judge Winslow" **STRAIGHT RYE WHISKY** \$1.99 Full Quart LIMIT 3 QUARTS AT THIS LOW PRICE!

BERGHASH 174 CLINTON AVE. S. MAIN 786

3 ROOMS FOR \$5

4 Rooms for \$7.00
6 Rooms for \$12.00

Large refrigerators and heavy combination ranges extra. Large covered vans, plenty of pads, capable handlers. Old furniture, rugs, stoves, etc. taken as payment for moving.

Phone Mr. Carier Certified Appraiser

MAIN 8926

Genuine \$79 Value! **3-Pc. MODERN**

WE LET YOU Your Own TERMS

FRANK A. RIVERS CO.
226 SOUTH AVE.

Regular \$159 Values! **All Porcelaine Tabletop**

Living Room SUITES

Davenport and 2 handsome chairs included. 33 others to pick from.

Simon Pure BEER and ALE

Simon Pure Sure Tops Them at the 19th Hole

Distributed by **Berger-Kleifgen Co., Inc.**
10 PUBLIC MARKET Culver 3300

Combination STOVES

12 other models—All at half price.

MOTHER LOVE!

Sunny—Your mother made it possible for you and Tony to marry. Even now after two years she dreams of the way she gave you love and happiness. For the whole story read "I've Seen Happiness" in True Story Magazine now on sale.

"Seald-in-Purity"

Expels Outside Air—Protects Taste and Flavor

Pure, long-lasting goodness... with real brewery flavor!

DUQUESNE PILSENER BEER

THE FINEST BEER IN TOWN

New Bingo

AT IT'S BEST **Chili Recreation Hall**

Every Friday Night 8:15 p. m.

\$5.00 each for the 23 games Mon. and Wed. 1:30 p. m. Tues., Thurs., Fri. and Sat. 8:15 p. m.

309 Chili Ave. at Thurston All are welcome

EASY TERMS • OPEN EVERY EVENING UNTIL

Nationally Famous Makes! **INNERSPRING MATTRESSES** \$6.95 REG. \$14.95

Worth \$72! **5-Pc. WALNUT WATERFALL BED ROOM SUITES** \$39 REG. \$28.50

Porcelain **Gas R**

Reg. \$64.95. 18 other models at half price. (13 other models to pick from).

ARRIAGE FORBIDDEN

FRIDAY **EMBASSY**

Starts 7:30 P. M. South of Main Theatre

MAJESTIC FURNITURE

Free Parking at Bills and Sons Opp Store • **204 COURT ST.** • Open A

BETWEEN CLINTON AVE. SO. AND STONE ST.

Get in Line for REAL VALUES at HARRIS NUSBAUM'S

BACK TO SCHOOL Sale!



Shop Nusbaum's To-Night and Save. Open evenings 'til 9. Our low overhead makes these outstanding values possible.

SMART NEW FASHION FROCKS FOR GIRLS & JUNIOR MISSES

Just the thing for school. Dainty, washable frocks that look twice their price. New styles in plaids, checks and prints. Every color. Sizes 7 to 16.

98c

Spun Rayon and Novelty Wash Frocks \$1.95

Better dresses in finest materials and finest styling. Large assortment. Sizes 7-16. Chubbies 8 1/2-10 1/2.

SILK . . . \$2.95

Every girl will want one of these real silk dresses. Now is the time selections are most complete. Sizes 7-16.

NEW SKIRTS \$1.95

All wool flannels in flares, plaids and plaids. Smart styles and plenty of smart colors. All sizes.

BOYS' WEAR THAT CAN "TAKE IT!"

Smart, New **SUITS \$7.95** TWO TROUSERS

Come and see this exceptional "buy". Stylishly tailored in "all wool" fabrics. Newest fall shades. One pr. knicker and one pr. long pants.

Student's 2 Long Pants **SUITS \$10.95** Sizes 12 to 20

Here's value, mother! All wool suits every student wants.

Fashions for Little Tots!

Little Boys' **SUITS 98c**

Fine variety of broad-cloths and shantung. Far below most prices. You'll want several of these back-to-school specials. Sizes 1 to 6.

All Wool **Sweaters \$1.00**

Slip-ons, knit sweaters in novelty styles and weaves. . . every one all wool. Styles for both boys and girls. Sizes 1 to 3 years.

Bright, Cute, Washable **COTTON FROCKS 98c**

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.

Boys Sweaters \$1.00

Crew neck and full-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 sport leather combinations in sizes 30 to 38.

Boys' New Wool LONGIES \$1.95

Real wools that usually sell for \$2.95! Expertly tailored, many with belts. Plenty of patterns. Sizes 8 to 18.

All Wool-Lined **Mackinaws \$3.95**

SAVE \$2 ON EACH COAT. "All wool" plaids with lining. Sizes 8-18.

Hooded Styles at \$4.95

HARRIS NUSBAUM
221-229 JOSEPH AVE.
The Complete Apparel Dept. Store

STORE HOURS: Open Tonight Until 9 P. M. - Friday 9 A. M. to 8 P. M. - Saturday Night 3 P. M. to 10 P. M. - All Other Days from 9 A. M. to 9 P. M.

HOSPITAL ROOMS IN BLUE
Hospital rooms have for some time been emerging from their formerly all-white decorations and accepting walls painted in attractive colors as conducive to the patient's cheerfulness. It is believed that a restful shade of blue will prove advantageous.

False Teeth Will Glean With Stera-Kleen

To scientifically help to improve mouth cleanliness wearers of dental plates are advised to get a 30 cent bottle of Stera-Kleen and follow the simple directions. That's all you have to do to beautify and purify any artificial dental mouth improvement—make them glisten with purity—sparkle with natural beauty.

Thousands of thankful people know this you may search the world for anything so effective. The music—the miniature food deposits—the stains—all vanish in 10 minutes. Your mouth feels cleaner—your breath should be sweeter. A 30 cent bottle lasts a long time—no harmful brushing.

Mrs. Shirley Gluck, 124 Elliott St.

INDIGESTION
may affect the Heart

Get trapped in the stomach or gut may not be a hair-trigger on the back. At the very least of indigestion may not seem to be a hair-trigger on the back. At the very least of indigestion may not seem to be a hair-trigger on the back. At the very least of indigestion may not seem to be a hair-trigger on the back.

LABOR DAY SPECIAL TIRES

DELUXE **\$9.85**
600x16

Other Sizes Proportionately Low

Complete OIL CHANGE and LUBRICATION—5-Qt. Cases **\$1.49**

E. W. KNAUER STATION SERVICE
STATE ST. Cor. ALLEN

THIS IS WAR!

Margery — Kurt never knew he killed his own son. That is why war is so horrible. It destroys love and families but you will find peace in your nursing work. Read "Farewell to Love" in True Story Magazine. Now on sale at all newsstands.

EVERYTHING COMPLETE FOR THAT Clam Bake - Picnic - Bar-B-Q at Clarks

Fresh, Milk-Fatted FOWLS For Fricassee or Salad 18c lb.	FRESH HOME DRESSED CHICKENS Broilers 3-3 1/2 lb. Roasting 4-5 lb. 25c lb.	Kaufman's Spring Leg O' Lamb Fillet of Lamb 23c lb.
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CHERRY STONE CLAMS—1c each

CHICKEN BREASTS . . . lb. 45c
CHICKEN LEGS . . . lb. 35c
CHICKEN LIVERS . . . lb. 30c

CHICKEN NECKS . . . lb. 10c
CHICKEN WINGS . . . lb. 17c
CHICKEN GIBLETS . . . lb. 17c

CLARK'S MARKETS
824 Portland - Near Lux - Stone 471
906 No. Goodman - Near Bay - Col. 4870

WITH COUPON **RINSO Large Size 15c** Limit 1

WITH COUPON **BORDEN CHOCOLATE MALTED MILK 19c** lb. can Reg. 50c Limit 2

WITH COUPON **BANDAGE 2 Inch by 10 yds. 2 for 9c** Limit 2

WITH COUPON **POND FACIAL TISSUES Box of 150 6c** Limit 2

WITH COUPON **SHOE POLISH Black, Brown or Tan Regular 10c 3c** Limit 2

WITH COUPON **SHU MILK WHITE SHOE POLISH 2 for 9c** Limit 2

ASPIRIN TAB. 6c

Bottle of 100 5 Grain Each

BABY RUBBER PANTS 7c 3 for 20c

Peterman Discovery 34c

Reg. 60c Size

TEK TOOTH BRUSHES 23c 2 for 43c

Woodbury Tooth Paste 11c

Reg. 25c Size

LUCKY TIGER HAIR TONIC 79c

\$1.50 Size

SACCHARIN TAB. 44c

Bottle of 1000 1/4 or 1/2 Grain

KEY 92 E Main near Water

470 N Goodman near Main

546 Monroe near Goodman

457 Ridge Rd. W. near Dewey

Rochester's Modern CUTRATE DRUG STORES

HAY FEVER SUFFERERS

Don't be miserable all summer. Get EFFICIENT relief with **Gaffard's FILTARA**

- Filters the Air You Breathe!
- No Pollen Enters Nasal Passages!
- It's Invisible When Worn!
- Weights Less than 1/20 of an Ounce!

SCHOOL LUNCH KITS 98c

with Half Pint Vacuum Bottle

Compare the Value

New Larger JAR 5 6 Ounce **23c**

HUSH CREAM DEODORANT Checks Perspiration Odor

HAY FEVER ASTHMA SUFFERERS

For REAL relief use Maid's Prescription No. 3

Start Now. Avoid Discomforts. Results Are Guaranteed or Your Money Will Be Refunded.

1 bottle \$1--3 for \$2.50

FILMS 23c

DEVELOPED AND PRINTED

Any 6 or 8 exposure roll

FREE! LARGE 25c BOTTLE FITCH HAIR OIL

WITH PURCHASE OF 75c BOTTLE OF **FITCH Shampoo**

\$1.00 VALUE BOTH FOR 62c

STOCK UP "Soft Weave" WALDORF 5 for 19c

EAT THIS CANDY and GROW THIN

NEW, EASY WAY

Almost unbelievable but true! Many grateful women tell of the surprising results they have obtained by using ATYX. Some are so thin that they can't find a size in the store. Others are so thin that they can't find a size in the store. Others are so thin that they can't find a size in the store.

KEY DRUG STORES

Marlin 2025 HIGH SPEED RAZOR BLADES

Double Edge

Guaranteed by The Marlin Firearms Co.

ALARM CLOCKS 79c

Guaranteed

Ass't of Colors

Wayne King GIFT OFFER

Free 25c JAR CASHMERE BOUQUET COLD CREAM FOR CLEANSING

WHEN YOU BUY 25c JAR 50c value 25c

1c SALE

CUE LIQUID DENTIFRICE 25c SIZE 1c

WHEN YOU BUY LARGE SIZE AT REGULAR 25c PRICE 50c VALUE 26c

MOOTH BALLS OR FLAKES 7c

12 Oz. Size

ZIPPER SCHOOL BAGS 49c

Full Size - Reg. \$1.00

Assorted Colors

RUBBING ALCOHOL 8c

Pint Size

Haarlem Oil Capsules 13c

Box of 24 Reg. 35c

Palmolive Shave Cr. 2 for 33c

Large Size

Canning Jar Covers 20c

Porcelain Lined Box of 12

Canning Jar Rubbers 3 for 11c

Box of 12

29, 1940

HAT
Clarks
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Events Of The Week

THURSDAY, SEPTEMBER 5

LAKE YACHT RACING ASSOC. — Richardson Cup Races, Rochester Yacht Club.
MELBA LODGE OF REBEKAHS — Meeting, IODF Temple, 11 Clinton Ave., N. 8 p. m.
E. G. MARSHALL POST, WRC — Banquet, Home of Mrs. G. Burnside, 231 Jefferson Ave.
MONROE COUNTY FAIR — Rush (Continues through Saturday).

FRIDAY, SEPTEMBER 6

JUNIOR ASSEMBLY — Fall Dance, Home of Mr. and Mrs. John Binkley, Am. Bazaar, Dr.
EASTERN STAR SISTERHOOD — Meeting, Home of Irene Forst, 274 Chili Ave.
WARREN C. HUBBARD — Meeting, Doris Hall, 7:30 p. m.
MONROE COMMANDERY KT.—Meeting, Cathedral Hall.
WILLIAM — MCKINLEY CIRCLE LADIES OF THE GAR — Meeting, City Hall Annex, 24 Court St.
ROCHESTER LODGE OF REBEKAHS — Meeting, OGF Temple, 11 Clinton Ave., N.

SATURDAY, SEPTEMBER 7

BROOK LEA COUNTRY CLUB — Luncheon, Dance, Clubhouse.
MIDVALE COUNTRY CLUB — Harvest Dance, Clubhouse.
CHRYNE COMMANDERY KT — Clubhouse, Home of Fred B. Kuesel, White City.
FROLICKERS CLUB — Banquet and Opera House, Home of Mrs. Abe Rowdy, Harwood St., 5:30 p. m.

SUNDAY, SEPTEMBER 8

COL WILLIAM W. GILBERT CAMP USWV — Picnic, Fingertown Grounds.
HARBURG LADIES AID CLUB — Meeting, Club Rooms, Remington St., 3 p. m.

MONDAY, SEPTEMBER 9

WOMEN'S SOCIETY OF WESTMINSTER CHURCH — Meeting of Chapter 2, Home of Mrs. Fred L. Agnew, Old Orchard Point.

TUESDAY, SEPTEMBER 10

CHATTERBOX CLUB — Fashion Show, Clubhouse, 11:30 a. m.

Maybe They're A Couple Of Rembrandts!

Taking pride in one's work has always been an accepted rule for success. To be aware of one's own points of superiority is an admirable quality. No exception are the painters recently working on the exterior of Champion Knitwear Co. in St. Paul St. Attached to the ladder upon which the men were working was this sign in large letters, "Silence! Genius at Work." Those men should go places!

BE A BUCK HUNTER

Each Week Five Names and Addresses Are Published in The Sun Between The Ads. Come to the Sun Office For A Dollar Bill When Your Name Appears.

300 Enjoy Labor Day Fair Tour

Seven weeks and two days from today the New York World's Fair will become history. Contracts have already been let for the demolition of the many buildings on the grounds. And that means there are just seven more opportunities for Sun readers to take advantage of the special week-end World's Fair tours offered by the Rochester Sun at the astoundingly low price of 14 dollars each. Tours will be run right up to the closing days of the Fair, but time is running short. If you haven't seen the greatest spectacle of the ages, you'll have to hurry and begin making your plans now. Tickets are on sale each day from nine to five at the Sun Office, 420 Burke Bldg. Reservations for this week's tour, which leaves the New York Central station at 11:20 p. m. tomorrow night must be made before 5 p. m. tomorrow. The 14 dollar tour cost covers everything; railroad fare to and from New York, a room with private bath at the Hotel Commodore in New York, World's Fair admission ticket, Billy Rose's Aquacade ticket, breakfast on Saturday, ticket to one other fair concession and also to Radio City's Observation Roof, all are included. Travelers return to Rochester on Sunday night or Monday morning, depending on their choice of trains for the return journey, of which there are several. Last week-end, the big Labor Day week-end tour saw a huge special train speed out of Rochester. (Continued on Page 2)



The 250-foot Parachute Jump is one of the biggest thrills in the amusement zone at the World's Fair in New York. Rochester Sun World's Fair tourists report this attraction alone is worth the admission price to the Fair.

Happy Days Due As Theatres Celebrate

Rochester will be a happy town next week if managers of the local Schine Theatres have anything to say about it. For next week, opening their new "Cheerful Show Season," the Schine houses will promote Happiness Week. Film programs with plenty of laughter and strong on the happiness theme have been selected for the opening of the year's new show season. On another page of today's Sun, readers will find an entire page devoted to those items which help toward happy living.

Wings Near Int. League Pennant

Everybody said they couldn't do it, but within the next few days the Rochester Red Wings will do it. And that is—hang another International league pennant on the masthead of the Norton St. ballyard. Even Billy Southworth himself wasn't too sure that Rochester would have a pennant winner at the beginning of the season. He did promise, however, that the 1940 Wings would be a "fighting ball club." Billy has gone on to manage the Cardinals in the National league, but the club certainly has lived up to his promise. They've fought every inch of the way up. And once they got on top they never relinquished their perch. And they did it through fight, hustle and "club spirit." Throughout the season, the downtown managers have been saying, "They're playing over their heads." "Wait until the heat is on in July," and, "Watch Newark in the August stretch." But, no matter how they got there—there they are, and there they're likely to stay for the balance of the season. Of course, the race isn't over yet. The pennant isn't quite captured. But Newark, in second place, has got to go like a house afire and the Wings have got to have a complete collapse to lose it. Next Sunday they return to the stadium for a twin encounter with the Montreal Royals. On their last appearance here the Royals took the Wings. They again meet the Canadians in a single game on Tuesday night, then three games in Buffalo, after which they return to Rochester to close the season on September 14 and 15 with Buffalo.

Keglers Prepare For Banner Season

Alleys Await Onslaught As Leagues Organize

By ED RANDALL
Rochester Sun Bowling Editor

Well, friends, the bowling season is with us again. Winter's most popular indoor sport is again underway and from all indications, Rochester is in for one of the biggest bowling seasons in history. We have been making the rounds of the local halls and it is no idle rumor that each proprietor has gone the limit in providing every new improvement to make bowling a pleasure this year. Halls have been redecorated, alleys resurfaced and everything is in readiness for a busy winter.



ED RANDALL

Genesee Redecorates

Over at Genesee Hall, turquoise blue curtains have been draped at the foot of the 24 alleys, both upstairs and down. Four powerful electric fans have been installed downstairs and acoustical boarding has been applied to the walls for the elimination of sound. Manager Bert Bates announces two important meetings are scheduled for next Monday night. The Genesee Ladies' League and Genesee Men's League will meet at the hall at 8 p. m. to elect officers and transact other business in connection with the forthcoming season. Many leagues are starting their season on the Genesee slides within the next few weeks. Among them are the 32-team Amalgamated Clothing Workers Men's League which gets underway on Friday, September 13th. The A. R. Gundry 4-team league starts on Monday, September 16 and three Masonic Leagues start activities the same week, Masonic Sunrise and Masonic Gothic on Wednesday, September 18th and Masonic Doric the following night, Thursday, September 19th.

Buonomo Ready

Buonomo's Charlotte St. Academy presents its usual hospitable and neat appearance. The 36-team Buonomo League will probably start its schedule on Monday night, September 16. Charlie Buonomo tells us that meetings of his Ladies' League will take place shortly. The Wednesday Ladies' League are to meet September 11 and the Friday Ladies' League September 13. Scheduled for the same night are meetings of the E. P. Reed and Gleason Leagues. Commercial League will meet next Tuesday night.

New Features at Elm

George Angevine has supervised the installation of new ball returns at Elm Hall during the Summer and the redecoration of last year has been amplified for the new season. The Rochester League will hold a meeting tomorrow night at 8 p. m. Any team or bowlers wishing to join this circuit are requested to get in touch with

ROCHESTER'S WEEKLY
SHOPPING GUIDE
Delivered to 75,200
Rochester Homes
Every Thursday

Fair Makes Bow Today At Rush

Fifty features are on the program for three days and three nights at the Monroe County Fair which opened under canvas at Rush this afternoon. There will be no admission charge and no entry fee in any divisions except the Horse Show which will be held Saturday afternoon. Today the fair is featuring a baby parade, Home Bureau fashion show, wood chopping demonstration, Grange milk-maid contest, softball game, band concert, Grange spelling bee and outdoor motion pictures. Tomorrow will be County-wide school field day with a high school band festival, a folk dance festival and American Legion drills on the program. Saturday a horseshoe tournament is scheduled. Also a band concert by the U. S. S. Girl's Band, the horse show, (Continued on Page 5)

NO BETTER
Whiskey
IN ANY
BOTTLE

WILSON
"THAT'S ALL"
BLENDED WHISKEY

70% grain neutral spirits.
WILSON DISTILLING CO., INC., BRISTOL, PA.



In Lauer's Fall Sale of Bedding

THESE "FOOT-BOARDLESS" TWIN BEDS

22²⁵

22.25 FOR ONE BED
39.50 FOR TWO.

COMPLETE WITH BOX SPRINGS AND
INNERSPRING MATTRESSES

\$3 PER MONTH

AN AMAZING SPECIAL VALUE! "THE DECORATOR" Headboard Beds

SPECIAL
MARIPOSA BLANKETS
ALL-WOOL
\$845

Yes, the price is right . . . \$22.25 for a box spring, innerspring mattress and a new style, easy-to-make, bed complete, just as pictured at the left. Think of it! Not a coil spring, not a cotton mattress . . . but an innerspring mattress, box spring bed. Needless for us to explain further. You can see the very low price we have on this bed. The last shipment sold out in record time. Our advice to you now is to put your order in at once. Write Lauer's . . . Phone Lauer's . . . Or better come to Lauer's as soon as possible. Telephone Main 3268.

TERMS:
\$22.25 is the cash price.
For terms merely add
1 1/2% per month interest.

50 STATE STREET

Lauer's

From the style standpoint these beds are smart. Furthermore, for extra tall people they give extra comfort. And, they are far easier to make than ordinary beds. Your sheets are easy to tuck in . . . Your bedspreads never muss but drape beautifully, make a colorful bedroom. Sleep better — sleep alone. Buy as many beds as you need tomorrow at Lauer's. Enjoy unmolested sleep-alone luxury tomorrow night. Immediate delivery.

LAUER'S STORE OPEN FRIDAY NIGHT . . . EVERY DEPARTMENT

CLEANING VARNISHED FLOORS
As a rule, varnished hardwood floors that have never been waxed should not be washed with water. If they are badly soiled, however, they may be gone over with a cloth wrung from slightly soapy warm water, followed by a second wiping with a rag moistened with clean water. Wipe dry immediately and polish with an oil-treated mop.

The Rochester Sun is offering its readers the greatest travel bargain of the year in its special week-end World's Fair tours. Complete details can be had by phoning Stone 6001.

LOVE ALMOST LOST
Sylvia—It took an accident to bring Allen to his senses. You are happy now, though, and that is all that matters. Read "Everybody Hated Me" for the whole story in the October True Story Magazine, now on sale at all newsstands.

Most Outstanding SCHOOL SHOE VALUE in TOWN

THE QUIET NEW WASHBOARD SOLE

This smart Sad-dle Oxford in two shades of tan leather with newest type rubber soles is the Campus Style Hit of the season!



\$1.88
SIZES 3-8 AA-C
Rubber, Cork, Crepe, Leather Soles

SCOOP! \$1.59
REG. \$2
Also a group of new sport oxfords in brown and black with popular cork rubber soles.

DOROTHY MAY SHOP
58 E. MAIN ST. OPP. DEMOCRAT & CHRONICLE



SEE IT

So Fast... Cuts Cooking Time 1/3

Reduces your food bills, too, because it cuts food shrinkage up to 20%. Preserves health-giving vitamins and minerals because it lets you cook the minimum water way. Here's the food-saving range with 22 new CP features that American women everywhere are talking about. So, SEE IT. WATCH IT. TRY IT! Then, trade in your old stove today and save time, food and money.

\$20 for your old stove regardless of age, make or condition. NO DOWN PAYMENT. (Your old stove is the down payment). Pay as little as 10c a day. As long as 36 months to pay.

ROCHESTER GAS & ELECTRIC Corporation
89 EAST AVE. MAIN 7070

Call Stone 6001 if you do not receive your copy of the Rochester Sun regularly every Thursday.

"Ough, Flab, Wog, Dink!"
(MEANING)
NEISNER'S are now having their **ANNUAL PHOTO SPECIAL** For Children (6 Months to 12 Years) **10 DAYS ONLY** 1 Beautiful Ivorytone **PHOTO 49c** Limit 1 to Each Child
Includes A Selection of Proofs
Only once every year can you get the children photographed at this unusually low price. Save \$1.51 on each photo. Ask your neighbor about our work. Over 50,000 satisfied customers!
No Appointment Needed Studio: Main Floor
Neisner's 200 Main St. E.
Mrs. Anna Shultz, 57 Brookfield Rd.

80 CLINTON AVE. SO. ROCHESTER

weis & fisher's "rochester's showplace of furniture fashion"

IN ONE EASY MOTION IT BECOMES A COMFORTABLE BED
SIMMONS Beautyrest LOUNGE

Chair to match \$29.95 **\$49.95** **Special Terms \$1 DOWN**

GENUINE BEAUTYREST INDEPENDENT SPRING CONSTRUCTION IN SEAT & BACK

MODERN FABRICS IN RED, GREEN OR BLUE.

SEE IT
So Fast... Cuts Cooking Time 1/3

Reduces your food bills, too, because it cuts food shrinkage up to 20%. Preserves health-giving vitamins and minerals because it lets you cook the minimum water way. Here's the food-saving range with 22 new CP features that American women everywhere are talking about. So, SEE IT. WATCH IT. TRY IT! Then, trade in your old stove today and save time, food and money.

\$20 for your old stove regardless of age, make or condition. NO DOWN PAYMENT. (Your old stove is the down payment). Pay as little as 10c a day. As long as 36 months to pay.

ROCHESTER GAS & ELECTRIC Corporation
89 EAST AVE. MAIN 7070

weis & fisher's

80 CLINTON AVE. SO.

weis & fisher's

BEAUTYREST LAWSON LOUNGE... \$59.95
Popular Lawson style. Goes with nearly every type of furniture. Covered in lovely figured fabrics. Spacious bedding compartment in base. Beautyrest construction in seat and back.

OPEN EVERY FRIDAY EVENING

WEEK-END SPECIALS
SCHLEIF BAKE SHOP
17 CLINTON AVE. SO. NEXT TO ODENBACH'S A STEP OFF MAIN
FRIDAY ONLY
CHOCOLATE CHIP BUNS Reg. Price 30c **24c**
Delectable new breakfast bun.
LEMON CREAM ROLL **24c**
Rich sponge with lemon filling.
FRIDAY and SATURDAY BUTTERSCOTCH COOKIES Reg. Price 30c doz. **2 doz. 31c**
SATURDAY ONLY
DANISH COFFEE RING Reg. Price 30c **24c**
Almond Filled Flaky, tender Danish Pastry.
ICE BERG LAYER CAKE Reg. Price 30c **29c**
Delicious chocolate cake with fluffy white icing topped with coconut.
WEEK-END COMBINATION SPECIAL
All Put Up in One Box for Your Convenience
1 Marble Loaf Cake .25c
6 Cinnamon Buns .14c
6 Clover Leaf Rolls .9c
6 Assorted Cookies .10c
Total Value 58c
ALL FOR 39c
Open All Day Saturdays

SCHOOL DAYS

PIONEERS OF INDUSTRIAL BAKING IN AMERICA

If additional funds are needed to get the kiddies ready for school, come in and talk with any of our officers—we are always glad to make loans for such worthwhile purposes.

FIRST INDUSTRIAL BANK
The Bank For The Individual
30 CLINTON AVENUE, N.
Member Federal Deposit Insurance Corp.

CLARK'S WEEK-END SPECIALS!
for Clam Bake - Picnic - Bar-B-Q

- | | |
|--|--|
| Fresh Milk Fatted FOWLS 18c lb. For Picnic | Fresh, Home Dressed, CHICKENS ROASTING FRYING BROILERS 2 1/4 lb. 25c lb. |
| Zweigles Hots 21c lb. Coney Parboiled, Spinners in Regular Steamers. | CHERRY STONE CLAMS 1c ea. Freshly Dug |
| CHICKEN BREASTS ... lb. 45c | CHICKEN NECKS ... lb. 10c |
| CHICKEN LEGS ... lb. 35c | CHICKEN WINGS ... lb. 17c |
| CHICKEN LIVERS ... lb. 35c | CHICKEN GIBLETS ... lb. 17c |

CLARK'S MARKETS
WE DELIVER
824 Portland - Near Lux - Stone 471
906 No. Goodman - Near Bay - Cul. 4870
Mrs. Florence Jarvis, 57 Bidwell Ter.

Improve your bridge game. Read "Across the Bridge Table"

Styled for
a brilliant CAREER
From morning till night she lives through appointments, meeting dozens of people. But she's always at her best because she comes in every week to keep herself perfectly groomed. It pays to look well; it will help you get ahead in your work. Come in!
Phone Main 8358
Pauline's Beauty Shop
73 CLINTON AVE. 50.

INDIGESTION

Thousands of Rochester women save hundreds of dollars each year by shopping the values advertised each week in the Sun.

FREE Come In For A Free Foot Balance Test... No Obligation Whatever

MUSEBECK HEALTH SPOT SHOES
FOR MEN, WOMEN AND CHILDREN

FOOT COMFORT DEPENDS ON FOOT BALANCE... Correct balance of your weight spells comfort and relief from tired, protesting feet. Health Spot Shoes are made to give you this important balance. That means the end of foot strain. Try Health Spot Shoes today.

Health Spot Shoe Shop 320 E. MAIN ST.

Wegmans Bell Ringing Food Values For...



Tender & Full of Flavor
FRESH DRESSED GENUINE SPRING

LEGS O' LAMB
MILD FLAVORED
23c lb.

Boneless Rolled Lamb Roasts, lb. 22c

WITH COUPON
BOOK MATCHES
Box of 50
4c
Limit 1
KEY DRUG

WITH COUPON
CLOTHES LINES
50 Ft. - Reg. 25c
12c
Limit 2
KEY DRUG

WITH COUPON
HAIR CURLERS
Reg. 5c
3 for 7c
Limit 6
KEY DRUG

WITH COUPON
SANITARY NAPKINS
Box of 12
9c
Limit 2
KEY DRUG

WITH COUPON
POCKET COMBS
Reg. 10c
3c
Limit 2
KEY DRUG

COLGATE BRUSHLESS SHAVING CREAM
Reg. 25c Size
2 for 26c

DOG FOOD
Lb. Can
3 for 11c

BOBBY PINS
Pkg. of 25
3c

POSTMASTER CIGARS
14 for 25c
A Mild Smoke

CANNING JAR RUBBERS
A Box of 12
3 for 11c

ADLERIKA
Reg. \$1.00
67c

BREWER YEAST TAB.
Bottle of 250
Reg. \$1.00
49c

SMITH BROS. COUGH SYRUP
3 Oz. Bottle
29c

KEY
Rochester's Modern CUT RATE DRUG STORES
470 N. Goodman near Main
546 Monroe near Goodman
92 E. Main near Water
457 Ridge Rd. W. near Dewey

TODAY, TOMORROW, SATURDAY AND SUNDAY
SUPER COUPON

NEW Garden Boquet TOILET SOAP **4 for 11c**
Made by the Makers of Famous SWEETHEART SOAP
Garden Boquet is a high grade French Milled Soap. Mild and Neutral for the Most Sensitive Skin. Lathers Freely in all kinds of water.
Limit 12

Lucky Tiger HAIR TONIC
A 10c Bottle and 50c Bottle Both For **79c**

Benzedrine Inhaler
Reg. 60c Size **49c**

VITALIS
Reg. \$1.00
79c

Peterman ANT FOOD
Reg. 25c Size
16c

100 PACK STATIONERY
50 Sheets
50 Envelopes
All For **11c**

YES! INDEED, WE SELL AND RECOMMEND THE NEW AND IMPROVED, GENUINE
GAFFORD'S FILTERAIRE NASAL FILTER
against discomforts of Hay Fever. Complete set with 100 filter pads, \$4.89

Compare the Value
New Larger JAR 5.6 Ounce
23c
HUSH
CREAM DEODORANT
Checks Perspiration Odor

WITH COUPON
TODDY
Lb. Can
22c
Limit 2
KEY DRUG

WITH COUPON
SHU MILK WHITE SHOE CLEANER
Reg. 10c Bottle
2 for 9c
Limit 2
KEY DRUG

WITH COUPON
FOUNTAIN PEN INK
Giant Size - Reg. 15c
7c
Limit 2
KEY DRUG

55c PONDS CREAMS & 10c DANYA LOTION
65c Value Both for **39c**

MARROW OIL SHAMPOO
Regular 60c Size **28c**

FREE 10c BOTTLE WITH 25c SIZE BOTTLE
Teel **23c**

Marlin **20c** for **25c**
HIGH SPEED RAZOR BLADES
Double Edge
Single Edge - 15 for 25c
Guaranteed by The Martin Firearms Co.

New! ODO-RO-DO CREAM
Safety Checks Prescription
• Kind To Your Skin
• Helps Protect Clothing
• Non-Greasy - Stainless
• Quick! No Waiting To Dry
A full ounce not just 1/2 ounce **31c**

SPECIAL STOCK UP SALE
3 ROLLS 19c

FREE!
LARGE 25c BOTTLE
FITCH HAIR OIL
WITH PURCHASE OF
75c BOTTLE OF
FITCH Shampoo

\$1.00 VALUE
BOTH FOR **62c**

ASPIRIN TAB.
Tin of 12
2c

COLGATE TOOTH PASTE
Large Size
2 for 29c

55c PONDS CREAMS & 10c DANYA LOTION
65c Value Both for **39c**

MARROW OIL SHAMPOO
Regular 60c Size **28c**

CITRATE OF MAGNESIA
Reg. 25c **6c**

CANNING JAR COVERS
Porcelain Lined
Box of 12 **20c**

NOXZEMA CREAM
Boudoir Size
Reg. 75c **49c**

AMAMI SHAMPOO
Reg. 15c Size **7c**

ASPIRIN TAB.
Tin of 12
2c

COLGATE TOOTH PASTE
Large Size
2 for 29c

SILVER SKILLET HASH OF CORNED BEEF
2 cns. 25c

24 1/2 LB. SACK FLOUR GOLD MEDAL
77c

O. & C. FRESH CRISPY POTATO STIX
2 cns. 15c

KITCHEN CLEANSER OLD DUTCH
6c can

COMPLEXION SOAP PALMOLIVE
5c bar

8 OZ. PACKAGE CRISPY FRESH CRAX
9c

NOXZEMA CREAM
Boudoir Size
Reg. 75c **49c**

AMAMI SHAMPOO
Reg. 15c Size **7c**

ASPIRIN TAB.
Tin of 12
2c

COLGATE TOOTH PASTE
Large Size
2 for 29c

1/4 LB. PACKAGE FINE TETLEY'S TEA
17c pkg.

Ritter's Tobasco Flavored CATSUP
15c bott.

NO. 2 LUCKY LEAF APPLE SAUCE
4 cns. 25c

LARGE 3 LB. CAN NEW CRISCO
45c

LARGE PKG. HIGH-TEST OXYDOL
2 pkgs. 35c

MORGAN'S FINE FRUIT PECTIN
13c bott.

America's Finest Butter FROM THE LAND O' LAKES

LAND O' LAKES Sweet (NOT SOUR) Cream BUTTER **32c** POUND ROLL

Wegmans HOME OWNED FOOD MARKETS
FREE PARKING FOR CUSTOMERS

Fair . . .

(Continued from Page 1)
Firemen's parade, a demonstration by Cooper Marine Post, a demonstration of mechanized military equipment by Troop 121 Cavalry, and an outdoor stage show.

In addition to the entertainment features, extensive exhibits of cattle, horses, sheep, poultry, farm produce and garden produce are on display. The premium list of \$2,100 has been made possible by donations from citizens and commercial institutions.

101-2 ELWOOD BLDG.
E. MAIN OR STATE ST.
MAIN 3709

American Beauty Salon
Managed by Anne Walker Irvine

In Consideration for the Teachers and Students About To Begin Another Year, We Are Repeating Our Amazing, Opening Offer—
—COMPLETE—GENUINE—
HELENE CURTIS \$2.50
CONFIDENT CONVENIENT COMFORTABLE
MACHINELESS PERMANENT
EVENINGS BY APPOINTMENT WITH THIS AD

Mrs. Caroline O'Call, 26 Atwell St.

Crisp Air Foretells Pickle-Canning Time

By IRENE MUNTZ

The tang of crisp, spiced pickles adds interest and palatability to any meal. Right about this time of year when autumn brings a decided tang and crispness to the air our thoughts are again turned towards that annual problem, "What kind of pickles shall I can this year?"

Hardly any woman feels that her canning season has been complete until she has her shelves well stocked with several varieties of sliced pickles. Not one of us feels that those

special party dinners could possibly be successful without the addition of that certain spiciness to our menus.

The two types of pickles are quick-process and salt stock. Fresh vegetables are usually made the quick-process method while the salt-stock pickles are made from vegetables that have first been "cured" in a salt solution for a period of time. Pickles may be sour, sweet or spiced. Such crisp vegetables as cucumbers, green tomatoes, onions, cabbage, cauliflower and beets are often used. Good pickles are fresh and crisp, of pleasing flavor and uniform size. Spanish Pickles, iced pickles and sweet pickled carrots are just three suggestions possible to put in your fall canning list. Try them with your fall dinners.

Spanish Pickles provide a nice accompaniment or an attractive garnish for any meat dish.

Spanish Pickles

1 peck or 2 gallons green tomatoes, sliced
12 medium white onions, sliced
6 green peppers, chopped
vinegar
1 c salt
2 T whole cloves
2 T whole allspice
1 T pepper corns
1/2 c mustard seed
1/2 c brown sugar

Pack tomatoes and onion in alternate layers with salt, sprinkled between. Let stand overnight. Drain, add green peppers, sugar and spices with enough vinegar to cover. Heat gradually to boiling point. Boil slowly 30 minutes. Pour into jars and seal.

Sweet Sliced Pickles

50 large pickles 10 c sugar
1 c salt 2 c celery seed
4 c cider vinegar 2 t mustard seed
2 c water

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 pickles and heat until pickles are hot, but not boiling. Fill hot, clean jars and seal. If desired, a stock of dill may be put in each jar for sweet dill pickles.

Sweet pickled carrots are a little unusual and will add interest to those winter night dinners at home.

Sweet Pickled Carrots

1 qt. vinegar 1 T whole allspice
1 qt. sugar 1 T mace
1 stick cinnamon

Boil young carrots until skins slip. Slice or leave whole. Pour syrup made of vinegar, sugar and spices (in bag) boiling hot over carrots. Let stand overnight then bring to boil and boil 5 minutes. Remove spices and pack into sterilized jars. Fill jars to within a half inch of top with hot spiced syrup and seal.

Sibley, Lindsay & Curr Co. Phone STONE 6500

Fresh Date **SNACKS**
Tasty for the children's lunch boxes! Doz. **25c**

Luscious Fruited **CRULLERS**
Fried cake batter filled with chopped fruit! Doz. **25c**

Fresh-Picked **Green PEAS**
2 lbs. **23c**

Juicy California **ORANGES**
3 doz. **69c**

Extra Large California **LEMONS**
35c doz.

Freshly Ground **PEANUT BUTTER**
17c lb.

Here's A Real Treat For The Family!
LONG ISLAND DUCKLINGS
19c Lb.
Extra fancy, plump tender birds, freshly dressed, weighing 6 lbs. average.

Tasty Tower Brand Sliced **HAM SAUSAGE** lb. **17c**
PRINT LARD 2 lbs. **15c**

Fancy High Score **CREAMERY BUTTER** 2 lbs. **61c**

Eagle or Phila. Brand **CREAM CHEESE** 2 pkgs. **15c**
Freshly Chipped **DRIED BEEF** 1/2-lb. **25c**

Our Breakfast **COFFEE**, vacuum tin or glass . . . lb. **23c**, 2 for **45c**

Wholesome, Delicious Ready to Serve! **HONEY Brand PARTY LOAF** **19c** can

Edgewater Brand **SHRIMP** . . . can **13c**, 2 for **25c**

Three-Crown, Swedish Bristling **SARDINES**, long pack, 1/4's . . . can **17c** . . . 3 for **49c**

Phone Your Orders To STONE 6500 As Early As 8 A. M.

Grocery, Main Floor

ROCHESTER'S LARGEST POPULAR PRICED STORE

Edward's Special **Beautyrest** Offer



TRY A NEW Beautyrest MATTRESS For 30 Nights . . . Then Decide

Sleep on a Beautyrest for 30 nights in your own home. At the end of that time, if you are not perfectly satisfied, we will take it back and you will be under no obligation. This new Beautyrest is the finest mattress Simmons has ever made. Its thrilling "luxury comfort" will amaze you. And . . . it's guaranteed for 10 year's service. Make this 30 night test now. Just come to Edwards and select the Beautyrest you prefer. We'll do the rest.

If You Decide to Keep It the Price Is Only

No Other Mattress Compares With The New Beautyrest



17.6% deeper coils . . . greater resiliency . . . more comfortable than ever before.



837 pocketed coils . . . each one has its own free action . . . they are not all tied together.



Edges never sag. These patented edges won't break or get that "down hill" look.



The Beautyrest won't get out of shape. After the felt padding has leveled, you need turn it only 4 or 5 times a year.

Tested for Durability

APPROVED BY UNITED STATES TESTING CO.

GUARANTEED FOR 10 YEARS

The U. S. Testing Co. tested Beautyrest and every other type of mattress. In the "torture machine" Beautyrest stood up under 489,000 pounding of a 200 lb. roller. It lasted 3 times longer than any other mattress tested. This same company makes monthly tests of the Beautyrest to see that its quality and durability are being maintained. Beautyrest is the only mattress "certified for quality" by the U. S. Testing Co.

EDWARDS—Seventh Floor

ROCHESTER'S LARGEST POPULAR PRICED STORE

Edward's NOW IN FULL SWING!
Semi-Annual SALE of **MEN'S GRENADIER SHIRTS AND PAJAMAS**

Not A Garment In The Lot Worth Less Than 1.95 and Many Worth As Much As 2.95

1 39 3 Shirts for \$4

During these Semi-Annual Sales of Grenadier Shirts wise men carry them off by the dozen . . . They know they'll wait 6 long months to see the value repeated.

Shirt Features:
★ Diamond Dobby Broadcloth Shirts
★ Heathcote Broadcloth Shirts
★ Woven Madras Shirts
★ 2x2 White Broadcloth Shirts
★ Hundreds of Fancy Shirts Included

Size 14 to 17
Sleeves 33 to 35

Paajama Features:
★ Notch Coat or Middy Styles
★ Satens, Broadcloths, Prints
★ Newest Patterns Size A, B, C, D

No Charge for Your Monogram
EDWARDS—Street Floor

SAVE '30 Friday and Saturday On This NEW **AB GAS RANGE**

Regular Price 109.50 **79.50** And Your Old Stove

The savings alone should bring you to Edwards in a hurry . . . and once you see this handsome AB Range you'll be totally convinced of the rare value!

Compare These AB Features:

- ★ Famous De Luxe Divided Top
- ★ All Fully Insulated
- ★ Well-Constructed Over-Size Oven
- ★ Robertshaw Heat Control
- ★ Built-In Oven Flu
- ★ 2-Hi-Low and Medium Burners
- ★ Electric Light & Condiment Set
- ★ Roll-Out Smokeless Broiler

★ Complete As Shown

NO DOWN PAYMENT—As Low As \$1 Weekly
EDWARDS—Sixth Floor

LET'S CELEBRATE HAPPINESS WEEK !!



TURN OFF THE BLUES . . . Turn On a Smile! The Rochester Schine Theatres. The Rochester Sun and the cooperating merchants on this page endorse the celebration of a city-wide "Happiness Week". As a platform they set forth the following thoughts: Down with Gloom, Worry and Woe. Forget the Headlines and your family and financial troubles. "Happiness" comes through the genuine enjoyment of our homes and the dealers on this page are ready to make these homes happier and more cheerful with the latest in modern appliance and maintenance equipment. Happiness also come from relaxation and enjoyment of good film entertainment. The Schine neighborhood theatres offer you that. So let's turn the artillery on the blues and blast them out of the city.

CONTEST FREE 200 FREE Rochester Schine Theatres

- To the first 50 persons compiling the greatest number of motion picture titles incorporating the words "Happy" or "Happiness" will get a pair of guest tickets, good at any Schine Theatre.
- All entries must be written legibly in pen and ink or type-written on one side of the paper only.
- All entries must be mailed or delivered in person to the offices of the Rochester Sun or in any Schine Theatre on or before THURSDAY, SEPTEMBER 12th.

HAPPY . . .

will be the lady who owns one of these beautiful, modern Norge Gas Ranges. Cooking is a real pleasure with the accurate heat produced by the Super-Concentration Burners.

NORGE RANGES
AS LOW AS
\$49.95 up

**ALHART
ELECTRICAL CO.**
1149 CULVER RD.

HAPPY . . . IS THE HOME WITH NORGE COOKING FACILITIES . . .

Happy because their meals are ready on time—cooked to the queen's taste and at Real fuel savings. Happy because with such convenient up-to-date features, the Norge Gas Range is practically foolproof—Saves your nerves—Mrs. Doe—and helps keep the sea of homemaking calm.

NORGE RANGES
AS LOW AS
\$49.95 up

**PEERLESS
RADIO CO.**
1054 DEWEY AVE.

HAPPY . . . The Breadwinner

Who learns that fuel bills are greatly reduced with the new Norge Range; that even food costs less because cheaper meat cuts can be cooked satisfactorily with Norge scientific heat control; that, best of all, food really TASTES better when temperatures can be regulated to prevent cooking the goodness out. See this range today.

NORGE RANGES
AS LOW AS
\$49.95 up

**MAJESTIC
FURNITURE CO.**
204 COURT ST.

HAPPY . . . is the Family Well Fed

Nothing surpasses that "well fed" feeling after an excellent meal. You can cook surpassingly well on these up-to-the-minute Norge ranges because of their patented cooking-aid features. Ear mark the money you save ON fuel bills for happy recreations. Come IN and talk over our easy terms TODAY. Model GR 27-10.

Norge Ranges
AS LOW AS
\$49.50 up

**RING
FUEL CO.**
1604 DEWEY AVE.

A GREAT NEW GAS RANGE

NORGE

Super Concentrator

Spotlight Features Include

- FOUR SUPER-CONCENTRATOR burners with Reflecto-Plates
- AUTOMATIC TOP BURNER LIGHTER
- ONE-PIECE, acid resisting, porcelain enameled cooking top
- ONE-PIECE OVEN and broiler lining, porcelain enamel finish
- EMBOSSED OVEN RACK GUIDES and removable oven racks
- MODI-FIRE oven burner for low heat cooking
- SAFETY OVEN LIGHTER
- COMBINATION oven valve and heat control
- HEAVY BLANKET-TYPE ROCK WOOL INSULATION
- TWO UTENSIL DRAWERS
- PULL-OUT DROP-FRONT BROILER with smokeless grill
- PORCELAIN ENAMELED broiler pan
- FLUSH-TO-WALL DESIGN
- OVEN VENTED through back-rail
- FOLDING cooking top cover
- BASE RECESSED in front for toe room



MODEL GR-27-2
AS LITTLE AS
82¢ A WEEK

THIS beautiful modern de luxe Norge gas range saves time, work and money and makes cooking a real pleasure because heat can be accurately set to produce desired results. No old-fashioned grates. Patented Super-Concentrator Burners save fuel every day and give this the most beautiful top on any gas range.



SEE THIS GREAT NEW GAS RANGE TODAY

Other models as low as \$49.95

LIBERAL ALLOWANCE FOR YOUR OLD RANGE

- See this beautiful NORGE Range in the lobbies of the Schine Theatres . . .
- Buy it at your nearest Norge Dealer

SEE NORGE BEFORE YOU BUY!

HAPPY . . . the Husband who comes home to meals perfectly cooked on this New, Improved NORGE

Every man appreciated GOOD cooking. EXTRA good cooking is made easy on this model GR-27-10 NORGE with its modern "Wife saver" features. It's actually EXTRA economical, too. HE will appreciate that.

**RAY'S
RADIO SERVICE**
532 CHILL AVE. GEN. 4095
WASHERS REFRIGERATORS RADIOS

Norge Ranges
AS LOW AS
\$49.50 up

OPEN EVERY EVENING

A FULL WEEK OF HAPPINESS AT SCHINE'S

SCHINE'S	SUN	MON	TUE	WED	THUR	FRI	SAT
RIVIERA & DIXIE	John Payne — Brenda Joyce in "MARYLAND" (Color) Plus J. Hubbard, Carole Landis in "TURNABOUT"	"Manhattan Heartbeat"	Jon Hall, Francis Farmer in "SOUTH OF PAGO PAGO," plus Lana Turner in "WE WHO ARE YOUNG"				
LIBERTY STATE	Bette Davis — Charles Boyer in "ALL THIS AND HEAVEN TOO" Laurel and Hardy in "SAPS AT SEA"	Jean Hersholt, D. Lovett in "DR. CHRISTIAN MEETS THE WOMAN" plus "SPORTING BLOOD"	"WAGONS WESTWARD" With Chester Morris and Anita Louise				
MADISON MONROE	Gary Grant and Irene Dunne in "MY FAVORITE WIFE" plus Baby Sandy and Mischa Auer in "SANDY IS A LADY"	W. Pidgeon in "PHANTOM RAIDERS" plus "Bill of Divorcement"	James Stewart, M. Sullivan in "THE MORTAL STORM" plus Doug Fairbanks Jr., in "SAFARI"				
CAMEO WEST END	Robert Taylor — Vivien Leigh in "WATERLOO BRIDGE" plus Loretta Young, Ray Milland in "THE DR. TAKES A WIFE"	"THE WAY OF ALL FLESH" plus "Earthbound"	Dorothy Lamour, Robert Preston in "TYPHOON" (in Technicolor) Laurel and Hardy in "CHUMP AT OXFORD"				
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ROCHESTER RELIABLE COAL CORP.

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Lady TAKE YOUR CHOICE

THIS . . .

OR A BENDIX

GONE now is the necessity of suffering all those disagreeable jobs that used to make washday a dread ordeal. A weekly grind of bending, lifting, straining with water roughened hands . . . that left you stiff, sore and exhausted every Monday evening.

FREEDOM is yours with a Bendix Home Laundry to do the washing, rinsing, and damp-drying . . . automatically . . . without attention from you. Small wonder the Bendix has made washing machines obsolete and replaced them in tens of thousands of homes.

BENDIX HOME LAUNDRY

washes . . . rinses . . . damp-dries . . . automatically

Hands don't even touch water when Bendix does the wash!

* Think of it! Your week's wash finished, damp-dried, ready for the line . . . and all you've done is flip a switch! Lady, there isn't a choice when it comes to Bendix—it's the top! Come in and see this exciting Home Laundry today. Watch a demonstration from start to finish. See how easy it is to operate, easy to own. Convenient terms arranged.

THE SUCCESSOR TO THE WASHING MACHINE

ALHART ELECTRICAL CO. 1149 Culver Rd.	I. S. HUNT 390 Thurston Road	McCURDY & CO. Main St. E.
FURSTOSS APPLIANCES, Inc. 409 Chili Ave.	AL JUNG 209 Ridge Road E.	PEERLESS RADIO CO. 1054 Dewey Ave.
SIBLEY, LINDSAY & CURR, Main St. E.		

Improve your bridge game. Read "Across the Bridge Table"

Church Groups Plan Dance and Social

A box social and dance will be held in the Epiphany Church Parish House, 323 Jefferson Ave. on Tuesday, September 17. Sponsors of the affair are the Men's club of the church and the Parish Aid. Old and new dances will be offered beginning at 8 p. m. Clifford B. Read is chairman.

WOMEN!
RELIEVE NEEDLESS SUFFERING
If functional periodic complaints make you moody, nervous and irritable, try CHI-CHESS-TERS PILLS for relief from symptomatic pain and discomfort. They are SAFE to take as directed. Contains no habit-forming drugs. Sold 50¢ at all druggists. **50¢ and up** in business over fifty-five years.

The Rochester Sun

Published every Thursday by the Rochester Sun Corp., 5 St. Paul St., Rochester, N. Y.; G. C. Gerling, Pres.; F. B. Kelly, Vice-Pres.; Wm. A. Pfaff, Sec.; Wm. G. Bromley, Treas.

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You Think of *Bowling*

OPEN FOR THE SEASON

The same friendly atmosphere will again prevail

Mrs. Alma L. Pike, 113 Kenwood Ave.

g . . .

ed from Page 1) ican Laundry Ma- eptember 27. Hall will present an ladies' lounge and rovements. Norm us that the Frank- will get underway ber 19, following a night. The Triangle ll hold a meeting ay night and start n's schedule on Mon- mber 16. Todd Pro- and Camera Works gues will begin on 20. Camera Works e on September 17 French and Gideon he 18th. ing Halls Busy rstand the outlying er, East Side, Ridge, ster, Atlantic, etc. undergone redecora- the summer months ie prospect for a big ahead of them also. Perry, Rutz and re booked to near- ith leagues, and, all ooks like a mighty r on the polished

B. A. Praised every reason to be- last year's record of ioned league will be this season. Why? one thing we have a

smoothly working organization in the Rochester Bowling Association, an organization which is on the most friendly relations with the Alley Owners' Association and which is constantly striving to promote and help bowling conditions in this community. In addition, I am sure you will all agree that Rochester is fortunate in having so many up-to-date and modern bowling establishments. Then, before very long, the Times-Union Classic will begin, providing all bowlers an opportunity to share in many valuable and worth-while prizes. Various week-end tournaments will be held at all bowling halls and we have the City Tournament to look forward to in the Spring.

Frankly, boys and girls, I am going out on a limb and make the prediction that 1940-1941 will be the most enjoyable and the biggest bowling season we have ever had. I, for one, am looking forward to getting into the swing again and I dare say that every bowler feels the same way.

Local Communists To Stage Rally

Israel Amter, Communist candidate for U. S. senator from New York will speak at an election rally at the Labor Lyceum on St. Paul St., Friday evening, September 27.

I KNOW MY LIQUORS—MISTER, AND I KNOW A BARGAIN TOO. THAT'S WHY I ALWAYS TRADE WITH BERGHASH



PHONE NOW MAIN 786

70 Proof
GORDON'S MARTINI COCKTAIL
EXTRA DRY

Made and bottled by The Distillers Company, Ltd., according to the formula of Tanqueray Gordon & Co., Ltd., London, England.

The only distilled spirits used in this cocktail is Gordon's Distilled London Dry Gin.

A \$2.35 VALUE

4/5 Quart **\$1.69**

3 BOTTLES \$4.50

Never At This Low Price Before
FRIDAY—SATURDAY ONLY
BOTTLED IN BOND 100 PROOF
HILL CROFT
Straight Bourbon
WHISKEY **4 YEARS OLD** **\$2.19**
Full Quart
Made by M. J. Walker Inc.

MARYLAND RYE WHISKEY
GOLD STANDARD
90 PROOF **\$1.99**
FULL QUART
Enjoy a drink of rich and mellow Maryland Rye Whiskey from

100 PROOF GRAIN
ORIGINAL COLLINS
DISTILLED LONDON DRY GIN **\$1.49**
1/5 Quart
Excellent for mixing "Tom Collins," Fizzes and Rickey's."

SPECIAL!
JOHN BEGG SCOTCH
\$3.39
4 5 QUART
Rated as one of the best Scotches on the market.

FRENCH VERMOUTH
A Regular **74¢**
\$1.25 Value
French, Domestic Vermouth

JUST LANDED A CARLOAD OF CALIFORNIA 100% PURE
CALIFORNIA WINE
COMPARE \$2.00 VALUE **\$1.39**
Choice:
Tokay — Burgundy — Sauterne — Muscatel — Port — Sherry — Claret — Chianti — Angelica
Try It — Quality Guaranteed

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ROCHESTER THEATER OPPOSITE OUR STORE

Make Your Reservations Now!
Rochester Sun Week-End
WORLD'S FAIR TOUR
Leaves Every Friday Night—Return Monday Morning

- Ride the N. Y. Central
- Live At Hotel Commodore
- See New York
- See The Fair

ALL FOR **\$14.00** Per Person

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★ With a 60-Day Bond!
\$1.98

★ No Ma'am, we don't mean they're guaranteed for 60 days! We mean that the soles are guaranteed not to show wear in that length of time, and if they do . . . you get a new pair at no cost!

★ 14 New Models & Shades!
★ Blucher & Shawl Models!
★ Straps, Patents, Brogues!
★ Soles of tough horsehide!
★ Lined Leather Uppers!
★ Children's sizes. 8 1/2 to 3!

Sandy Nevin Juniors!
BOYS' SHOES \$2.69

- ★ Husky \$3 Values!
- ★ Seven New Styles!
- ★ Leather Uppers!
- ★ In New Colors!
- ★ Sizes 2-5 1/2 & 1-6!

Class Favorites!
GIRLS' SHOES \$1.98

- ★ Walled Last Oxford with Alligator trim, Brown, 4 to 9
- ★ Dutch Boy Oxford, Antique Tan, Crepe Soles, 3 1/2 to 8
- ★ Moccasin Oxford, brown or black, Wedge heel, 3 1/2 to 9
- ★ Bicycle Oxford, antique tan, Perforated Vamp, 3 1/2 to 8

OPEN SATURDAY
Until 9:30 P. M. at Monroe Avenue Store. Ridge Road Store open both Friday and Saturday nights until 9:30 P. M.

SHOE DEPARTMENT, MAIN FLOOR MONROE AVENUE STORE ONLY! WIDE SELECTION OF SHOES FOR THE ENTIRE FAMILY PRICED WITHIN MOST MODEST BUDGETS!

Boys' Dress Shoes \$1.98

- ★ Dress Oxfords!
- ★ Wing tip Bals!
- ★ Thick Soles!
- ★ Sizes 1 to 6!

SANDY NEVINS \$3.35

- ★ Soft As Your Old Tobacco Pouch!
- ★ Shoes On Your Feet! Money in Your Pocket!
- ★ Price Pace Setters, but Yop Values!
- ★ Custom Toes, Semi Brogue, Brogue Bals!
- ★ Antique Brown, Blacks, Sizes 6 to 11!

SHOES ON SALE, MAIN FLOOR, MONROE AVENUE STORE MONROE AVENUE STORE OPEN 'TIL 9:30 P. M. SATURDAYS

JERRY IF YOU WANT TO SAVE!

COAL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

In View of World-Wide Conditions There is No Telling How High Prices Will Be This Fall! You Can Purchase Here With Utmost Confidence. Act at Once on Present Low Prices!

SATISFACTION GUARANTEED!

Miller's SPECIAL	Miller's MONITOR	Miller's JEDDO
Stove, Egg and Nut 10.95	Stove, Egg and Nut 11.50	Stove, Egg and Nut 11.85
Fea 9.95	Fea 9.50	Fea 9.85

Prices Are Cash, Shovelled Off
Dustless Coke \$9.55 cash • Highest Quality Fuel Oil

DEAN R. MILLER
WEST AVE. GEN. 20
Finest Service For 28 Years
Know Your Coal Dealer
Mrs. Eleanor Bazar, 95 Dunn St.

WOMEN BEWARE
The turned out to be after all. If it hadn't r, your oil well would been discovered. Read ory in "Lovers Beware" of the October True line now on sale.

and after **DANCING**

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man's ELLI-

titute oring

Relax and Enjoy Added Pleasure of Simon Pure

Simon Pure BEER and ALE

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16 PUBLIC MARKET Culver 3306



LET'S CELEBRATE

TURN OFF THE BLUES... Turn On a Smile! The Rochester Schine Theatres, The Rochester Sun and the cooperating merchants on this page endorse the celebration of a city-wide "Happiness Week". As a platform they set forth the following thoughts: Down with Gloom, Worry and Woe. Forget the Headlines and your family and financial troubles. "Happiness" comes through the genuine enjoyment of our homes and the dealers on this page are ready to make these homes happier and more cheerful with the latest in modern appliance and maintenance equipment. Happiness also comes from relaxation and enjoyment of good film entertainment. The Schine neighborhood theatres offer you that. So let's turn the artillery on the blues and blast them out of the city.

CONTEST FREE 200 FREE Rochester Schine Theatres

- To the first 50 persons compiling the greatest number of motion picture titles incorporating the words "Happy" or "Happiness" will get a pair of guest tickets, good at any Schine Theatre.
- All entries must be written legibly in pen and ink or type-written on one side of the paper only.
- All entries must be mailed or delivered in person to the offices of the Rochester Sun or to any Schine Theatre on or before THURSDAY, SEPTEMBER 12th.

A FULL WEEK OF HAPPINESS AT SCHINE'S

SCHINE'S	SUN	MON	TUE	WED	THUR	FRI	SAT
RIVIERA & DIXIE	John Payne — Brenda Joyce in "MARYLAND" (Color) Plus J. Hubbard, Carole Landis in "TURNABOUT"	"Manhattan Heartbeat" The Captain Is a Lady	Jon Hall, Francis Farmer in "SOUTH OF PAGO PAGO," plus Lana Turner in "WE WHO ARE YOUNG"				
LIBERTY STATE	Bette Davis — Charles Boyer in "ALL THIS AND HEAVEN TOO" Laurel and Hardy in "SAPS AT SEA"	Jean Hersholt, D. Lovett in "DR. CHRISTIAN MEETS THE WOMAN" plus "SPORTING BLOOD"	"WAGONS WESTWARD" With Chester Morris and Anita Louise				
MADISON MONROE	Gary Grant and Irene Dunne in "MY FAVORITE WIFE" plus Baby Sandy and Mischa Auer in "SANDY IS A LADY"	W. Pidgeon in "PHANTOM RAIDERS" "Bill of Devorcement"	James Stewart, M. Sullivan in "THE MORTAL STORM" plus Doug Fairbanks Jr., in "SAFARI"				
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GRAND	Spencer Tracy, in "EDISON THE MAN" plus Weaver Bros. "IN OLD MISSOURI"	R. Young, Helen Gilbert in "FLORIAN," also Bing Crosby, Gloria Jean "IF I HAD MY WAY"	James Cagney, Ann Sheridan in "TORRID ZONE" plus "ALIAS THE DEACON"	"Riders of Pasco Basin" plus "Ski Patrol"			
RIALTO E. Rochester	Lawrence Olivier — G. Garson in "PRIDE AND PREJUDICE" plus Laurel and Hardy in "SAPS AT SEA"	Bette Davis, C. Boyer in "All This and Heaven Too" plus 2nd Big Hit	Charles Coburn, V. Grey "CAPTAIN IS A LADY" plus Bob Baker in "PHANTOM STAGE"				
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ROCHESTER RELIABLE COAL CORP.

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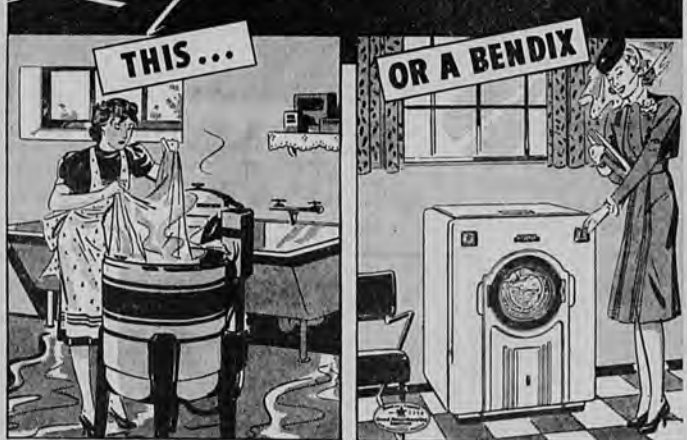
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BENDIX HOME LAUNDRY

washes... rinses... damp-dries... automatically

Hands don't even touch water when Bendix does the wash!

★ Think of it! Your week's wash finished, damp-dried, ready for the line... and all you've done is flip a switch! Lady, there isn't a choice when it comes to Bendix—it's the total Come in and see this exciting Home Laundry today. Watch a demonstration from start to finish. See how easy it is to operate, easy to own. Convenient terms arranged.

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"Seald-in-Purity"



Pure, long-lasting goodness... with real brewery flavor!

DUQUESNE PILSENER

THE FINEST BEER IN TOWN

HELD OVER TIRE SMASH!

First Time at This Price ANYWHERE!

SAVE SAVE SAVE

GOODYEAR ALL-AMERICAN 6:00 x 16

\$5.95 50c DOWN--WEEKLY

Sale Prices Include Your Old Tires!

SAVE \$5.10 On Either!

6.00x16 50c WEEKLY!

GOODYEAR De Luxe All-Weather or U. S. ROYAL De Luxe

\$8.95

Reg. Price \$14.05

FIRST QUALITY WILLARDS!

6.00 x 16 \$4.95 | 5.25 x 18 \$4.85 | 5.50 x 17 \$4.90 | 4.75 x 19 \$4.35

We Make the Guarantee and Stand Back Of It! Sale Prices Include Your Old Tires!

Get Our Prices On New, 1941 RADIOS PHILCO — ZENITH — CROSLLEY — R. C. A. Liberal trade-in allowance on your old set. EASIEST TERMS IN TOWN!

KOMINZ TIRE CO.

468 Ridge Rd. W. 182 Monroe Ave. 417 Monroe Ave.

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PARTIES AT
Capitol Theatre Hall
WEDNESDAY 8:15 P. M.
85 W. Main St.

GRAND OPENING TONIGHT—8 P. M.
BINGO
Sponsored by the Carl and Joseph Laemlin Post 259, V. F. W. Announcements by Royal Mutter
CARPENTER'S HALL
113 N. Fitzhugh St.

NORM'S BINGO PARTY
CHILI RECREATION HALL
509 Chili Ave.
Monday, 8:30 P. M.
All Are Welcome

PARTIES AT
WEST AVE. MANOR
165 West Ave.
Wed. Nite—8:30 P. M.
Mon., Tues., Thurs., Fri.—1:30 P. M.

PARTIES
UNION LEAGUE HALL
Sunday and Monday, 8:15 P. M.
Wednesday and Saturday, 1:30 P. M.
290 Gregory, at South Ave.

New Bingo
AT IT'S BEST
Chili Recreation Hall
Every Friday Night 8:15 p. m.
\$5.00 each for the 23 games
Mon. and Wed. 1:30 p. m.
Tues., Thurs., Fri. and Sat. 8:15 p. m.
509 Chili Ave. at Thurston
All are welcome

BINGO PLYMOUTH CHURCH HALL
Plymouth Ave. at Troup
25 DOOR PRIZES
Admission 20c
Every Sat. 8:30 P. M.
Door Prizes—Jack Pot

BINGO
Show 7 p. m. Games 8 p. m.
Thurs., Fri., Sat.
HOLLYWOOD BINGO HALL
35 PULLMAN AVE.

Across The Bridge Table

By Asa Spades

Some inexperienced players think that when they hold strong support for partner's bid and outside honor tricks they should bring partner right to game. A raise from one heart to three hearts shows a stronger hand and is a forcing bid. Original bidder knows that her partner is strong in the trump suit, holding at least four headed by the jack, and also has control of another suit. She then has a choice of re-bidding original suit, showing another suit, or bidding three no trump if she holds a balanced hand.

Let's look at today's hand. It was played in a rubber game.

S	K	A	Q	S	J	10	5	5
H	8	8	10	H	7	5	3	
D	8	7	5	D	Q	4		
C	A	4		C	K	9	6	

North dealer.

N	E	S	W
1 H	Pass	3 H	Pass
4 H	Pass	Pass	Pass

South could have shown the diamond suit but with a singleton in spades it did not look as if the final contract could be played in anything but hearts, so she chose to give a double raise in this suit, and North bid the game.

East's opening lead was the jack of spades, won by declarer's queen. West knew the lead was the top of a sequence and there was no need to play her king. Declarer next ran three heart tricks, exhausting opponents' trumps. She followed with the ace of spades, discarding the two of diamonds from dummy.

Declarer realizes she must lose the ace and king of clubs, and decides to open that suit before touching diamonds. The deuce of clubs is played. East plays low, jack is played from the board and West wins with the ace. West is now on lead, and does not wish to lead a spade because it would give declarer a chance for a discard. A diamond lead might cause her partner to lose an honor card, so she plays the four of clubs which is won by East's king. East returns a small club which North wins with the queen. Declarer then leads the jack of diamonds, which East covers with the queen. The ace and ten of diamonds are then played, bringing home the contract and an overtrick.

Rochester's outstanding furniture values are advertised each week in the Rochester Sun.

SHE KILLED HER LOVER
Girls—Read the story Vera Stetz has written of her affair with her Nazi lover, Fritz Gebhardt. It's in the October True Story Magazine. Turn to page 27 and read "Eve Killed Her Fifth Column Nazi Lover" The October True Story Magazine is on sale at all newsstands.

Movie Guide

All Pictures Listed Now Playing Except As Noted:

*Starts Friday
*Starts Saturday

ROCHESTER — "Boom Town," Clark Gable, Spencer Tracy; "The Girl in Question."

PALACE — "The Sea Hawk," Errol Flynn, Brenda Marshall; "Slightly Tempered," Hugh Herbert.

CENTURY — "Argentine Nights," The Blue Belugas; "The Andrews Sisters"; "The Great McGinty," Brian Donlevy, Muriel Angelus.

REGENT — "Lucky Partners," Ronald Colman, Ginger Rogers; "Charlie Chan at the Wax Museum," Sidney Toler.

CAPITOL — "Lost Horizon," Ronald Colman, John Howard; "The Awful Truth," Cary Grant, Irene Dunne.

SHVILKA-DIXIE — "Phantom Raiders," Walter Pidgeon, Florence Rice; "You're Not So Tough," Dead End Kids, Nan Grey.

STATE-LIBERTY — "Ann Of Windy Poplar," Anne Shirley, James Ellison; "Daddy AB," Lauree and Hardy.

MADISON-MONROE — "Typhoon," Dorothy Lamour, Robert Preston; "Chump At Oxford," Laurel and Hardy; "CAMEO-WEST-END," "Gaucho Serenade," Grete Astor, Smille Burnett; "Charlie Chan's Murder Cruise," Sidney Toler, Marjorie Weaver.

LAKE — "Typhoon," Dorothy Lamour, Robert Preston; "An Angel From Texas," Rosemary Lane, Wayne Morris.

GRAND — "Half A Sinner," Heather Angel; "John King," "Those Were The Days," William Holden, Bonita Granville.

LITTLE — "Easy Living," Edward Arnold; "Jean Arthur," Latest March Of Time.

Women Bowlers To Organize

The Rochester Women's Bowling Association of Rochester will hold a general meeting at the Elks Club tonight at 8 o'clock, according to Secretary Dee Decker. It has been requested that all leagues be represented, as there are several new rules this year. Members of new leagues planning to organize this season will be welcome.

Officers for the coming year are president, Mary Ward; first vice president, Helen Holley; second vice president, Olive Neuer; secretary, Dolores Decker; treasurer, Benlah Boyce; S. at A., Minnie Weyl.

Ridge Ladies Bowling League To Meet

Ridge Ladies' League will hold a meeting tomorrow night at Ridge Hall, according to Marie Hickey, secretary. The regular league schedule will get under way on Sept. 13 at 7 p. m.

REDUCE!
10 to 20 LBS. MONTHLY
Use Miller's Nationally Famous Reducing Prescription Tablets
HARMLISS INCORPORATED
This Coupon Worth 50c
MAIN 8716

MILLER DRUG CO.
WE DELIVER
1109 CLINTON AVE. N.

NEW FELT BASE RUGS
6x9 \$1.75 | 9x12 \$2.95

All colors suitable for living room, dining room and bedroom. Large assortment of Armchairs, Sloan-Blaabon and Faeco Rugs.

INLAIN LINOLEUM, sq. yd. 68c

H. P. FAHRER
134 NORTH PLYMOUTH

MOVING
3 ROOMS FOR \$5

4 Rooms for \$7.00
6 Rooms for \$12.00

Large refrigerators and heavy combination ranges extra. Large assortment of Armchairs, Sloan-Blaabon and Faeco Rugs.

Phone Mr. Carter
Certified Appraiser
MAIN 8926

Where You Buy the Cuts of CHICKEN You Prefer

Breasts lb. 45c | Giblets lb. 19c
Wings lb. 35c | Necks lb. 12 1/2c
Livers lb. 45c | Legs lb. 35c

Milk-Fatted
FOWLS 19c
For Fricassee or Salad

Fancy Home Dressed
BROILERS 25c
lb.

DOLANS
600 Jefferson Ave.
Cor. Bartlett Tel. Genesee 1417

ROCHESTER...
LADIES...
In 1845...
reading...
bowling...
FOR BETTER SCORES...
WEBB...
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Reg. \$1.50
Value...
5-Piece W...
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BED...
BAR...
Reg. \$89
1-Pc. Walnut
Reg. \$29 9-Pc.
Rapid Mahog.
Reg. \$119 7-Pc.
Chippendale...
INNER...
MAT...
Reg. \$11.95
Now...
Reg. \$29.50
Now...
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FU...
20

LADIES OYSTER SHOP
In 1845 New York city had a ladies' oyster shop, a ladies' reading room and a ladies' bowling alley.

By placing a wooden strip about three corners of the bathroom, you will have a convenient point of attachment for towel racks and soap containers.

FOR BETTER SCORES
Have Your OWN Luzerne
BOWLING BALL
Drilled to Measure
ONLY \$16.75
WEBBER'S BOWLING HALL
501 PLYMOUTH SO.
50¢ WEEK

HELD OVER!
NEVER BEFORE — NEVER AGAIN
Because of the holiday and the many requests, we have had to hold the sale "just a few days longer." Take advantage of these bargains—3 floors of brand new Furniture marked down for immediate sale.

MAJESTIC'S WAREHOUSE REMOVAL SALE

We've sold thousands of dollars worth of beautiful new furniture at sacrifice prices during this sale. Cancellation of our warehouse lease forces us to liquidate our entire stock. Our entire stock is now crowded and jammed on our selling floors. Come in before Saturday night and you can buy all the new furniture you want at about half price.

Easy Credit To All
Store Open Every Evening Until 9 P. M.
FREE PARKING ACROSS THE STREET

All Porcelain
TABLETOP COMBINATION STOVES
Reg. \$159 Value
\$89

LIVING ROOM BARGAINS
Reg. \$79 2-Pc. Tapestry ... \$33
Reg. \$120 2-Pc. Mohair Frieze ... \$57
Reg. \$249 4-Pc. Velvet Mohair ... \$125
Reg. \$33 Studio Couches ... \$16
Reg. \$109 Simon's Bed Davenport ... \$49

5-Piece Walnut Waterfall
BEDROOM SUITES
Reg. \$125 Value
\$39

BEDROOM BARGAINS
Reg. \$89 1-Pc. Walnut ... \$46
Reg. \$229 9-Pc. Grand Rapids Mahogany ... \$140
Reg. \$119 7-Pc. Mahogany Chippendale ... \$67

INNERSPRING MATTRESSES
Reg. \$14.95 Now ... \$6.95
Reg. \$29.50 Now ... \$13.95

3-Pc. Modern
LIVING ROOM SUITES
\$37

Majestic FURNITURE CO.
204 COURT ST.

Everybody's going to the week-end Sun tour is Rochester's Fair in New York. A week-end Sun tour is Rochester's greatest travel bargain.

Three Feathers
the finest whiskey money can buy
...and it's light as a feather
Buy a Bottle Today!

THREE FEATHERS Malted Whiskey, 40 Proof, 71 1/2% grain neutral spirits, Distilled by Distillers Corporation, N. Y.

Kidneys Must Flush Out Excess Acids
Or You May Suffer From Backache, Nervousness Swollen Ankles, Getting Up Nights, Feel Worn Out
Due to Non-organic and Non-systemic Kidney and Bladder Troubles

Does your back ache so bad at times that you find it difficult to sleep? Do you frequently suffer from headaches and dizziness? Do you feel like you are going to fly into pieces? Do you have dark circles under your eyes? Do you feel tired, run-down, worn out and years older than you are?

Do you suffer from swollen ankles, pain in legs, and rheumatic twinges? Do you frequently suffer from bedaches and dizziness? Do you feel like you are going to fly into pieces? Do you have dark circles under your eyes? Do you feel tired, run-down, worn out and years older than you are?

The above, and many other distressing symptoms may often be caused by kidney and bladder troubles of the non-organic and non-systemic type. This is easy to understand when you realize the really important task performed by the kidneys in keeping the body healthy, energetic and vital.

Kidneys Must Clean Out Acids
The kidneys are provided by nature to clean and purify your blood, and to remove excess acids, poisons and wastes which tend to accumulate and cause many troubles if the kidneys slow down or stop working, which frequently may happen because of functional rather than organic or systemic disturbances. This is easy to understand because excessive eating or drinking, frequent colds, working too hard, late hours and worry have a tendency to create an excess of acids, and perhaps over-work the kidneys. The kidneys work every hour of the day or night, and never get a rest, so it is only natural that they may get tired and slow down as you grow older. You can appreciate the tremendous amount of work that the kidneys do when you know that your heart pumps blood through your kidneys about three times a minute, or two hundred times an hour; this action must keep up every hour of the day and night as long as you live. No man has ever made a machine that would stand up under the work that the kidneys are asked to do. Each of these small delicate organs is just about the size of your little finger, and in these small organs nature packs about nine million tiny tubes or filters to carry on the vital and all important work of cleaning out and removing excess acids, poisons and wastes which become poisonous and undermine health and vitality unless correctly and systematically removed in accordance with the laws of nature.

Help Kidneys Nature's Way
Fourteen years ago a practicing physician's prescription called Cystex was made available to the public through drug stores, thus usually making it easy and inexpensive to help non-organic and non-systemic kidney and bladder troubles in these three natural ways:

1. Its diuretic action helps the kidneys remove excess acids which may become poisonous and highly irritating, unless properly eliminated.
2. Its purifying action aids in alleviating burning and smarting of the urinary passages, and bladder irritation.
3. By helping the kidneys flush out wastes which may become poisonous if allowed to accumulate, it aids nature in stimulating a feeling of increased energy, vigor and enthusiasm, and may easily make you feel years younger.

Money Back Guarantee
Only a non-organic and non-systemic kidney and bladder disorder, the very first kind of Cystex goes right to work helping the kidneys flush out excess acids, poisons and wastes. And in just a day or so this cleansing, purifying, kidney action may easily make you feel younger, stronger, better than in years. In fact, we are so confident of the power of Cystex to give a lasting in most cases such as this that we will refund every penny of the money you pay your druggist for a package of Cystex upon return of empty package unless Cystex is entirely satisfactory to you. A printed guarantee, wrapped around each package of Cystex insures an immediate refund of all your money unless you are completely satisfied. You have everything to gain and nothing to lose under this positive money back guarantee, so get Cystex from your druggist today for only 35¢.

Now Only 35¢
Cystex
Helps Flush Kidneys
Money Back Guarantee

Man-I've Sure Had My Eyes Opened!

"I'm a fellow who usually spends around \$40 to \$45 for a suit of ready-made clothes. Always thought they looked pretty good on me until one day I saw Bill Nelson, a friend of mine, walking down the street all dressed up in a new suit that looked like a million dollars. You could have knocked me over with a couple or three feathers when Bill told me that he had on a genuine JOHN B. ELLISON suit custom tailored by Shulman and that it had cost him only \$45! Why I know that suit like that couldn't possible be duplicated under \$65.

You can bet that next week I'm heading straight for Shulman's to get myself one of those hand-tailored, made to order ELLISON suits. I know a real bargain when I see one!

There's No Substitute For Custom Tailoring

Louis SHULMAN Co.
72 EAST AVENUE
OPPOSITE CHESTNUT ST.

Bowling . . .

(Continued from Page 1)
and American Laundry Machine on September 27.
New Lounge at Franklin
Franklin Hall will present an enlarged ladies' lounge and other improvements. Norm Minch tells us that the Franklin League will get underway on September 19, following a meeting tonight. The Triangle League will hold a meeting next Monday night and start their season's schedule on Monday, September 16. Todd Projectograph and Camera Works No. 1 Leagues will begin on September 20. Camera Works Main Office on September 17 and R. T. French and Gideon Lodge on the 18th.

Outlying Halls Busy
We understand the outlying halls, Culver, East Side, Ridge, Grand-Webster, Atlantic, etc. have also undergone redecoration during the summer months and that the prospect for a big season lies ahead of them also. Henchen, Perry, Rutz and Reynolds are booked to near-capacity with leagues, and, in all, it looks like a mighty big winter on the polished slides.

R. B. A. Praised
There is every reason to believe that last year's record of ABC sanctioned league will be surpassed this season. Why? Well, for one thing we have a

smoothly working organization in the Rochester Bowling Association, an organization which is on the most friendly relations with the Alley Owners' Association and which is constantly striving to promote and help bowling conditions in this community. In addition, I am sure you will all agree that Rochester is fortunate in having so many up-to-date and modern bowling establishments. Then, before very long, the Times-Union Classic will begin, providing all bowlers an opportunity to share in many valuable and worth-while prizes. Various week-end tournaments will be held at all bowling halls and we have the City Tournament to look forward to in the Spring.

Frankly, boys and girls, I am going out on a limb and make the prediction that 1940-1941 will be the most enjoyable and the biggest bowling season we have ever had. I, for one, am looking forward to getting into the swing again and I dare say that every bowler feels the same way.

Local Communists To Stage Rally
Israel Amter, Communist candidate for U. S. senator from New York will speak at an election rally at the Labor Lyceum on St. Paul St., Friday evening, September 27.

Local Communists To Stage Rally
Israel Amter, Communist candidate for U. S. senator from New York will speak at an election rally at the Labor Lyceum on St. Paul St., Friday evening, September 27.

HURRY IF YOU WANT TO SAVE!

COAL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

In View of World-Wide Conditions There is No Telling How High Prices Will Be This Fall! You Can Purchase Here With Utmost Confidence. Act at Once on Present Low Prices!

SATISFACTION GUARANTEED!

Miller's SPECIAL Stove, Egg 10.95 and Nut . . . 9.85	Miller's MONITOR Stove, Egg 11.50 and Nut . . . 9.30	Miller's JEDDO Stove, Egg 11.85 and Nut . . . 9.85
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Prices Are Cash, Shoveled Off
R.G. & E. Dustless Coke \$9.55 cash • Highest Quality Fuel Oil

ARDEAN R. MILLER
500 WEST AVE. GEN. 20
Know Your Coal Dealer
Mrs. Eleanor Bazar, 55 Dunn St.

LOVERS BEWARE
Eddie-LaVerne turned out to be on your side after all. If it hadn't been for her, your oil well would never have been discovered. Read the whole story in "Lovers Beware" on page 28 of the October True Story Magazine now on sale.

... and after DANCING

Relax and Enjoy Added Pleasure of Simon Pure

Simon Pure BEER and ALE

Distributed by Berger-Kloiffgen Co., Inc.
16 PUBLIC MARKET
Culver 3390

I KNOW MY LIQUORS—MISTER, AND I KNOW A BARGAIN TOO. THAT'S WHY I ALWAYS TRADE WITH BERGHASH

70 Proof
GORDON'S MARTINI COCKTAIL EXTRA DRY

Made and bottled by The Distillers Company, Ltd., according to the formula of Tanqueray Gordon & Co., Ltd., London, England.
The only distilled spirit used in this cocktail is Gordon's Distilled London Dry Gin.

A \$2.35 VALUE
4 1/2 Quart **\$1.69**
3 BOTTLES \$4.50

PHONE NOW MAIN 786

Never At This Low Price Before
FRIDAY—SATURDAY ONLY
BOTTLED IN BOND 100 PROOF
HILL CROFT
Straight Bourbon WHISKEY
4 YEARS OLD
Made by M. J. Walker Inc.
\$2.19 Full Quart

MARYLAND RYE WHISKEY
GOLD STANDARD
70 PROOF
\$2.40 VALUE
\$1.99 FULL QUART
Enjoy a drink of rich and mellow rye whiskey from MARYLAND

100 PROOF GRAIN
ORIGINAL COLLINS
DISTILLED LONDON DRY GIN
Excellent for mixing "Tom Collins," Fizzes and Rickeys."
\$1.49 1/5 Quart

SPECIAL!
JOHN BEGG SCOTCH
\$3.39 4 1/2 QUART
Rated as one of the best Scotches on the market.

FRENCH VERMOUTH
A Regular \$1.25 Value
74¢
French, Domestic Vermouth

JUST LANDED A CARLOAD OF CALIFORNIA 100% PURE
CALIFORNIA WINE
COMPARE \$2.00 VALUE
\$1.39

Choice:
Tokay — Burgundy — Sauterne — Muscatel — Port — Sherry — Claret — Chianti — Angelica
Try It — Quality Guaranteed

BERGHASH
124 CLINTON AVE. S. MAIN 786
NEXT TO LOEW'S FREE PARKING
ROCHESTER THEATER OPPOSITE OUR STORE

Make Your Reservations Now!
Rochester Sun Week-End
WORLD'S FAIR TOUR
Leaves Every Friday Night—Return Monday Morning

- Ride the N. Y. Central
- Live At Hotel Commodore
- See New York
- See The Fair

ALL FOR **\$14.00** Per Person
— For Complete Details —
The Rochester Sun
420 Burke Bldg. Phone Stone 6001

RENT A NEW ABC WASHER OR IRONER 50¢ A WEEK

RENS-BACHLERS
COMPLETE HOME OUTFITTERS
40 STATE ST.

RUGS 9x12 \$1.00
CLEANED and STEAMED
RUGS, Re-cleaned, Washed,
Sized, Starch, Damp and
Germ-proofed
ELTER CO. Est. 1872
Lenwood 3166 - 44 Arthur St.

THE WAGES OF SIN

Vera—Your story should be a lesson to all other girls. Fritz Gebhardt tricked you and you had to murder him. Read "She Killed Her Fifth Column Nazi Lover" in the October True Story Magazine now on sale.

Social Justice Club To Picnic Sunday

Members of the Social Justice Club of Rochester will hold their second annual picnic next Sunday at Thursam's Picnic Grove, Nine Mile Pt. Rd. Re-

freshments will be served after a program of games and races. The club, has announced that the public is invited to this affair.

FRESH EGGS Grade A **29¢** At Our Market
CHICKEN IS CHEAPER TOO
CALL MAIN 2966 — To Dress and Deliver
MONROE COUNTY POULTRY—68 Front St.
BILL DeFIELD — ROY MESTLER

LIQUIDATION SALE AT AUCTION!
The \$6000 Stock (Retail) Formerly of
KLEM'S JEWELERS, Inc.
82 WEST MAIN ST. Opposite Hotel Rochester
On The Premises
THURS., SEPT. 5th at 10:30 A. M.
FRIDAY AND SATURDAY, SEPTEMBER 6 and 7
LOUIS J. GLASER, Auctioneer.

DON'T LET THIS HAPPEN TO YOU

When you go to the fair notice the hundreds of people sitting down to rest tired, aching feet; many with their shoes OFF. Don't let it happen to YOU. Get a scientific fitting at Torri's TO-DAY, and enjoy a carefree vacation. Your feet deserve proper shoes at ALL times. Give them as much attention as you do your face!

TORRI Est. 1919
SHOE COMFORT CLINIC
1624 Clifford Ave.

FREE! X-Ray Pedigraph Foot-Health Booklet
Shoes fitted by X-Ray for the entire family. Authorized Health spot dealer.
Phone Main 1918
Hours 9-9, Wed. 9-7

SMASHING 3 FOR 1 SALE

NOT 1 LAMP, NOT 2 - but ALL 3 LAMPS Complete with SHADES

\$9.95

50¢ DOWN A WEEK

Mail This Coupon Today!
RENS BACHLERS
40 State St.
Rochester, N. Y.

Enclosed please find 50¢ as down payment on Hamilton Ross 3-Pc. NIGHT LIGHT LAMP GROUP. I agree to pay balance 50¢ weekly.

NAME _____
ADDRESS _____
City or Town _____

RENS BACHLERS
COMPLETE HOME OUTFITTERS
40 STATE ST.

SAVE \$22.00 ON THIS SENSATIONAL

BRAND NEW ZENITH WITH THE Radiorgan

Now you can own a beautiful 10-tube (including 2 heater-cathode rectifier tubes and tuning beacon tube) Zenith with all the new year ahead features. Imagine all these features—Amazing price—Guaranteed foreign reception, Radiorgan, Automatic Tuning Wavemagnet (no aerial—no ground) 15 watts power output, Big 10-inch speaker, beautiful Walnut finish cabinet.

REGULAR PRICE \$79.95
NOW ONLY **\$58.00** And Your Old Radio

SAVE \$20.00

RENS BACHLERS
COMPLETE HOME OUTFITTERS
40 STATE ST.

ON A TRAIN
IN A SHIP
IN A PLANE
IN THE AUTO

Guaranteed To Play Where Others Fail!
ONLY ZENITH
Has Wave Magnet (Detachable Wavemagnet)
U. S. Pat. No. 2142-31
5 Tubes
\$29.95
AC & DC

URGENT! Message To Women Who Suffer FEMALE PAIN

Girls and women who suffer painful irregular periods (head-aches, back-aches, cramps) with upset stomach and nervous should find Pinkham's Vegetable Compound very effective to relieve such distress and help build up resistance against these spells.

Lidia E. Pinkham's Compound is made especially to help such weak, run-down, nervous women to get smiling thru "difficult days." Famous for over half a century! Well WORTH TRYING! Any druggist.

Lunch Box
With Genuine 1/2 Pint Thermos Bottle
\$1.45 Value 97¢

DAW'S ORIGINAL CUT-RATE DRUGS.

56 Clinton Ave. S. Temple Theater	31 Main St. E. Corner Aqueduct	353 Main St. E. 1 Door from Sullivan	452 Ridge Rd. W. Corner Dewey	880 Main St. W. Bull's Head	473 N. Goodman Just Off Main	539 Monroe Ave. Near Goodman
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60c Value PENCIL SHARPENER 49¢
Automatic... for home, office or school use.

PHILLIPS TOOTH PASTE 25c Size **11¢**

SEGAL BLADES 10c Pkg. of 3 **3¢**

Tincture of GREEN SOAP 75c Pink Size **28¢**

HORLICK'S MALTED MILK 50c Size **37¢**

ACIDINE POWDER 75c Size **42¢**

Saccharin POWDER 1-oz. Pkg. **28¢**

Peterson's OINTMENT 60c Size **31¢**

Vercolale TABLETS Bottle of 100 **72¢**

ZINC STEARATE 25c Powder **9¢**

PITCHER'S CASTORIA 3-oz. Size **11¢**

KREML HAIR TONIC 60c Size **29¢**

PACKER'S TAR SOAP 25c Size **14¢**

BORAX POWDER 1-Lb. Box **9¢**

Tincture of IODINE 15c Size **3¢**

OXYDOL Large Box **14¢** (Limit 1)

SUCKERS Assorted Box of 24 **7¢** (Limit 2 Boxes)

VANILLA FLAVOR Large 25c 6-Oz. Size **8¢** (Limit 2 Bottles)

PRICES... TODAY THRU SATURDAY

Right Reserved To Limit Quantities

BEEF, IRON AND WINE Pint **39¢**

DR. MILES NERVEINE 81 Size **83¢**

PREP 35c Tube or Jar **13¢**

BURMA SHAVE 50c-1/2-Lb. Jar **39¢**

LISTERINE 75c Size **59¢**

S. T. 37, 75c Restorative Cream **59¢**

40¢ DOST Tooth Paste **32¢**

COLGATE'S TOOTH PASTE 2 1/2 Oz. **29¢**

LADY ESTHER 35c CREAM **39¢**

HOPPERS 60c Restorative Cream **49¢**

BENZEDRINE Inhaler, 60c Value **49¢**

TAMPAX Box of 18 **29¢**

PREScription Tooth Powder Large 25c Size **8¢** (Limit 2)

PAPER NAPKINS Boxes of 80 **2 7¢** (Limit 2)

Johnson's FOOT SOAP 25c Size **14¢**

KOTEX NAPKINS Big Box of 30 **48¢**

COREGA Powder for Plates 60c Size **28¢**

CALOX TOOTH POWDER 30c Size **21¢**

Petermans DISCOVERY 35c Pint **21¢**

Houbigant TALC POWDER \$1.00 Size **59¢**

ZONITE ANTISEPTIC 60c Size **47¢**

MANICARE For The Nails 35c Size **21¢**

GLOVER'S FLEA POWDER 35c Size **23¢**

BISODOL POWDER 65c Size **49¢**

BLAUD'S IRON PILLS Bottle of 100 **12¢**

ANACIN TABLETS 75c Bottle of 50 **59¢**

WELCH'S GRAPE JUICE 35c Pint **19¢**

SODIUM PERBORATE 1/2-Lb. 35c Val. **13¢**

SCHOOL SUPPLIES
SAVE 20%... AND MORE
All Standard Rochester School Supplies at CUT prices... Another DAW'S Service To Save You Money!

COMPOSITION BOOKS 4c and 8c

Loose Leaf COVERS 8c

Loose Leaf FILLER PAPER
Big 5 VALUE
Reg. 5c Package... 4c
Reg. 10c Package... 8c

SPIRAL NOTE BOOKS 4c and 8c

INK PADS 4c & 8c

Lead PENCILS 4 for 5c

BIG ERASER TOP PENCILS 2 for 5c
5c Value

FOUNTAIN PENS 21c up
AUTOMATIC PENCILS 8c up

FOUNTAIN PEN INK Reg. 15c 4 Oz. Size **7c**

TYPE-WRITER PAPER 200 Sheets **19c**

Mucilage, Paste, Rulers, Carbon Paper, etc. at CUT PRICES!

FREE-FULL NAME
Written In Gold On School Tablet

DAW'S DRUG STORES BIG 5 SCHOOL TABLET

Official Standard School Tablet Full Size 8x10 Inches

4c

Including Child's Full Name Written in Gold Free!

No other purchase required in order to secure this regular standard school tablet for only 4c including child's full name written in gold.

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Events Of The Week

THURSDAY, SEPTEMBER 12
TOWNSEND CLUB NO. 6 - Business meeting and party, Liberty Theater 8:30. Divine Park Ave. 8 P. M.
18th WARD DEMOCRATIC CLUB - Meeting, Grand Webster Hall, 8:30 P. M.
CITY OF ROCHESTER, COMPANIONS OF THE FORESTS OF AMERICA; Union League Hall, Grand Street, 8 P. M.

FRIDAY, SEPTEMBER 13
GENESEE SCHOOL P. T. A. - Know Your Neighbor Night, school house, 8 P. M.
HOLY APOSTLES LADIES AUXILIARY, Knights of St. John, Bingo party, Mrs. Elizabeth McVeigh Block, 69 Austin St., 8 P. M.
GENESEE VALLEY NURSES ASSN. PRIVATE DUTY SECTION; Illustrated lecture and business meeting, 8 P. M.; conference room, Rochester General Hospital.

SATURDAY, SEPTEMBER 14
NO. 11 SCHOOL COMMUNITY FIELD DAY; Sponsored by P. T. A. and Lattimore Men's Club; School grounds, 2:11 P. M.
11 WARD WOMEN'S DEMOCRATIC CLUB (11th DISTRICT) - Sausage Roast, 391 Trowen Street.

SUNDAY, SEPTEMBER 15
KNIGHTS OF ST. JOHN OF THE PRO-CATHEDRAL COMMANDERY - Annual picnic; Pequot's Killarney-Kastle, Rush, New York; parade from Maplewood Park at 11 P. M.
UNIVERSITY STAR CHAPTER, O. E. S.; covered dish supper, 2 P. M.; summer home of Mr. and Mrs. John E. Roger, Holland's Cove near Putneyville.

MONDAY, SEPTEMBER 16
SOCIAL JUSTICE CLUB - Rev. Henry E. Laudenbach, speaker; St. Joseph's Hall, Franklin St.

TUESDAY, SEPTEMBER 17
E. G. MARSHALL W. R. C. NO. 27; Business meeting; City Hall Annex.

WEDNESDAY, SEPTEMBER 18
KNIGHTS OF COLUMBUS - Dance, 9:30 P. M.; Tommy Dorsey and his orchestra.

18th Ward Democrats To Hear Candidates
Candidates for office on the Democratic ticket in November will speak at a meeting of the 18th Ward Democratic Club in the Grand-Webster Hall tonight at 8:30 p. m. Campaign issues and procedure will be discussed, according to John Gopey, who will preside.
Among the speakers will be Roy F. Bush, candidate for sheriff; George Hoffenberg, candidate for county judge; Norman Lyon, 45th district senatorial candidate and Mario Ventura who seeks the assembly post in the second district.

BE A BUCK HUNTER
Each Week Five Names and Addresses Are Published In The Sun Between The Ads. Come to the Sun Office For A Dollar Bill When Your Name Appears.

The Rochester Sun

TRUTHFUL NEWS TRUTHFUL ADVERTISING
ROCHESTER, N. Y. THURSDAY, SEPTEMBER 12, 1940

ROCHESTER'S WEEKLY SHOPPING GUIDE
Delivered to 75,200 Rochester Homes
Every Thursday

Suntourists 'At Home' In New York



Rochesterians who travel to New York and the World's Fair on a Rochester Sun tour receive a cordial welcome at the magnificent Hotel Commodore in New York. Pictured here is a typical room with private bath. A pair of Suntourists are just checking in. All Sun World's Fair tours include the Hotel Commodore as your New York home.

Curtains Featured In Sale

The Fall edition of Lincoln's semi-annual Curtain Carnival starts tomorrow. And to Rochester women who are familiar with this event, that announcement alone is enough to cause them to rush to the corner of Main and St. Paul St. to take advantage of the many value that will be on display.
"One of the main factors in the success of our curtain carnival is that we are able to offer so many different styles in such a wide price range," said Arthur W. Kane, Lincoln store general manager, in commenting on the event. "You see," he continued, "our New England buying office is right in the heart of the curtain manufacturing district and we are therefore particularly close to the market. Then too, our own mills turn out thousands upon thousands of pairs of curtains every year, so we can afford to sell at extremely low figures."
In addition to the curtain carnival, Lincoln's are this week featuring a wide array of new fall wearables and home furnishing items at money-saving prices. So great are the values and so numerous that it takes four pages in today's Sun to tell about them.

Anniversary To Be Celebrated At Local Sears Stores



FRED LINDNER

This week-end marks the opening of the 54th anniversary sale of the 588 Sears-Roebuck stores throughout the nation. The two local units will participate with a store-wide sales event.
The sale, which was inaugurated in 1931, has increased in popularity year by year. Company officials attribute this success to the theme of the sale which is to feature new fall merchandise at the beginning of the season. General retail practice formerly was to conduct sales only at season's end.
It is said that in spending millions of additional dollars beyond normal expenditures in preparing for this sale, Sears gives added impetus to manufacturing in all parts of the country.
"As company sales so far this year show a substantial increase over last year, we anticipate a record anniversary event," said Fred Lindner, manager of the local units. Huge shipments of anniversary sale merchandise is now on display at both local stores.

Local Stores Feature Fall Sales Events

Department store sales in the Rochester area registered an 11.4 percent gain over last year for the month of August, according to figures released by the Federal Reserve Bank of New York. This was the greatest increase of any city in the state.
Even greater gains are anticipated by local merchants this month. Thousands of dollars have been spent by the stores in loading their shelves with the new season's merchandise and now their advertising announcements prove that they have priced this merchandise to sell instantly to the thousands of thrifty housewives in this area.
For instance, readers of today's Sun will note with interest the many values offered by Sibley, Lindsay and Curr Co. in their huge basement sale. This event has become a definite part of the city's retail life.
Home furnishers in particular and thrifty shoppers in general will pack Lincoln's this weekend to take advantage of the many exceptional values offered by that concern. (Continued on Page 5)

Cool Weather Spurs N.Y. Fair Interest

Advent of the cool autumn weather has brought about a renewed interest in the World's Fair, according to New York officials. Attendance figures are again on the upgrade as the final rush sets in the fair's permanent closing on October 26.
Indications of this are found in the increasing number of Rochesterians who are making reservations for the very popular Rochester Sun Week-end World's Fair tours which leave the N. Y. C. station every Friday night at 11:20 p. m. This tour arranged by officials of the Sun and the N. Y. C. railroad exclusively for Sun readers being hailed as Rochester's greatest travel bargain. Round trip railroad fare, accommodations at the big Hotel Commodore in New York, admission tickets to the fair, Billy Rose's Aquacade, other fair concessions, the observation tower at Radio City and a hearty breakfast are all included in the \$14 cost of the tour. Tickets are on sale each day at the office of the Rochester Sun, 420 Barke Bldg., 5 St. Paul St. Complete information can be secured by calling Stone 6001.
Tourists arrive in New York early Saturday morning and can remain in New York until midnight Sunday. While there they have a room with private bath at the Commodore Hotel which is the base of operations in the metropolis.
Reservations for this week's tour can be made at the Sun office right up until 5 p. m. Friday, but it is advisable to get them in as early as possible so that best arrangements can be made.
Call Stone 6001 if you do not receive your copy of the Rochester Sun regularly every Thursday.

RELIEF CORPS MEETS

A meeting of the E. G. Marshall W. R. C. No. 27 will be held next Tuesday evening in the City Hall Annex, 34 Court St. Miss Mary Lehman will preside.

ROCHESTER JOBBING HOUSE

Men's SPORTSWEAR

BUY DIRECT AND SAVE! ROCHESTER JOBBING HOUSE has Rochester's largest and most complete stock of sweaters; the largest assortment of leather and wool jackets; and most complete line of Campus Coats, Reversible Coats, Riding Apparel, Shoes, Raincoats, and Work Clothes.

Genuine SUEDE JACKETS (Slightly Spotted)
Zipper style! Fannel lined. Sizes 34 to 46.
\$3.69 Reg. \$5 Val.

Men's SWEATERS
3,000 to choose from! Every new style and color. Huge assortment!
\$1.89 Reg. \$2.50
\$2.85 Reg. \$3.50
\$3.98 Reg. \$5 Val.

"UNION MADE" OVER-ALLS \$1
OF 100 denim, triple stitched. Full cut. Sizes 34 to 46. \$1.25 value.

Men's ZIP-OUT LINED COATS
\$15.95
Reg. \$20.00 Value!
In all-wool herringbone - for fall and winter. Topcoat - overcoat combined. Sizes 36 to 46.

BOWLING SHOES
LADIES \$1.79 Oxford Type
MEN'S \$1.98 Oxford Type
MEN'S \$2.19 High Shoes

Budget Plan 10 WEEKS TO PAY

RIDING APPAREL
Whipcord Breeches, \$1.98 up
Genuine Leather BOOTS... \$4.48 up
BOOT HOOKS... pr. 22c
CROPS... 69c
BOOT JACKS... Pr. 45c

VOLUME... VARIETY... VALUES!

Buying direct from manufacturers in greater volume. That brings to Rochester Jobbing House customers utmost variety from which to select... and makes possible greater values. Therefore the advantages of buying here from any or all our many departments for Men, Women and Children. And privilege of most liberal terms of payment.

BOYS' SPORTSWEAR

As you'd expect—ROCHESTER JOBBING has the biggest selection of boys' wear in Rochester and vicinity. Outfit the young fellows here—and save many dollars on school clothes.

Boys' Combination LEATHER—WOOL JACKETS
\$2.98 Reg. \$4 Value!
With knit cuffs, collar and waist, of warm, corded wool. Sizes 8-18.

Boys' New Fall Wool LONGIES
Tweeds, herringbones, plaids. All with pleats. Sizes 12 to 18.
\$1.85 Reg. \$2.50

Boys' All-Wool SWEATERS
Zipper—slip-on or button types. 2 tone and solid colors. 28 to 36.
95c Reg. \$1.39

Boys' Endicott-Johnson SHOES
Real leather that will wear like iron.
\$1.79 Reg. \$2.39

LADIES' SPORTSWEAR

Great savings are yours in our LADIES' DEPT. EVERYTHING—from coats to riding habits!
Double Duty "Hit-of-the-Season"

REVERSIBLE COATS (With HOODS)
\$8.98 Reg. \$12 Value!
Just the thing for ALL-WEATHER wear! All-wool plaid and herringbones for sunny days; water-repellent gabardine reverse side for wet weather. Sizes 12 to 20.

Ladies' Plaid JACKETS
Completely lined — checked —
Sizes 14 to 20.
\$1.98 Reg. \$3 Value!

Ladies' All-Wool SKIRTS
Bold plaids or plain colors. 24 to 32.
\$1.69 Reg. \$2.29 Value!

All-weather garments, in smart, new herringbones. Reverse side's in water-repellant gabardine. Sizes are 12 to 22.

Your Husband Will Look Like a Million Dollars In

Burley Brown

Color-Rich as His Pet Tobacco!



As you eye this hat, one thing can't escape you — its manly color! Whether a man's hair is light or dark complexion normal or ruddy — he can bank on Burley Brown to bring out his best features. And as for comfort, that's another story in itself. For Burley brown is a masterpiece of lightweight felting. Made under an exclusive process, it offers featherweight ease without sacrificing snap and long-wearing stamina. Styled by Dobbs, featured exclusively at McFarlin's. Show this ad to your husband when he arrives home from work today... he'll be interested in seeing this smart Fall hat at our store tomorrow.

McFARLIN'S

ROCHESTER JOBBING HOUSE
159-161 JOSEPH AVE. Cor. Nassau St. STONE 2260
Open 'til 9 Every Evening Unrestricted Parking

Justice Club To Hear Buffalo Priest

Rev. Henry B. Laudenschlager of Buffalo will be guest speaker

at the regular monthly meeting of the Social Justice Club of Rochester to be held Monday evening at St. Joseph's hall on Franklin St. His topic will be "The Future of Social Justice."

Fall Sales . . .

(Continued from Page 1)

Not alone is the curtain carnival in progress beginning tomorrow, but many household items as well as wearing apparel are offered at astonishingly low prices.

Then on another page we find an announcement of equal interest. Sears Roebuck announces that company's 54th anniversary sale, in which the two local units will participate. New fall merchandise is featured.

Pauls Curtain Shop, boasting the largest exclusive curtain showrooms in the city has announced a sale of new fall lines at their store on Clinton Ave. S. This company, beginning its seventh year in Rochester already enjoys a wide reputation for curtains that are "exclusive but not expensive." A wide choice of every type is now offered at unusually low prices for this time of the year.

Furniture lines, too, come in for their share of attention with several stores offering events to attract the thrif-minded buyer.

And that's just a sample of what's in store for those who turn through the pages of today's Sun. You'll want to dash right downtown to take advantage of this big bargain festival.

TOWNSEND MEETING

Members of Townsend Club No. 6 will gather in the Liberty Theatre Bldg., Driving Pk. Ave. tonight at 8 p. m. for a business session and games party. The public is invited.

101-2 ELWOOD BLDG. E. MAIN ST. STATE ST. MAIN 3709

American Beauty Salon

Managed By Anne Walker

Why Risk Disappointment? Satisfaction is CERTAIN

Where Conscientious Professionals Combine Modern Equipment, Courtesy and a Genuine

HELENE CURTIS \$2.50

MACHINELESS PERMANENT EVENINGS BY APPOINTMENT

CAMPAIGN of VALUES

DIAMOND **BRIDAL PAIR**

With The New Broad Wedding Band

\$39.95

\$1 DOWN \$1 WEEKLY

Here's a smart, modern yellow gold bridal pair that's a real value. Note the new style wider band. See the beautiful matching diamond ring.



RUDOLPH'S

E. MAIN at South Ave. Open Sat. Evenings

Miss Mabel A. Seaver, 149 Adams St.

WANTED—Men FROM Missouri

Men—here's some good news for those of you who always believed that you couldn't afford custom-tailored suits. Through the cooperation of the famous men's tailoring firm of John B. Ellison, we can now offer you a genuine Ellison suit, hand-tailored by Louis Shulman, for the unheard of low price of \$45!

Come in this week—select one of their many smart Fall patterns and we'll make you up a suit you'll be proud to wear—a suit which we believe cannot be duplicated elsewhere under \$65!

There's No Substitute For Custom Tailoring



Louis SHULMAN Co.

72 EAST AVENUE OPPOSITE CHESTNUT ST.

Kanaka, hoo hui na Martini

BOY, MIX

THOSE MARTINIS

me ka

WITH THE

Gin a GILBEY

GILBEY'S GIN

HE KANAKA NUI KE AKAMAI KELA (SMART FELLOW)



GILBEY'S The International GIN

In every language in the world, from the sun-kissed shores of Hawaii clear around the globe, there's one word the waiters always know—and that's GILBEY'S! For you see, men who know fine liquors, have been insisting on Gilbey's for close to a century. Why don't you?

THE INTERNATIONAL GIN DISTILLED BY GILBEY IN THE UNITED STATES AS WELL AS IN ENGLAND, AUSTRALIA, CANADA National Distillers Products Corporation, New York City—99 Proof—made from 100% grain neutral spirits

MUSEBECK HEALTH SPOT SHOES

You Will Enjoy Walking in . . .

Health Spot SHOES

They're scientifically designed to help you walk as nature intended, with more weight on your heels and less in the fore part. This balance distribution of body weight in your feet means more foot comfort. Try HEALTH SPOT SHOE.

FREE Come In For A Free Foot Balance Test . . . No Obligation Whatever

HEALTH SPOT SHOE SHOP E. MAIN ST. 320

New DECORATIVE FABRICS

FOR **Autumn** At New, Low PRICES

50" Sun and Tub Fast **SAIL CLOTH 69c yd.**

Hand Picked, Reg. \$1.39 Yd.

Washable. Reg. 99c Yd. **CHINTZ 29c yd.**

50" Novelty **HOME SPUNS 59c yd.**

Regular 79c Yd.

50" Sun and Tub Fast, Reg. \$2.29 **DUSTITES 49c yd.**

54" Domestic, Reg. \$1.49 Yd. **TAPESTRIES \$1.49 yd.**

50" Wide, Printed **SATINS 89c yd.**

Reg. \$1.39 Yd.

MILL END SHOP 71 Clinton Ave. So. Opposite J.E. Thompson Co.

Sibley, Lindsay & Curr Co.

HOUSEHOLD HINT: Wash your rag rugs before they are badly soiled if you wish to keep them attractive. Shake out th loose dust before you put them into the washer.

HOME DRESSED VEAL

Fancy, prime leg or rump. Lb. . . . **21c**

DUCKLINGS, Long Island, extra fancy, about 6 1/2 lbs. each, lb . . . **19c**

SELECTED FOWL, milk-fed, about 5 lbs each, lb. . . . **25c**

BOSTON BROWN BREAD 11c

Plain or Fruited

Chocolate Chip COOKIES 25c

Crisp and Delicious

Old Fashioned Red Bananas 4 lbs. 25c	Home-grown Potatoes 15 lbs. 20c	Valencia Oranges 3 doz. 69c
High-Score CREAMERY TUB BUTTER 2 lbs. 61c	Sharp CHEDDAR CHEESE 29c lb.	Famous PABST-ETT CHEESE 2 pkgs. 25c
Beech-Nut Coffee lb. vacuum tin 25c	Blue Label Tuna Fish 3 1/2 oz. can 9c	Granulated Sugar Domino, 25 lb. Bag \$1.23
		Beech-Nut Peanut Butter Medium Jar 19c
		14-Ounce TOWER KETCHUP 2 bots. 21c
		2 3/4 lbs. box Swansdown Cake Flour 25c

GROCERY, MAIN FLOOR: PHONE STONE 6500 AT 8 A. M.

Both Pieces Are Extra Large!

Upholstered in Durable

LOOP-WEAVE \$100 2 PIECES

Three inches deeper than most—this living room suite is doubly comfortable! Sit in perfect comfort . . . Stretch out full length in luxurious ease—There's plenty of room. Lauer's have covered this suite in 100% Angora wool (not cotton) loop-weave upholstery—the tough, attractive fabrics that years of hard usage will not harm. Colors galore to choose from . . . wine, royal blue, leaf green, harvest rust, dusky blue, coral, turquoise and red . . . You're sure to find the perfect blending tones for your living room decorative scheme. Here is Lauer's greatest large suite value—\$100 for both pieces.

BUDGET TERMS SIMPLY ADD 6% YEARLY

Lauer's 50 STATE ST.

LAUER'S STORE OPEN FRIDAY EVENING 'TIL 9

TRADE IN YOUR OLD FURNITURE

Lauer's renovate your furniture and sell it in their own Bargain Basement. Thus you are assured of a fair trade-in allowance.

LAUER'S SALE OF CURTAINS AND DRAPERIES CONTINUES

Mr. Fred Coake—successor to Miss Dorothy Perchick—continues to sell at greatly reduced prices Lauer's complete 1940 stock of drapes, curtains, slip covers and home decorative accessories.

Reg. \$1.98 Tailored Curtains **79c**

Rayon and cotton marquisette curtains enhanced with a charming Madras figure, fully headed, 68 inches wide by 2 1/6 yards long. Cream or ecru colors.

Reg. \$2.95 to \$7.95 Slip Covers **\$1.69**

We're clearing out every one-of-a-kind slip cover in our stock . . . Knitted, crash and cretonne in a wide variety of styles, colors and patterns to fit your davenport or chair.

Curtain Shop Shows Steady Growth



"Rochester's largest curtain displays" is the boast of Pauls Curtain Shop, 76 Clinton Ave. S. now entering its seventh year in this city. A steady growth from its inception is reported by Paul Lindgren who heads the company. Above is the modern front and artistic show windows. Inset shows a portion of the huge interior where a complete display of "what the well dressed window 'should wear' is shown. Pauls are now featuring new fall styles at exceptionally low prices.



Everybody's going to the World's Fair in New York. A week-end Sun tour is Rochester's greatest travel bargain.

Rochester's outstanding furniture values are advertised each week in the Rochester Sun.

Improve your bridge game. Read "Across the Bridge Table"

Child's Photo Contest Judges Include Illustrator

Maude Tousey Fangel, famous child portrait painter and illustrator, is well suited to her role as judge in the 9th Children's National Photograph Contest now being conducted locally at the Basement Photograph Studio of Sibley, Lindsay and Carr Co. For the \$3000 cash prizes in this contest are being awarded, not for curly-haired, dimpled prettiness—but for character and personality as reflected in the child's photograph.

As Miss Fangel says "When I start to paint a child, I never even notice at first whether the hair is straight or curly, the eyes blue or brown. What interests me what I must fathom in the child in order to do a real portrait is the inner qualities of the child. Is she happy? Is she naturally gay? Is she fundamentally pensive? Is she reserved? Those are the things the artist sees first. Those are the qualities that make the child's character and personality—those are the important things."

Among the other judges, in addition to Miss Fangel, are Angelo Patri, child-care expert and newspaper columnist; Tony Sarg, children's illustrator; Irene Wicker, radio's famous "Singing Lady"; Three thousand dollars in cash prizes are to be awarded

to some 392 boys and girls. Store officials say it is one of the easiest contests they know of, lacking all red tape. Any child 14 or under is eligible, whether boy or girl. To enter, simply have the child's picture taken in Sibley's Basement Photograph Studio. That's all. A duplicate is entered automatically in the contest without extra charge.

Advance Sale! New Fall Shoes

at LESS THAN 1/2 PRICE 3 Days Only!

\$1.00
Limit 2 Pcs.

A most amazing sale of Fall Shoes representing unheard of values. Here is your opportunity to select your new footwear at savings more than half. Suedes, Patents, Smooth Leathers and Combinations. All heel heights—All sizes. Regular values to \$3. Hurry, we'll be mobbed! At this price they won't last long.

DOROTHY MAY SHOP
68 E. MAIN ST. Opp. Democrat & Chronicle

CAMPAIGN of VALUES

New..
A Practical, Good Looking Push-Button Superheterodyne

GENERAL ELECTRIC

Regularly 14.95! Handsome, new superheterodyne with push button tuning, 5 G-E tubes, automatic volume control, attached antenna. A grand performer — a grand value!

11.95
50c Down 50c Weekly

RUDOLPH'S
E. Main at South Ave. Open Saturday Evenings

WEEK-END SPECIALS

SCHLEIF BAKE SHOP
17 CLINTON AVE. SO. NEXT TO ODENBACH'S A STEP OFF MAIN

FRIDAY ONLY

Rich, Flaky, Made with butter!
DANISH PASTRY Reg. 3c **4c** ea.
Fudge Cake filled with walnuts. Topped with fudge frosting.
Choc. Fudge Nut LOAF Reg. 25c **22c** ea.

FRIDAY and SATURDAY
CLOVER LEAF ROLLS Reg. 18c doz. **14c**

SATURDAY ONLY

Tutti Fruitti Layer CAKE Reg. 30c **29c**
Silver Cake Layers. Frosted with butter cream, chunk full of glazed fruit.

SOUTHERN APPLE RING **24c**
A grand popular coffee cake.

WEEK-END COMBINATION SPECIAL
All Put Up in One Box for Your Convenience

1 Lemon Loaf Cake .25c
6 English Cinnamon Buns .15c
6 Parker House Rolls 9c
5 Assorted Cookies .10c
Total Value 59c

ALL FOR 39c

Open All Day Saturdays

9 OUT OF 10 AGREE*

All out of step — but? No, sir! Nine out of ten are very much in step, according to these figures:

*110,533 out of a total of 124,195 people (9 out of 10) who tasted Green River, liked it. Hence our claim that it is "America's Smoothest Whiskey".

Come on, Mister, march along with the millions who've made Green River their favorite whiskey. Buy a bottle today.

AMERICA'S SMOOTHEST WHISKEY

GREEN RIVER
AN AMERICAN INSTITUTION

Green River Smooth Whiskey, 46 Proof 100 Pure Grain Neutral Spirits. Green River Distilled Dry Gin 45 Proof. 100% Pure Grain Neutral Spirits. American Grain Neutral Spirits. Distilled Distillers' Conformation, N.Y.

GREEN RIVER GIN IS BIG VALUE, TOO!

ENDS SATURDAY

all Our Leftovers

Last Call: There Are Bargains Here You'd Be Sorry To Miss, So See Them, Before It's Too Late: After This Week, None Of Them Will Be Left

LARGEST CURTAIN SHOP IN ROCHESTER

Shop Pauls First

for Rochester's Greatest Values in Ready-to-Hang Curtains and Draperies

In the New Styles for Fall and Winter 1940-41

Flowered Draperies
\$2.98

A beautiful design with various colored backgrounds. Rouchlex weave. Sunfast and tubfast. 36x 2 1/2 yards long.

Tailored Curtains
\$1.39

Washable de-lustered rayon-tested by Lux Laboratories and Good House-keeping. 40 in. wide by 2 yds. long. Ready to hang. Ecru or eggshell.

Ruffled Curtains
89c

An outstanding quality. Beautiful cushion dot marquisette. Wide enough to criss-cross. 45 in. wide. Your choice Ivory or ecru.

Lace Net Curtains
89c

A group of fine, lacy patterns, all over designs or borders, adjustable tops, ready-to-hang.

Pauls CURTAIN SHOP
76 Clinton South
Between Forman's and Weis & Fisher's
PAUL E. LINDGREN, Owner

MEN'S SUITS

Originally \$15.95, \$18.95 And \$21.95. Broken Sizes

\$10

Year-around suits, summer suits, gabardine suits, sports, business suits . . . a collection of all types and only one of this and one of that in the group. If your size is listed below, don't lose any time getting here.

SIZES	35	36	37	38	39	40	42
REGULARS	3	6	16	22	7	20	42
SHORTS	2	2	2	11	11	3	
LONGS		1	5	2	2	3	4

REVERSIBLE COATS

Regularly Priced Up To \$15.95! A Topcoat and Raincoat In One. Broken Sizes.

\$10

MEN'S TROUSERS

Trousers for work, trousers for dress, sports slacks and trousers to match your coat and vest. Fine cotton-back worsteds, tweeds, cashmeres and others. A huge variety.

1.55 | **2.55**

Values To \$2.95! | Values To \$3.95!

Men's Finer Shirts

Fine woven madrasses in stripes and figures, end-to-end madrasses, beautiful woven repps, figured broadcloths and plain white broadcloths.

Regularly Priced U To \$1.95!

88c

OTHER BARGAINS FOR MEN

Polo Shirts (Value to 69c) 29c
Sweaters (Value to \$2.95) 1.57
Slack Suits (Value to \$2.98) 1.69
Wash Slacks (Value to \$1.39) 59c
Underwear (Value to 29c) 5 for \$1
Sleeveless Sweaters (Val. to \$1.45) 59c
Locker Robes (Value to \$1.95) \$1
Raincoats (Value to \$3.95) 2.59

BARGAINS IN BOYS' APPAREL

Student Suits (Value to \$14.95) 7.85
Knicker & Longie Suits (Val. to 10.95) 4.85
Reversible Coats (Val. to \$14.95) 8.95
Wool Slacks (Value to \$2.95) 1.77
Shirts & Blouses (Value to \$1.15) 47c
Polo Shirts (Value to 89c) 39c
Wash Shorts (Value to 89c) 39c
Boys' Hose (Value to 29c) 13c—2.25c

No. C. O. D.'s or Will Calls - - - All Sales Are Final

The **NATIONAL** East Main at Stone

During This Sale, A Slight Charge For Alterations On Clothing

TEA DAINTIES
For afternoon tea in the garden or on porch serve assorted crisp crackers with an iced chocolate drink chilled with mint-flavored ice cubes on which float puffs of sweetened whipped cream, dusted lightly with cinnamon.

RENT A NEW ABC WASHER OR IRONER 50¢ A WEEK
SINCE 1888
SIEBERTS
ST. PAUL AND ANDREWS ST.

MR. HI—I'M DIVIN' STRAIGHT FOR KESSLER'S CAUSE I HEAR IT'S GOIN' GREAT!

SMOOTH AS SILK
but not "HIGH HAT"

MR. HATT—26 MILLION BOTTLES* SOLD—THAT'S THE ANNUAL RATE!

KESSLER'S
AMERICA'S GREATEST WHISKEY VALUE

KESSLER'S PRIVATE BLEND—A BLENDED WHISKEY, 75% Neutral Spirits distilled from Grain, 90 Proof, Julius Kessler Distilling Co., Incorporated, Lawrenceburg, Indiana.

Fall Means Squash, and Squash Means Variety

BY IRENE MUNTZ
"Two vegetables besides potatoes" is the recommendation usually given to homemakers. Now that fall is approaching, we should strive even more carefully to heed this advice and with autumn approaching, the particular vegetable that immediately comes to our mind is, of course, squash.

Since squash is such a universal favorite more and better methods of preparing it are continually being sought. Vegetables fulfill many purposes, but the fact that they add variety in color, flavor and texture to our diet in addition to their nutritional value indicate even more fully why it is so essential that we include them in our menus. Squash is one of the less expensive vegetables and as a result always remains within easy reach of every housewife's budget. However, the variety of ways in which it can be cooked makes it a great deal more interesting both to those who eat it and especially those who serve it. So in order that you can begin this season with a few brand new squash cookery possibilities here are three easy methods of preparing this winter vegetable. Just try them and see the surprise your family will display.

Here's a simple way to prepare squash that will save time and effort.

WINTER SQUASH IN SHELL
1 Hubbard Squash salt and pepper
3 T. butter
Cut off the top of a small Hubbard squash; remove the seeds and stringy portion; place in pan and steam or bake about 2 hours, until tender. Remove the pulp from shell, mash and season it with salt, pepper and butter. Return mixture to shell, smooth the surface to a dome, score with a knife, brush over with milk and beaten egg, add bits of butter and place in oven for few minutes to brown. This can be baked at the same heat that you are using for an oven meal.

JULIENNE SQUASH
Remove seeds and stringy portion from a medium sized hubbard squash. Cut in quarters. Cut quarters into uniform 2 inch slices. Peel, cut into Julienne size which are approxi-

TANGY ACCENT
A tangy accomplishment for tomato juice: Make paste of 2 teaspoons dry mustard and Worcestershire sauce. Beat in-

TYPEWRITERS

ROYAL ★
REMINGTON ★
CORONA ★
UNDERWOOD ★

\$29

75c Weekly

BRAND NEW ALL MODERN ATTACHMENTS

CITY TYPEWRITER

160 S. CLINTON NEXT TO R. B. I. STONE 3424

LAST 3 DAYS
of
NEISNER'S
FAMOUS ANNUAL PHOTO SPECIAL
For Children
(6 Months to 12 Years)

YOU SAVE \$1.51

1 Beautiful Ivorytone PHOTO
Includes A Selection of Proofs

49c Limits 1 to Each Child

Only once every year can you get the children photographed at this unusually low price. Save \$1.51 on each photo. After Saturday you pay the regular price \$2.00. Ask your neighbor about our work. Over 50,000 satisfied customers!

No Appointment Needed Studio: Main Floor

Neisner's 200 Main St. E.

weis & fisher's

At ROCHESTER And GENEVA STORES

The New, Deeper *Beautyrest* with ACE Spring

A Miracle of Sleep Comfort

OPEN FRIDAY EVENINGS TILL 9 P. M.

Beautyrest -- Ace FAMOUS COMFORT PAIR

Beautyrest --

- * Deeper, More Comfortable Coils
- * Each Coil Operates Individually
- * See Proof Edges
- * 10 Year Guarantee
- * Handsome New Covers

Ace Spring --

- * Platform Top
- * 99 Deep, Double Deck Coils
- * Controlled Resiliency
- * Stabilizers
- * Staking Aluminum Finish

30 NIGHTS FREE TRIAL ON THE FAMOUS SIMMONS BEAUTYREST

It is hard to imagine that the Beautyrest mattress could be improved . . . yet that is exactly what Simmons has done. The new Beautyrest is deeper, yet more comfortable than ever before. You'll get a real thrill when you crawl into bed and settle down on this luxurious new Beautyrest. Quickly you drowse off to sleep . . . next morning you awaken rested and refreshed from the deep, healthy sleep that only Beautyrest can give. Try it for 30 nights at our expense. If at the end of that time you do not like it, we will call for it AND DESTROY IT!

P. S. Use the new Beautyrest with the famous Ace Platform Spring . . . Ace was designed expressly for use with an inner-spring mattress . . . you have the assurance of the finest sleeping comfort from your new Beautyrest and longer life for the combined equipment. The Simmons Ace has the platform top and controlled resiliency so important for inner-spring mattresses. The deep, double deck Ace coils, and stabilizers, provide the perfect support.

In test made by U.S. Testing Company, Hoboken, N. J., the Beautyrest stood up 3 TIMES AS LONG as any other mattress tested. It was rolled, and crushed, 425,000 times without any sign of breaking down. The new Beautyrest is now GUARANTEED for 10 YEARS.

weis & fisher's
"rochester's showplace of furniture fashion"

200 EAST MAIN

Go first to Neisner's
5¢ to \$1.00 Stores

EXTRA!! BOYS' DAY!
IN OUR SHOE DEPT.
FRIDAY - SATURDAY
SPECIAL SAVINGS
On These Good Shoes For Boys

\$1.22
SALE PRICE

SIZES 11 to 13½
1 to 6

Every Pair A \$1.69 to \$2.00 Value FRI. - SAT. ONLY

BOYS' DAY! GYM SNEAK--SPECIAL VALUE
1st Quality
55c
PAIR SALE PRICE
ALL SIZES FOR BOYS

BOYS' DAY SLIPPERS
With PADDED LEATHER SOLES
SALE **44c**
ALL SIZES FOR BOYS TO BIG 6

Buckwheat was introduced into Europe from Manchuria and Central Siberia during the Middle Ages, and is at present grown in Russia, Brittany, Holland and the United States.

Concert Series . . .

(Continued from Page 1)
tions listed for the season. Kreisler is to be the first event in Series A. In addition to him, that series will include the following:

Dec. 9—Boston Symphony Orchestra with Serge Koussevitzky conducting; John. 24—Piano recital by Jose Iturbi; Feb. 7—Grand opera, "La Tosca," with Dusolina Giannini and Armand Tokatyan, and Mar. 21—Lotte Lehmann, soprano.

Series B will begin on Nov. 1 with the opera, "Martha," which lists as its stars James Melton, Josephine Antoine and Wilbur Evans. The other attractions in this series are Nov. 22—Sergei Rachmaninoff, piano recital; Jan. 10—Marian Anderson, contralto; Feb. 21—Georges Enesco, violin recital, and Mar. 13—Monte Carlo Ballet Russe.

Advantage of purchasing seats in series is two-fold, according to officials of the Civic Music Association—a better choice of seats as well as a distinct saving over single seats.

Instead of wearing them in the usual way—heads towards the face, and tails down, try your kolinsky "strung-up" the other way around—bushy tails forming a sort of fur collar around your face.

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The Best For Less!
Rochester's exclusive DOLLAR hat shop has thousands of exciting creations! Copied of higher-priced models—at only \$1. You Need Pay No More!

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The Town's Biggest Basement Is Holding a
Bargain Festival With Savings Up To 50%!**



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\$1.19 Chrome Plated Cake Cover With Glass Tray . \$1.00
Keep cakes, pies, etc. fresh.

\$1.19 Whistling Tea Kettle \$1.00
Copper bottom. Chrome plated. 2-qt. size.

\$1.59 3-Pc. Carving Set . . \$1.00
Stainless steel knife, Elkhorn, onyx or white handles. Boxed for gifts.

39c Stainless Steel Knives 29c, 4 for \$1.00
Butcher, bread and other sizes.

\$1.29 Step-On Cans \$1.00
Solid color enamel with galvanized insert. White, red, green, ivory.

AISLE 4

\$1.49 3-Pc. Pastel Bowl Set \$1.00

\$1.59 4-Pc. Oven-Proof Cake Set \$1.00
Salad bowl, cake plate, fork and spoon.

\$1.49 Pie Plate \$1.00
Oven proof, floral decorated pie plate, rolling pin and bowl.

\$1.39 1 1/2-Qt. Casserole with 9" Pie Plate \$1.00
Oven proof. Floral decorated.

Yard Goods

39c "Tree Lo" Spun Rayons, Yd. 27c, 4 Yds. \$1.00
Solid colors of blue, red, black, brown, green for Fall and Winter.

22c Solid Color Percales, 11c yd., 10 Yds. \$1.00
Famous make. 1 to 10-yard pieces.

15c White Outing Flannel, 11c Yd., 10 Yds. \$1.00
36-inch width. For night gowns, diapers, etc.

AISLE 15

Domestics

59c Comfortable Batts 55c, 2 for \$1.00
Cotton quilted. 2 1/2-lb. Size 72x90.

\$1.59 5% Wool Blankets, \$1.00
72x84 solid colors of rose, blue, green, mahogany, peach.

\$1.19 Percale Bedspreads, \$1.00
Fast colors. Full size. Choice of several patterns.

25c Hemstitched Pillow Cases 17c, 6 for \$1.00
45x36. 80 square. Beautiful quality.

AISLE 14

Hosiery, Gloves

Irreg. 29c, 35c Children's Anklelets 19c, 6 for \$1.00
Also knee socks. Lisle, terry and novelty rayon weaves.

Irreg. 44c Silk Hose 29c, 4 for \$1.00
Circular knit 3-thread chiffon, 7-thread service weight. Lisle foot and welt for greater wear. Autumn shades.

Irreg. 35c-39c Lisle Hose 24c, 5 for \$1.00
Ezon lisle. Fall shades.

59c Fabric Gloves 29c, 4 for \$1.00
Manufacturer's closeout of novelty and tailored 4-button fall styles.

AISLES 8, 9

Lamps

\$1.39 Desk Lamps \$1.00
Bronze only. Complete with fountain pen.

\$1.39 Fishskin Center Piece with Light \$1.00
Light bulb inserted in flower. Colors: blue, white, yellow, pink.

\$1.59 Vanity Bases \$1.00
Genuine onyx with metal ridged design. Shades extra.

AISLE 7

Underwear, Corsets

69c Children's Knit Sleepers 59c, 2 for \$1.00
"Utica" brand. With pockets and feet. Natural, pink, blue. Sizes 1 to 6.

59c-79c Women's Cotton Slips 29c, 4 for \$1.00
Famous brand. Sizes 33-44. White only.

Irreg. 25c Women's Vests & Panties 19c, 6 for \$1.00
Cotton and rayon "Sibettes." Regular sizes.

Irreg. 19c Children's Tutch Stitch Undies 10c, 12 for \$1.00
Cotton and rayon vests, panties, briefs. Sizes 2-8.

\$1.00 2-Way Stretch Girdles 59c, 2 for \$1.00
Cotton rayon and lastex regulation or pantie girdles. 14" or 15".

AISLE 10, 11

Girl's Wear

Girls' Play Clothes 39c, 3 for \$1.00
Slacks, shorts, shirts and skirts. Odds and ends in assorted stripes or plain colors. Sizes 7-14.

AISLE 6

House Coats & Dresses

\$1.69-\$1.99 Cotton Dresses \$1.00
Shirtwaist and zipper styles in sheers or percales. Assorted prints.

\$1.00 House Dresses 59c, 2 for \$1.00
Assorted percale prints. Sizes 12 to 44.

\$1.69-\$1.99 Housecoats . . \$1.00
Pretty percale and poplin prints in zipper or wrap styles. Sizes from 14 to 44.

AISLE 12

Millinery

Brand New Fall Felts \$1.00
Pompador berets, sailors, off-face types. Bretons, casuals. Colors: black, navy, brown, wine, soldier blue, vernon green.

AISLE 11

Shoes

\$1.19 Children's Shoes \$1.00
Boys' oxfords; girls' straps. Sizes 8 1/2-2.

\$3.00 Women's Style Shoes \$1.00
Odds and ends to clear.

\$1.19 Women's Rayon Boudoir Slippers \$1.00
Soft soles. Cuban heels. Beautiful colors.

AISLE 14

Rugs & Curtains

59c Rayon Living Room Pillows 39c, 3 for \$1.00
Broken assortment. Very colorful.

85c Hassocks 59c, 2 for \$1.00
Imitation leather. Hinged box type. Tan, orange, brown, black. Slightly soiled.

\$1.35 Chenille Rugs \$1.00
22x44 Reversible in two smart patterns. Tan, green, rose, blue.

\$1.35 Rag Rugs \$1.00
Made by Rochester Association of the Blind. Plain or mixed colors.

39c Plaid Panels, 29c, 4 for \$1.00
Striped and plaid in tan. Cotton. 36"x2 yards.

29c Marquise 25c, 5 for \$1.00
Fancy colored figures and dots. Fine quality.

19c Marquissette, 12c, 10 yds. \$1.00
Pastel colors; plain, figured or dotted.

35c Window Shades 29c, 4 for \$1.00
36"x2 yards. Green, pongee, white, ecru.

\$1.69-\$1.98 Scranton Lace Curtains Pr. \$1.00
Odd pairs of fine quality Scranton lace.

\$1.00 Chintz Overdrapes 59c, 2 prs. \$1.00
Odd pairs. Pinch pleated. Ruffled tie backs. Green or tan.

69c-\$1.00 Marquissette Curtains 59c, 2 prs. \$1.00
Odd lots of fine quality marquissette curtains.

AISLE 16

Notions

\$1.49 Fall Handbags \$1.00
Simulated black leathers in sculptured types, top handles, top zippers and envelopes. Fitted with inner zippers, change purses and mirrors.

79c Shears 59c, 2 for \$1.00
Griffon dated scissors and shears. All sizes.

3-25c Paper Napkins 18 pkgs. \$1.00
Sibley special napkins. 80 to pkg. White, pink, green, yellow.

39c Homespun Pillows 35c, 3 for \$1.00
Gold color, brown, maroon, blue, rose.

25c Facial Tissues 19c, 6 for \$1.00
"Cornet" white only. 500 to box.

\$1.79 Oil Silk Umbrellas, \$1.00
16-rib 2-color print. Blue, green, red, brown.

AISLE 7

Linen & Towels

25c Turkish Towels 21c, 5 for \$1.00
Large size bath towels. Plaid patterns. Slight imperfections.

79c Cotton Woven Mats 55c, 2 for \$1.00
24x40. Fringed ends. Rose, blue, green, gold, orchid.

\$1.29 Chenille Bath Mats, \$1.00
24x40. Fringed ends. Rose, blue, green, gold, orchid.

49c Dish or Hand Towels 35c, 3 for \$1.00
Printed linen. 18x32. Willow plate pattern. Colors: Red, blue, green.

39c Rayon Damask Towels 21c, 5 for \$1.00
15x22. Fish and Grecian patterns. Ivory, peach, green, gold.

15c Chenille Wash Cloths 11c, 10 for \$1.00
Floral patterns of rose, blue, gold, green, orchid.

\$1.89 Lace Tablecloths . . \$1.00
60x80 first quality American lace.

79c "Satin-Glo" Tablecloths 55c, 2 for \$1.00
18x46. With slight imperfections. Wipe clean with a cloth.

\$1.59 Rayon Damask Tablecloths \$1.00
Large size 56x76. Fine quality. Colors: Eggshell, gold, peach, green.

AISLE 14

Men's Wear

Irreg. \$1.95 Men's Raincoats \$1.00
Rubberized fabric. With deep slash pockets and high collars. Light or dark gray.

29c Men's Shirts or Shorts 22c, 5 for \$1.00
First quality combed cotton shirts. Knit briefs. Also button or gripper front shorts.

AISLE 2

Boy's Wear

\$1.29 Boys' Corduroy Overalls \$1.00
Suspender style. Navy, green, maroon, brown.

Fleece Lined Pull Overs 59c, 2 for \$1.00
Good color assortment. Just the thing for cold days.

\$1.29 Boys' Top Suits \$1.00
Fine broadcloth tops with matching tie. Shorts of tweed or plaid suitings. Sizes 5 to 10.

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Loans at money-saving rates & 1 a d l y made to those steadily employed. No co-maker or collateral required.

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New scientific design lets you do minimum water cooking and save health-building minerals and vitamins you now pour down the sink. That's not all. Food shrinkage is cut up to 20% — that means money in your pocket. Cooking is 1/2 faster — that means more leisure for you. So come in. SEE, WATCH and TRY one of these amazing new ranges. Then trade in your old stove. Start saving now!

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PHONE STONE 6500

Across The Bridge Table

by ASA SPADES

The contract in today's game was three spades, which was doubled by North and made, for a score of 680 points—180 points for the three spades doubled, and 500 points for a vulnerable game. It was unfortunate for the North-South team because there was a game in hearts in their direction.

S 105
N A J
D A 10 12
C K Q 5 4

E Q 1 2
H 3
D K Q J 5
C 10 9 7 2

S 7 3
N Q 10 9 8 5 4 3
D
C A 1 2

North, dealer.
East-West vulnerable.

Dbl. . . . Pass. . . . Pass
1 C 2 S 3 H 3 S
Dbl. Pass Pass Pass

South led the ace of clubs, top of his partner's bid. When South saw the jack of clubs fall from the East hand, he figured it was a singleton, and switched the suit, playing his singleton diamond in the hope that his partner held the ace. Jack was played from the board and North cashed the ace and returned the deuce, hoping his partner would be able to ruff. South trumped with the three of spades and led small heart, which was won by North's ace. North again led a diamond and South ruffed with the seven of spades. The queen of hearts was then played and won by East with the king. Declarer then led the ace of spades and followed with the king. A small spade was next played and won by West's queen. King and then queen of diamonds were played from the board. Small club was then led and

Community Day Plans Made By School Groups

The PTA and Lattimore Men's Club are co-sponsors of the second annual Community Field Day of the Samuel A. Lattimore School No. 11, scheduled for Saturday from 2 to 11 p. m. on the school grounds at Webster Ave. and Bay St. Entertainment for the entire family has been arranged by the committee headed by Mrs. Daniel Horrocks and Arthur Mephram. Refreshments will be served on the grounds.

★ AT SMALLS

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If YOUR CHILD'S VISION REQUIRES CORRECTION FOR SCHOOL SUCCESS HAVE HIS EYES EXAMINED FOR

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Dan G. Albert, Registered Optometrist Will Examine His Eyes, Aided by the Most Modern Bausch & Lomb Scientific Equipment, Prescribe Correct Lenses, and Assist in the Selection of Comfortable, Sturdy Frames.

We Use Only Bausch & Lomb and Shur-on Lenses

Pay A Little Down -- A Little Each Week

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BUSY BEE STORES

RINSO Large 18c	LUX FLAKES Large 20c
LUX TOILET SOAP 4 for 25c	GOOD LUCK DESSERTS All Flavors 9c
LIFEBUOY SOAP 4 for 25c	SPRY 3 lb. 45c
LA CHOY NOODLES 15c	DUFF'S MIXES GINGER BREAD 19c
SOY SAUCE 10c	DEVIL FOOD 19c
SPROUTS 10c	WHITE CAKE 19c
PEAS GREEN GIANT 16c	SILVER DUST "Free Towel" 22c
NIBLET'S CORN Whole Kernel 2 for 25c	Good Luck PIE CRUST 11c
SPAM "Meal of Many Uses" A Hormel Product 29c	Dinty Moore Spaghetti & Meat Balls 18c
OLD DUTCH CLEANSER 2 for 15c	BABO 11c
SCOTT TOWELS SPECIAL 2 for 19c	SCOT TISSUE 4 for 29c
	WALDORF TISSUE 3 for 14c
SALADA TEA	
BLACK TEA 1/2 lb. 36c	TEA BAGS 9's 17c
MIXED TEA 1/2 lb. 36c	TEA BAGS 17's 9c
RED HEART DOG FOOD ABC DIETS 3 for 25c	BOSCO FOOD DRINK Large 38c
CLAPP'S BABY FOOD Strained 3 for 21c	VAN CAMPS MILK Tall Can 4 for 26c
Chopped 3 for 27c	FRENCH'S WORCESTER-SHIRE (Free Glass) 15c
FRENCH'S BIRD SEED 2 for 25c	
BIRD GRAVEL 10c	

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REGULAR AND EXTRA SIZE

Daytime DRESSES \$3.98

Don't wear yourself thin trying to find an outstanding daytime dress! Here's more frock detailing than you ever dreamed of at 3.98! Even "Gardette" shields age built in them. Choice of French crepe or rayon crepe . . . in solid colors or prints.

SIZES 14-20, 16 1/2-26 1/2, 38-52
EDWARDS—Third Floor

Friday and Saturday Only!
Save During Our FALL SALE OF

WALLPAPER

Two days of super values! Save in Western New York's most up-to-date paint and wallpaper department.

Reg. 10c to 15c WALLPAPER 2 Rolls 14c
Reg. 19c to 25c WALLPAPER 2 Rolls 27c
Reg. 25c to 35c WALLPAPER 2 Rolls 39c
Reg. 35c to 50c WALLPAPER 2 Rolls 56c

OUR WASHABLE ENGRAVURES INCLUDED
EDWARDS—Fourth Floor

For Friday and Saturday Only Exclusive in Edwards Pantry Shoppe!

One Pound JAR PRESERVES

Reg. 25c Jar **19c** 10 Fruit Flavors

10 luscious flavors — all sealed in fancy glass tumblers with beaded edges . . . You can use these handsome tumblers for many purposes. Remember, these are pure fruit flavors with NO PRESERVATIVE.

- * Orange Marmalade
- * Strawberry
- * Seeded Raspberry
- * Cherry
- * Grape Jam
- * Pineapple
- * Apricot
- * Blackberry
- * Damson
- * Peach

EDWARDS—Street Floor

IN OUR HOME-MADE CANDY SHOP
REG. 39c VALUE — YOUR CHOICE

- * Caramel Corn (Pure Butter)
- * Chocolate Coat Sponge (Milk or Dark)
- * Divinity Nut Fluff (Melts In Your Mouth)

29c lb.

"SYMPHONY SWEET" CANDY SPECIALS

Reg. 29c **19c Lb.**

- * Creamed Almonds (Soft and Plenty Creamy)
- * Malted Milk Balls (Soft and Crunchy)
- * Soft Pectin Jellies (Sugar Rolled)
- * Freshly Roasted Peanuts, In Shell lb. 13c 2 lbs. for 25c

EDWARDS—Street Floor

LAST CALL!
EDWARDS DELICIOUS NORMANDIE Chocolate

Reg. 27c lb. **19c Lb.**

- * Buttercreams
- * Orange
- * Nougatine
- * Raspberry Cream
- * Maple Walnut
- * Marshmallow
- * Coconut
- * Peppermint Patties
- * Peppermint Creams
- * Peanut Squares
- * Chips
- * Caramels

FREE! A Full Size Reg. 35c Can of Nu-Enamel.

With The Purchase of a 95c Can or Larger Size of

NU-ENAMEL

A 95c Can Will Cover 4 Chairs & Legs of Table

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NU-ENAMEL COUPON

Bring This Coupon to Edwards. Make a purchase of a 95c can (or larger) of Nu-Enamel and get a 35c can of Nu-Enamel absolutely without cost.

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CITY

Newlyweds! Home Makers! Here's the SALE of SALES! 77 Pc. Wm. Rogers Silverplate Set

Featuring the BRAND NEW Exclusive "Beloved" Pattern At 1/2 Off Comparable Quality

Service for 8 People **19.95**

Never before and perhaps never again such a dazzling opportunity! The price is so low, the quality is so good that you won't want just ONE set . . . You'll want TWO! One for yourself . . . and another for some important gift date ahead. Investigate this value tomorrow . . . It's really rare!

No Down Payment 50c Weekly

This 77-Piece Set Is Made and Guaranteed by the International Silver Co.

This Set Includes the Following 77 Pieces in a

New Attractive Tarnish-Proof Chest

16 Teaspoons	8 Butter Spreaders	3 Serving Spoons
8 Regular or Vivande Forks	8 Oyster Forks	1 Large Pierced Server
8 Soup Spoons	8 Iced Teaspoons	8 Hollow Handled Knives (Regular or Vivande)
8 Salad Forks	1 Cold Meat Fork	

ASK ANY SALESPERSON About This Once-In-A-Lifetime Silverware SALE!

EDWARDS—Street Floor

SICK! THE DAY SHE'D LOOKED FORWARD TO FOR WEEKS, RUINED BY "REGULAR" PAIN

The idea of suffering, giving-in to functional pain of menstruation, has become old-fashioned! With Midol, millions of women keep active and comfortable right through their trying days.

Midol is a new formula developed for its special purpose. It contains opiates. One comforting ingredient is prescribed frequently by thousands of doctors—and for further relief, another ingredient, used exclusively in Midol, aids in reducing the spasmodic pain peculiar to the menstrual period.

If you have no organic disorder calling for medical surgical treatment, Midol should help you. Why not try it? Then, if your "regular" pain isn't eased, see your doctor. All druggists have Midol. Five tablets—more than enough for a convincing trial—only 20c; 12 tablets in a trim aluminum case, 40c.

MIDOL
RELIEVES FUNCTIONAL PERIODIC PAIN

BACK ACHE?

Don't say it's just natural for a woman's back to ache. You may need proper shoes. When your arch and ankle are not squarely centered under the weight of your body, the whole skeleton is thrown out of line, resulting in numerous aches and pains from the strain. Would you let

A FEW DOLLARS stand in the way of real bodily comfort? Certainly not. Yet a pair of Health Shoes may be had at Torr's, which will straighten your ankles and bring prompt relief and comfort.

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TORR'S

Shoe Comfort Clinic

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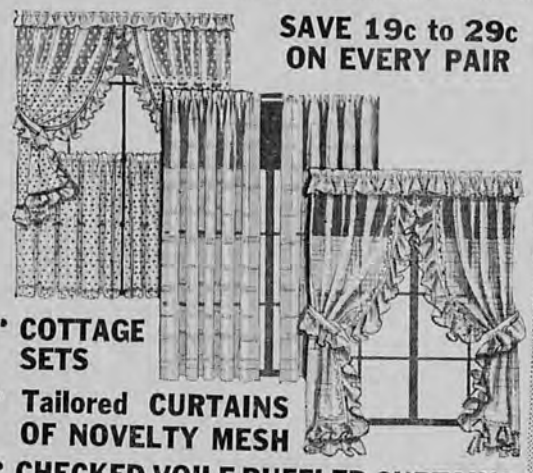
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AN ANNUAL EVENT THAT THOUSANDS OF PEOPLE LOOK FORWARD TO . . BECAUSE OF THE UNUSUAL SAVINGS THEY MAKE . . JOIN THE CROWDS WHO FIND THE BEST IN CURTAINS FOR THE LEAST MONEY AT LINCOLN'S. SALE STARTS FRIDAY.



SAVE 19c to 29c ON EVERY PAIR

- COTTAGE SETS
- Tailored CURTAINS OF NOVELTY MESH
- CHECKED VOILE RUFFLED CURTAINS

At a real Carnival price

50c PAIR

THE COTTAGE SETS
Checked Swiss cottage sets flocked in colored dot design and edged with boucle. Red, green, blue, black.

THE RUFFLES
White and light ecru checked voile curtains edged with deep ruffles. Each curtain is full 33 inches wide.

THE TAILORED
Adaptable for any room! Eggshell and beige delustrated rayon tailored curtains hemmed and headed, ready to hang.

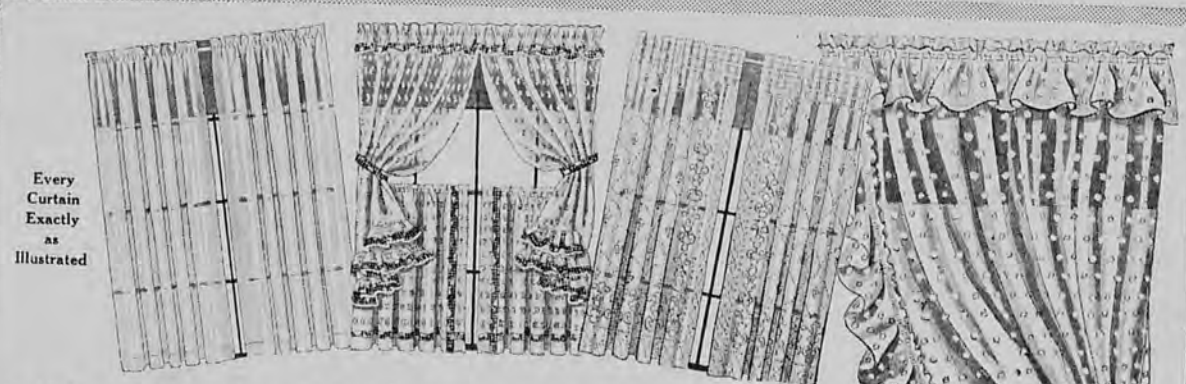


REG. \$1 Puffy Dotted Ruffled MARQUISSETTES And Plaid Trim Swiss COTTAGE SETS

SAVE 21c **79c**

The Marisettes
92 inch marisettes literally covered with soft puffy dots and edged with deep full ruffles. White, ivory and ecru.

The Cottage Sets
Fine quality Swiss cottage sets trimmed with one inch bands of 80 square percale. Choose in red, green or blue.



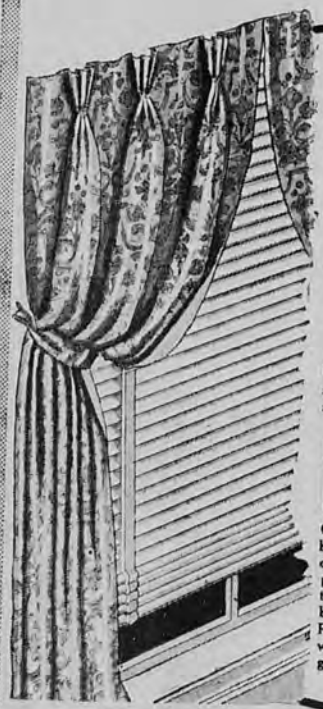
THE BIGGEST DOLLAR'S WORTH of CURTAINS YOU'VE SEEN in a long WHILE

Rayon Ninon Celanese TAILORED CURTAINS
Lovely ninonettes in soft tones of eggshell, champagne and beige. 3 inch hems on sides and bottom — hemmed and headed, ready to hang. **\$1.00**

Velvet Dotted Ruffled MARQUISSETTES
Over 16 thousand big, puffy velvet dots on quality marisette! Yards of deep, full ruffles. White, ivory and ecru. **\$1.00**

3 ROW ADJUSTA LACE NET CURTAINS
Rich, heavy nets with mesh centers and beautifully executed floral borders. 3-slot adjustable tops. Beige. **\$1.00**

Feather Figured Marisette COTTAGE SETS
Fine quality marisette trimmed with colorful percale in green, blue, black or red. **\$1.00**



FIRST QUALITY - WASHABLE FIBRE WINDOW SHADES **28c**
Regulation Reg. \$2 23 to 36 Inch Width VENETIAN BLINDS WITH ALL THE FEATURES FOUND IN EXPENSIVE BLINDS **\$1.69**
Equipped with features found in blinds selling at twice this price. Guaranteed satisfaction. Ivory tone only.

Pebble Sicilian Lined Damask DRAPERIES **\$1.29**
Quality cambric lined drapes with pinch pleated tops and tie backs. 84 in. Red, rust, woodrose, blue, green, gold.

92 INCH MADRAS RUFFLES and 94 Cushion Dot MARQUISSETTES **\$1.49**

THE MADRAS
Heavy quality madras curtains edged with wide fluffy ruffles. Ideal for bedrooms in white, ivory and ecru.

THE MARQUISSETTES
Each side full 47 inches wide! Ruffled marisettes showered with thick cushion dots. White, ivory, ecru.

LINCOLN'S
MAIN ST. EAST AT ST. PAUL ROCHESTER

SAVE 20% On Lincoln's Matching Kitchenware Ensembles

 Reg. 79c 8 quart STEP-ON CANS Save 20% 63c With galvanized insert. Finished in white with red trim.	 Reg. 89c 4 piece CANNISTER SET Save 20% 71c 4 piece set including flour, sugar, coffee and tea canister.	 Reg. \$1.19 double door BREAD BOX Save 20% 95c Double door bread and cake box finished in white with red trim.	 Reg. 59c 25 quart Waste Baskets Save 20% 47c 25 qt. capacity round waste basket. White with red trim.
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 Golden Arrow Alarm Clocks 89c \$1 Value Golden Arrow alarm clocks finished in ivory, black and brown.	 Electric Kitchen CLOCKS \$1.98 Petal style electric kitchen clock guaranteed for one year.	 Chrome Chicken FRYERS \$1.00 10 1/2" size, deep top, "speedy clean" chrome steel chicken fryer.	 Streamline Electric Iron \$1.98 Streamlined, chrome plate iron with Thumb rest and rounded corners. Complete with cord.	 Chrome Electric TOASTERS \$1.00 Beautifully finished in chrome and black. Turn-over sides.
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18 piece BLUE WILLOW LUNCHEON SETS
\$1.39

- 4 Ovide cups
- 4 saucers
- 4 9" luncheon plates
- 4 7 1/2" soup soups
- 1 salt shaker
- 1 pepper shaker

32 piece DELMAR (OPEN STOCK) DINNER SETS
\$4.98

- 6 tea cups
- 6 saucers
- 6 butlers
- 6 dinner plates
- 6 fruit dishes
- 1 covered sugar
- 1 creamer

COLORFUL KITCHEN RUBBER GOODS RED GREEN OR BLACK

 Rubber Drain Board MATS Rubber drain board mat in red, black, green. 25c	 Rubber Stove Top Protector Provides more working surface. Heavy rubber mats. 25c	 Rubber Sink STRAINERS Sink strainer of heavy solid rubber. Red, black, green. 25c	 Plate or Bowl SCRAPERS Convenient to clean and easy to use. For plates and bowls. 10c	 Rubber Dish DRAINERS Standard size, rubber covered dish drainer or basket. 59c
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Unframed MIRRORS
Venetian mirrors in upright, circles and triple vanity styles. Sizes up to 24 inches.
\$1

Double Reversible DRY MOPS
Double reversible dry mops with strong spring wire frame and thick strong yarns. Complete with handle.
59c

LUNCH KITS With Vacuum Bottle
Streamlined metal lunch kit and 1/2 pt. vacuum bottle guaranteed to keep liquids hot or cold.
\$1.00

PIN-UP LAMPS
Vanity and boudoir lamps to match in red, blue, crystal and maple finishes.
\$1.00

YOU KNOW HOW THE CARPET IN YOUR CAR CAN TAKE ABUSE... WELL THESE RUGS ARE MADE FROM SAME MATERIALS.

Auto Rug Carpets
24x42
\$1.00

Heavy, durable, two-tone, auto rugs in beautiful color combinations. Heavily reinforced and sewed.

"CRESCENT SEAL" BRAND
Made by the makers of "GOLD SEAL"

18x36
FELT BASE MATS
Use them in front of the sink, by the stove, by the stairs, the bathroom, by the refrigerator, etc.
15c

SIZE 27x36 assorted patterns **22c**

ONE OF THE BIGGEST SALES of CHENILLE WE'VE HELD - NEW COLORS - EXCLUSIVE DESIGNS - Bought MONTHS AGO WHEN PRICE LOW -- YOU SAVE \$1 to \$3 IN THE

Don't Miss It

Sold Elsewhere for \$10

Super Quality Piece Dyed (The Best) DeLUXE SPREADS \$6.98

- Dusty rose and wine
- Rosewood and wine
- Peach and cedar
- Peach and wine
- Orchid and orchid
- Green and green

Thick, velvet chenille so closely spaced you can hardly see the heavy sheeting. Beautiful patterns designed in colorfast yarns. Available in both single and full bed sizes. (Pattern exactly as illustrated).

Exclusive at Lincoln's

HIGH VELVET PILE FESTOON DESIGN CHENILLES \$3.98

Beautiful solid color chenille spreads patterned in an attractive festoon design on extra heavy, 64 square sheeting. Pattern exactly as illustrated in single and full bed sizes.

Dusty rose, Rosewood, Peach, Gold, Orchid, Cedar, Green, Aqua

LUXURY AT A REAL LOW SALE PRICE! SOLID COLORS

- Rosewood
- Blue
- Peach
- Green
- Orchid
- Gold
- White

Designed exclusively for Lincoln Stores in both single and full bed sizes. Rich, high-piled, velvet chenille intricately patterned on heavy, Quality-craft sheeting.

SOLID COLOR CHINA COTTON 80x90 DOUBLE BLANKETS \$2.49

Warm soft China cotton blankets in double sizes for double warmth! Weight full 5 lbs. Solid colors with attractively colored borders and bound with matching saten.

Blue, Green, Rose, Peach, Cedar, Orchid

5 lbs. weight

BEACON KISMET PLAID BLANKETS

- First Quality
- Size 70x80

They'll be a sell-out at this price! Beautiful plaid, single blankets in a quality of course. Maroon, blue, orchid.

NEW LOW SALE PRICES ON OUR DELMAR 5 YEAR TENS SHEETS

SIZE 63x99 — **74c**

SIZE 72x99 — **79c**

SIZE 81x108 — **\$1.00**

Tested five full years of use. Bleaches, fades, frays or fills.

5 YEAR 42x36 — **\$1.00**

CHENILLE SPREADS

BETTER SIGNS - Better Quality
WHEN PRICES WERE
\$3 IN THIS SALE



Velvet Pile

ON PEPPERELL SHEETING
TWO-TONE Reg. \$6.98

CHENILLES
\$4.98

Exceptionally attractive in smart 2-tone colors and new, modern patterns. Velvet-pile chenille on extra heavy, pre-shrunk Pepperell sheeting. Both shrunk and full bed sizes.

Rosewood Green
Blue Cedar
Peach Aqua
Orchid Gold

s It

OTHER PRICED to \$9.98

OUR SPREAD AWAY PLAN MAKE A SMALL DOWN PAYMENT



le Spreads

One of the loveliest spreads at any price!

Richly designed deep pile genuine dip dyed

SPREADS \$2.98 Regularly \$3.98

for Lincoln and full bed size - velvet chenille in heavy, Quality-

NEW KISMET COLORFUL PLAID BLANKETS

First Quality Size 70x80 **\$1.98**

They'll be a sell-out at this price! Heavy weight, colorful plaid, single blankets in a full 70x80 size. All first quality of course. Maroon, brown, navy, rose, green, blue, orchid.

PRICES ON OUR POPULAR

5 YEAR TESTED

DOWNY SATIN Tested and guaranteed for five full years of wear! Woven of clean round threads, bleached to a snowy whiteness, free from any sizing or filling.
SIZE 81 x 99 89c

5 YEAR PILLOW CASES
42x36—20c 45x36—22c



Basket Weave

CENTER WOVEN CHENILLES

Rose
Rosewood
Dusty rose
Blue
Orchid
Cedar
Royal

Beautifully executed basket weave center design of thick high chenille on extra heavy sheeting. Pattern exactly as illustrated in both single and full sizes. Color on white.

3.98



DOWNY SATIN

Cotton and Wool Filled

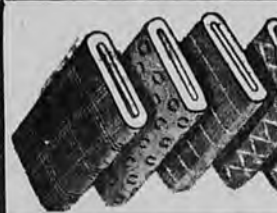
Gleaming satin comfortables filled with pure white cotton and wool and trimmed with 2-tone cord. Plain and reversible colors. Individually boxed.
\$4.98

Reversible colors: Rose-blue, Rose-green, Rose-dust-wine, Blue-gold. Solid colors: Winter Rose, Blue, Rose, Green.

SEW and SAVE in This Sale of New FALL YARD GOODS

AT BIG SAVINGS · HUNDREDS OF PATTERNS... BUY NOW

SLUB BROADCLOTHS or POPLINS . . . **14c**
36" ORIGINAL SCOTCH PLAIDS . . . **14c**
50" Cushion Dot MARQUISSETTES . . . **14c** yd.



NATIONALLY ADVERTISED (we can't use the name)

80 SQUARE PERCALES **14c** yd.
• All First Quality - - All Fall Patterns

FLORAL CRETONNES and BROADCLOTHS . . . **9c**
80 SQUARE UNBLEACHED COTTON . . . **8c**
Reg. 25c Selected Fall SATEEN CRETONNES . . . **16c**
27 inch WHITE OUTING FLANNEL . . . **8c**

39" CROWN TESTED Regular 39c
SPUN RAYONS

Smart for school and business frocks. 8 brand new Fall shades to select from. **29c** yd

CANNON PRINTED PART LINEN
DISH TOWELS 2 for 15c

POT HOLDER - DISH OR
WASH CLOTHS 3c

Linens
at 50c
MEAN A BIG SAVINGS

- Madeira scarfs
- Bridge sets
- Cocktail napkins
- Many other pieces

For the home, gifts and showers! Lovely linens beautifully hand worked in Madeira, filets, cross-stitch embroideries and cut work.

Chinese HAND MADE TUSCANY DOILIES
Beautifully hand made, Chinese Tuscany doilies in round and oblong shapes. **10c** ea

Washable Leatherette
CHAIR PADS
or floral cretonne
PILLOWS

Plumply filled pillows for numerous uses. 6 patterns to select from. **39c**



HAND MADE TUSCANY CLOTHS **\$1.98**

SIZE 72x90
We've sold thousands of them at \$2.98.
Genuine hand made Tuscany cloths exquisitely patterned in lively geometric and floral patterns. Ecru tone.

(NEW COVERS MEAN NEW FURNITURE) **KNIT SLIP COVERS**

FOR CHAIRS **\$1.98** FOR SOFAS **\$2.98**



A few of the Many Styles That Can Be Fitted

A self adjusted knitted cotton fabric that will fit snugly almost any living room chair or sofa. Washes easily - no ironing.

- Diamond design on rust, green, plum or blue grounds.
- No wrinkles - fits like a glove
- Separate cushion covers included



Fall Fashion Firsts

LINCOLN'S PRESENTS EVERYTHING THAT'S NEW AND SMART—EVERYTHING THAT'S UP TO THE MINUTE BUT OF COURSE AT LINCOLN'S USUALLY LOWER PRICES.

Sweaters For Men and Boys

Zipper front sweater with cameline front and neck. 2 slash and 1 top zip pocket. Sizes 38 to 44. \$1.98

Heavy all wool, crew neck shaker in maroon and navy. Sizes 30 to 36. \$1

Brushed wool sweater with full zipper. Royal, heather navy, camel, el brown, heather, green green heather. Sizes 30 to 36. \$1.59

SLOPPY CARDIGAN or BULKY Knit Sweaters \$1.98

Loose knit chubbies, sloppy cardigans and fine knit alipons. Every color imaginable in all sizes.

Plaids and Men's Wear Flannel SKIRTS \$1.98

Real Clan plaids, pencil stripe men's wear fabrics and all wool flannels. Pleated or flared skirts.

Fall Hats

FEATURING Off The Face HATS AS THE BIG HIT

- TURBANS
- POMPADOURS \$1.98
- SAILORS
- BRETONS

Veils - feathers, ribbons snoods, flowers are big

The lid is off! We're opening the season with a bang! Millinery from our finest makers — velvets, felts, suede trims! High turbans, young off-the-facers, new pompadours, saucy sailors, bretons and berets — trimmings galore — snoods, veils, feathers and ribbons.

Heavy all wool, crew neck shaker in maroon and navy. Sizes 30 to 36. \$1

Zippered sweater with cameline front panel and rib knit raglan sleeves. Brown and green. \$1

Half zipper sweater with Johnny collar and raglan sleeves. Royal, maroon and navy. \$1.59

BOUCLES-PANNE SATINS-CREPES Women's SLIPPERS 69¢

Crepes, boucle, and panne satins slippers with wedge, flat or college heels. Every style in sizes 4 to 8.

69¢
Sizes 4 to 8

SPECIAL PURCHASE!

CHILDREN'S 1 to 6x Reg. 59c

School DRESSES 39¢

- Slub poplins
- Percalés
- Scotch plaids

Colorfast fabrics! Princess frocks, boleros, flared skirts and pinafores beautifully trimmed and finished. Sizes 1 to 6X.

Jumbo-knit SLIPONS \$1

Long Sleeve CARDIGANS \$1

Zephyr Wool CARDIGANS \$1

Tailored Campus BLOUSES \$1

Stimulated hand knit sweaters with boat necks and short sleeves. Sizes 34 to 40.

Fine knit zephyr cardigans with long sleeves and wooden buttons. 7 colors to select from.

Soft all wool cardigans with gros-grain edging and short sleeves. Heather, blue, red, pink, maize, white.

White tailored blouses daintily trimmed with tiny embroideries. Long and short sleeves.

2Pc. TAILORED Shetland Wool SUITS \$3.98

In casual Autumn Shades

Soft, woolly Parker Wilder shetland suits with zippered or cardigan jackets and flared skirts. Black, soldier blue, wine, green and Indian Earth in sizes 12 to 20.

It's Lincoln's for Unusual Values in All Wool DRESS OR SPORT COATS \$9.95

Featuring all wool sporters and Persian fabrics.

- ✓ Plaid back Tweeds — Reversibles
- ✓ Camel Hair Fleeces and many more
- ✓ Harris Type Tweeds - Persian Fabrics

We combed the markets, compared finally to bring to you this huge variety of coats that stand head and shoulders above any others at this price elsewhere — for quality and details. Just compare them! Sizes 12 to 20 and 38 to 44.

Style #3068 \$9.95

Style #6735 \$9.95

Reversible Plaid \$9.95

Smart Styles for the YOUNGER SET

Girls' 7 to 14 COATS & 3 to 6 LEGGING Sets \$5.98

Warm all wool tweeds, fleece and herringbone weaves. Suspender style, double-breasted legging sets. Sport and far trimmed dress coats.

Corduroy is big for the 7 to 14 girls SKIRTS With Butcher Boy BLOUSE \$1.00 each garment

Wide flaring corduroy skirts and new campus butcher-boy blouses. Blue, wine, green and brown in sizes 7 to 14.

Wedgies THE SMARTEST CHILDREN SCHOOL SHOES IN OUR CAMPUS, JRS. \$1.29

Real campus oxfords with wedgie heels . . . as smart as they're comfortable. Soft, flexible coffee elk leathers. Sizes 8 1/2 to 3.

Leather Backs For The Finishing Touch Specially priced 79¢

Tailored and fancy styles in fine grade leathers. Black, brown, wine or green. All sizes of course.

ATTENTION FACTORY SAMPLES
TRUNKS and LUGGAGE at **Bargain Prices**
KRIEGER
TRUNK STORE
135 S. Clinton Open Even.

NEW FELT BASE RUGS
6x9 \$1.75 9x12 \$2.95
All colors suitable for living room, dining room and bedroom. Large assortment of Armstrongs, Sloan, Dixon and Pabco Rugs.
INLAID LINOLEUM, sq. yd. 68c
H. P. FAHRER
134 NORTH PLYMOUTH

MOVING 3 ROOMS FOR \$5
4 Rooms for \$7.00
6 Rooms for \$12.00
Large refrigerators and heavy combination ranges extra. Large covered vans, plenty of pads, capable handlers. Old furniture, rugs, stoves, etc. taken as payment for moving.
Phone Mr. Carter
Certified Appraiser
MAIN 8926

WITH COUPON
Friday and Saturday Only
Sale New Fall DRESSES
Sizes 12 to 20 38 to 52
\$1.39 3 for \$4.00 Reg. \$2.00 Values
NEW YORK DRESS JOBBERS
38 ST. PAUL ST.

LIQUIDATION SALE AT AUCTION!
JEWELRY STOCK FORMERLY OF **KLEM'S JEWELERS, Inc.**
82 WEST MAIN ST.
SALES DAILY AT 10:30 A. M. & 2 P. M.
EVENING SALE AT 7:30 THURS., FRI. & SAT.
ALL MERCHANDISE REMAINING MUST BE SOLD
FREE GIFTS TO THE LADIES!
LOUIS J. GLASER Auctioneer
Mrs. Lois Dugan, 217 Titus Ave.

FUR COATS & FUR JACKET
1941 MODELS
Every kind of Fur at lowest prices! SPECIAL! Striped Coats. (With this Ad).
\$28.95
CLIFFORD FUR CO.
1283 Clifford Av. Main 474

RUGS 9x12 \$1.00
CLEANED and STEAMED
Rugs, Stairs, Cleaned, Washed, Stred, Mott, Damp and Germ-proofed \$3.00
ELTER CO. Est. 1872
lenwood 3466 - 44 Arthur St.

Starting **SUNDAY SCHINE THEATRES**

RIVIERA PHILIPPE HOPE GODDARD
THE GHOST BREAKERS!
DIXIE SIR CEDRIC HARDWICKE
FREDIE BARTHOLOMEW
"TOM BROWN'S SCHOOL DAYS"

LIBERTY MARYLAND
Walter Brennan - Fay Baker
Brenda Joyce - John Payne
"TURNABOUT"

STATE MacDONALD NELSON EDDY
NEW MOON
DON AMECHE
"Four Sons"

CAMEO JAMES CAGNEY SHERIDAN
"O'BRIEN"
TORRID ZONE
Freddie March
"The Great Guy"
SUSAN AND GOD

LAKE SPENCER TRACY
EDISON THE MAN
"The Great Guy"
"The Great Guy"

GRAND TAYLOR LEIGH
"WATERLOO BRIDGE"
"The Great Guy"

\$ Added Entertainment \$
SCHINE THEATRES
BINGO Madison - Monroe
Every Wed. West End - Fri.
TEN-O-WIN Rivera-State SAT.
Madison
U-WIN Monroe, Cameo SAT.

...over the **WEEK END PARTY!**
Simon Pure BEER
Serve Simon Pure to Be Sure Everybody's Happy
Simon Pure BEER and ALE
Distributed by **Berger-Kleifgen Co., Inc.**
30 PUBLIC MARKET Culver 3300

\$15.95 VALUE!
\$9.54
★ 180 coils! Sisal Insulated!
★ Roll edge! Button Tufted!
★ Drill Ticking! Air Vents!
★ All Standard Sizes!

\$19.95 VALUE!
\$12.54
★ Woven Striped Tick Cover!
★ Taped Edges! Button Tufted!
★ Turn Handles! Air Vents!
★ All Standard Sizes!

\$24.95 VALUE!
\$14.54
★ 231 Coils! Pre Built Border!
Imported Belgian Damask Cover!
★ Button Tufted! Air Vents!
★ All Standard Sizes!

\$29.95 VALUE!
\$16.54
★ 280 Coils! Pre Built Border!
★ Rayon Silk Damask Cover!
★ Metal Turn Handles! Air Vents!
★ All Standard Sizes!

PERFECT BALANCE
SPRING FILLED
Custom **D** Built

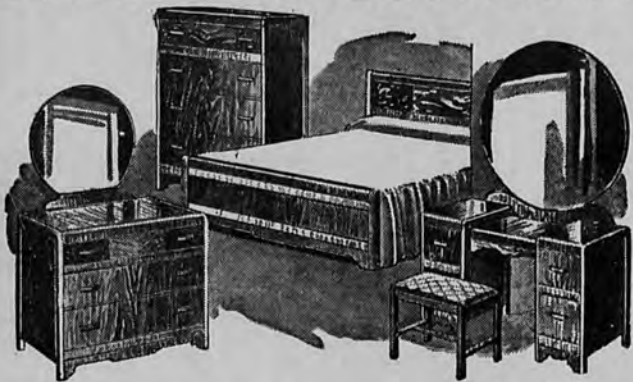
MATTRESSES ON SALE MONROE STORE ONLY

Sears Sale
MANUFACTURER'S SURPLUS
PERFECT BALANCE
SPRING FILLED
Custom **D** Built
INNERSPRING MATTRESSES
★ Average Saving 40%
ALL STANDARD SIZES!

A revolutionary new principal of design based on weight distribution—lets you rest as tho you were asleep on a cloud! Thousands of tests proved that no matter how beautifully a mattress was built, nor how much it cost, the coil inner-springs were all of the same weight from end to end, and side to side. This conflicted with the natural distribution of sleeping weight, and only thru months of research were we able to discover that your body needs more support from knee to shoulder, and that previous designs were unsatisfactory because they gave same support from head to toe, allowing your body to sag in the center.

Our experiments proved that by building heavier coil spring sections in the center of the mattress, we could prevent mattress sag, and hold the body at level position. This eliminated stretching fatigued muscles, and gave support where needed. In addition to the superior coil springs, these mattresses are filled with specially developed even layers of padding that give level top surfaces, and they're beautifully covered with tickings that will give years of service. Available in all standard sizes—sold only at Sears in Rochester.

**OUR LEADING VALUE
BEDROOM SUITE . . .**



We Are Proud of This Bedroom Suite!

And with good reason—for this fine suite represents honest value, new style and superior construction—all for less than you would expect to pay for strictly quality merchandise. Rich walnut veneers . . . Bed, dresser and choice of vanity or chest.

\$78

Choice Of
Vanity or
Chest

**EASY
TERMS**



Buffet
or China
\$22.75

WATERFALL DINING SUITE

A suite in the modern style that you'll be proud to own. Words really don't describe it, stop in this evening and look it over for yourself.

\$67

\$1 DOWN—\$1 A WEEK

**WE HAVE THE
FURNITURE . . .
But NOT Enough Floor-Space**

**LOOK OVER THESE
STOCK-REDUCTION
VALUES!**

**UNION TIRE
CO.**

24-PIECE ALL-AMERICAN LIVING ROOM OUTFIT



12-Piece LIVING ROOM SUITE

DAVENPORT
CLUB CHAIR
SET OF 3 LAMPS
COFFEE TABLE

LAMP TABLE
END TABLE
2 THROW RUGS
HASSOCK

METAL SMOKER

\$89.50

something you NEED at a BARGAIN

**SET of 3
LAMPS**



**SET OF 3
\$9.95**

Now you can light those shadowy corners and increase the useful size of your rooms at night. Includes BRIDGE LAMP, TABLE LAMP, FLOOR LAMP.

**5-Pc. MAPLE
DINETTE SET**

4 sturdy chairs and table. Cheerful maple finish. You'll like this set, it's REAL quality. See it tonight.



**SPECIAL
\$24.50**

**KARAGHEUSION
AXMINISTER
RUGS**

Heavy pile, wool face. Beautiful selection. Values up to \$69. Very special stock-reduction price, only

\$37.50

Ample, 9x12 size. Come while selections are complete.



**UNION
TIRE COMPANY
MAIN STORE
286 EAST AVENUE**

**OPEN
EVENINGS
UNTIL 10 PM.**

**OPEN
SUNDAYS
UNTIL NOON**

286 East Ave.—Rochester*2BIG STORES*114 W. Commercial St. E. Rochester

Sun Carrier Victim of Tough Break

Back on foot will go Robert Manning, 147 Hillcrest St. as he delivers his Rochester Sun route in the Fernwood-Portland section today. Gone is the shiny new bike Bob purchased just a few weeks ago.

Somebody stole his bike Sunday.

The tough part of it is, the bike isn't even entirely paid for. Bob saved his carrier earnings until he could make the down payment, and then he agreed to pay on the balance each month. Now, unless someone has a change of heart, Bob will be paying for something he doesn't even have.

You see, it's entirely up to Bob to pay for that bike. His dad has been out of work for some time now, and that makes it even tougher for Bob and his brothers and sisters.

His mother though, has a lot of faith in other mothers. It is her belief that if this story reaches some mother whose own lad has come into possession of a new bicycle under mysterious circumstances and particularly if it is a LaFrance make, light blue in color, she will see that it is returned to its rightful owner. Mrs. Manning promises that no questions will be asked. In fact, she is offering a reward for its return.

Church Lodge Plans Fall Picnic

Knights of St. John of the Pro-cathedral Commandery will hold their annual picnic Sunday, September 22 at Pigott's Killarney Kastle, Rush, N. Y. Joseph Shay, heading the picnic committee announces that festivities will start with a parade leaving Maplewood Pk. at 11 a. m. for the picnic grounds.

LOVE ALMOST LOST

Sylvia—It took an accident to bring Allen to his senses. You are happy now, though, and that is all that matters. Read "Everybody Hated Me" for the whole story in the October True Story Magazine, now on sale at all newsstands.

"MIDDLE-AGE" WOMEN [38-52 yrs. old]

HERE'S THE ADVICE! Are you getting moody, cranky and nervous? Do you feel hot flashes, weakness, dizzy spells? THEN LISTEN!

These symptoms often result from female functional disorders. So start today and take Lydia E. Pinkham's Vegetable Compound. For over 60 years Pinkham's Compound has helped thousands of grateful women during difficult days. Pinkham's has helped calm unstrung nerves and lessened distress due to annoying female functional irregularities.

Sure Way To Keep False Teeth Pure and Clean

You can't properly clean dental plates by just brushing them and even if you could, brushing can injure them in time. So why not keep up with the times—take Dr. Sherwin's expert advice and give your false teeth a daily bath with amazing Stera-Kleen.

Get a 30-cent bottle today and follow the simple directions. After the first Stera-Kleen bath your plate is immaculately clean—teeth gleam with purity—sprinkle with beauty—you'll be joyfully satisfied as tens of thousands of users know—lasts for weeks.

Moose Bowlers Make Plans For 16-Club League

Monday evening, Sept. 23, has been tentatively set as the opening date for the Moose Men's Bowling League which, this year will be a 16-club outfit. Donald C. McIntyre, pres., announces that there is room for one more team and about eight more keglers. He may be reached at Moose Temple on Tuesday night or those interested may leave their names and addresses with the club stewards.

Everybody's going to the World's Fair in New York. A week-end Sun tour is Rochester's greatest travel bargain.

Women Democrats To Have Sausage Roast

The seventh district of the 11th Ward Women's Democratic Club will hold a Sausage Roast Saturday evening at the home of Mrs. Dorothy MacLean, 391 Troup St.

In charge of arrangements is Mrs. Dorothy MacLean, chairman. She will be assisted by Mrs. Mary Gell, Mrs. Ellen Weber, Mrs. Mary Brennan, Mrs. Elzora Harris, Mrs. Minnie Rossbach, Miss Eileen Rossbach, Mrs. Virginia Leiss, Miss Anne Brennan, Miss Jane Martino and Mrs. Lorraine Arbor.

The public is cordially invited.

INDIGESTION may affect the Heart

Gas trapped in the stomach or gullet may act like a hair-trigger on the heart. At the first sign of distress, heart pain or "heart knock" on the chest, stop eating and get out of bed. No laundry but made of the finest material. No buttons but made of the finest material. No buttons but made of the finest material.

Asthma Mucus Often Causes Strangling, Choking, Gasping

No recurring attacks of Bronchial Asthma make you choke, strangle and gasp for breath? Are you bothered so bad some nights that you can't sleep? Do you cough and wheeze? Do you strain to breathe? Do you feel weak, unable to exert? Are you afraid of colds, exposure and certain foods?

SHE KILLED HER LOVER

Girls—Read the story Vera Stretz has written of her affair with her Nazi lover, Fritz Gebhardt. It's in the October True Story Magazine. Turn to page 27 and read "She Killed Her Fifth Column Nazi Lover." The October True Story Magazine is on sale at all newsstands.

Money Back Guarantee

Mendoc is not a dope, smoke, injection or spray, but is pleasant, tasteless, harmless, and safe. It is a powerful, effective, and safe remedy for thousands suffering recurring choking, strangling, gasping, and choking attacks of Bronchial Asthma. It is a powerful, effective, and safe remedy for thousands suffering recurring choking, strangling, gasping, and choking attacks of Bronchial Asthma.

FRESH EGGS Grade A **29c** At Our Market
CHICKEN **22c** Fresh Dressed up Delivered
CALL MAIN 2966
MONROE COUNTY POULTRY—68 Front St.
BILL DEFIELD — ROY MESTLER

RENT A NEW ABC WASHER OR IRONER 50¢ A WEEK
RENS-BACHLERS
COMPLETE HOME OUTFITTERS
40 STATE STREET

A Selection of Week-End Specials From Atlantic Supply's ALWAYS FRESH STOCKS!

Special! Beechnut Soya CRACKERS Plus Package of Cocktails 17c	Nestle's Crema Cocoa Makes Delicious Cocoa 2-Lb. Bag 69c	Original Triple-Health WHEAT GERM NOW 29c per 35c lb.
New, Clover Honey 5-lb. Pail 49c	KRAFT FRENCH Salad Dressing 12c	LARGE 30/40 PRUNES, 2 lbs. 25c
EXCELLO COFFEE 2 lbs. 49c	JUMBO MARROW BEANS 2 lbs. 15c	FANCY CURRANTS lb. 17c
LEMON 4 oz. bottle 15c	FANCY DRIED APRICOTS lb. 27c	HEINE SOUPS Most Kinds 2 for 25c
Asst'd COLOR PASTE tube 10c	Old-Fashioned Cream Choc. DROPS lb. 25c	OX-HEART Pnt. Butter 2 lb. jar 31c
EVAPORATED MILK, tall cans 7c	FANCY, DICKED CITRON lb 31c	
OUR PEARL TAPIOCA lb. 11c	GAMMIED CHERRIES lb. 41c	
NATURAL BR. RICE, 2 lbs. 19c		

Free City Delivery On Purchases of \$2 and Over. Free Parking on 50c Purchase.
WHOLESALE & RETAIL Atlantic Supply
79 St. Paul St. — HOUSE — MAIN 4173

VICK'S NOSE DROPS 30c Size **24c**
SQUIBBS ASPIRIN Bottle of 100 **39c**
STORK CASTILE SOAP 15c Size **7c**

DAW'S ORIGINAL CUT-RATE DRUGS

56 Clinton Ave. S. Opp. Temple Theater	31 Main St. E. Corner Aqueduct	353 Main St. E. Stillman	452 Ridge Rd. W. Corner Derry	880 Main St. W. Bull's Head	473 N. Goodman Just Off Main	539 Monroe Ave. Near Goodman
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APEX Little Liver Pills 25c Size **8c**
HUMPHREY'S PILLS 30c Size **18c**
DJER-KISS TALCUM 25c Size **15c**

WITH THIS COUPON
20 JR. BLADES Made by Gillette
Reg. 50c Box of 20
18c
(Limit 3 Boxes)

CLOTHES PINS Square Polished Box of 40 **6c**
LIFEBUOY SHAVING CREAM Large Size 2 Tubes for **33c**

WITH THIS COUPON
Miniature Gum Drop JELLIES Soft Sugared Fruit Flavored 1-Pound Bag (Limit 2)
11c
Right Reserved to Limit Quantities

WITH COUPON
BOBBY PINS Card of 25 **3c**

WITH COUPON
Woodbury's Almond-Rose Hand Lotion Large 5oz Size **21c**
(Limit 2)

WITH COUPON
LUX FLAKES Reg. 10c Boxes 2 for **13c**
(Limit 2 Boxes)

WITH COUPON
Cleansing TISSUES Box of 500 Sheets **11c**
(Limit 2 Boxes)

25c CUE Liquid Dentifrice 2 for **26c**

CUTICURA OINTMENT 25c Size **16c**

WITH COUPON
FITCH'S HAIR TONIC Reg. 30c Size **17c**
(Limit 2)

Prescriptions FILLED AT DAW'S Costs You Less

WITH COUPON
COMBS Rat Tail Reg. Sold 10c **4c**
(Limit 2)

Rubber **BABY PANTS** 25c Value **11c**

BAYERS ASPIRIN Bottle of 100 **59c**

WITH COUPON
PHILLIP'S MILK OF MAGNESIA 50c Size **19c**

LADY ESTHER 50c Face Powder **39c**
GOLD CREAM Theatrical, 1-Lb. Jar **44c**
PALMER'S Almond, 6oz Size **39c**
POMPEIAN 6oz Massage Cream **39c**
COLGATE'S Shave Lotion **33c**
HALO Shampoo, 5oz size 2 for **51c**
GOLDMAN'S \$1.50 Hair Restorer **\$1.13**
BENZEDRINE Inhaler, 50c Value **49c**
BAY RUM After Shave, 50c Value **24c**
STYPTIC PENCIL With Container, 10c Value **2c**

WITH COUPON
PENCIL TABLETS Reg. 5c **3c**
(Limit 3)

DRESKIN CAMPANA'S 50c Size **27c**

WITCH HAZEL Pint Size **6c**

KOLORBAK HAIR COLORING \$1.50 Size **88c**

FREEZONE 35c SIZE **16c**

TORCHLIGHT SCRAP TOBACCO Reg. 10c **7c**

CASHMERE BOUQUET TALC 2 for **27c**

IVORY SOAP GUEST SIZE **3 for 11c**

ABSORBINE JR. \$1.25 SIZE **63c**

KEN-L-RATION DOG FOOD 3 for **19c**

COREGA POWDER 35c Size **18c**

MAR-O-OIL SHAMPOO 60c SIZE **29c**

LUDEN'S COUGH DROPS 2 for **5c**

PALMOLIVE SHAVE CREAM Large Size 2 for **33c**

RUBBER SHEETING 24x36 Inch 35c Value **13c**

SACCHARIN TABLETS 1/4 or 1/2 gr. Bottle of 1,000 **44c**

SACCHARIN POWDER 1-oz. Pkg. **23c**

PROPHYLACTIC TOOTH BRUSH Reg. 50c **29c**

HOPPERS Restorative Cream 60c Size **49c**

FLETCHER'S CASTORIA 40c Size **31c**

PINAUD'S HAIR TONIC Reg. 75c Size 2 for **73c**

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.

-WANT ADS-

HOUSEHOLD GOODS

USED living room suite, \$5.00, \$10.00 & \$15.00. Bookers & all kinds of chairs 50¢ & up.

HEAVY felt base rugs, lowest prices in Rochester, 12x15, \$6.50; 12x12, \$5.50; 9x12, \$4.25; 9x10, \$4.00; 7x9, \$3.00; 6x9, \$2.25. Heavy felt base by the yard 6 ft. or 9 ft. widths 30¢ square yard; Medium weight 6 ft. width 35¢ sq. yd. Rug border 20¢ sq. yd. Light weight 6 ft. 20¢ sq. yd. Fahrers' 134 No. Plymouth Ave.

ALL NEW steel beds \$2.85, four poster beds \$4.25; coil springs, \$4.50; cotton mattresses, \$3.25; inner spring mattresses, \$6.50. Use your credit. See Fahrers' before you buy for a saving to you. New twin beds, springs and mattresses, complete \$25.00, 134 No. Plymouth Ave.

FOR RENT
REFINED, private home, large down-stairs living room, and studio couch. Use of bath and kitchen or kitchenette. East Avenue section beyond Goodman and Culver. Box 175.

OWNER GOING South for winter. Will rent three room, furnished apartment Monroe section. Oil heat and all conveniences. References required. Adults only. Apply box 78, Rochester Sun.

APARTMENT: Refined, private home, large down-stairs living room, and studio couch. Use of bath and kitchen or kitchenette. East Avenue section beyond Goodman and Culver. Apply box 175, Rochester Sun Office.

TRANSPORTATION
ROOM for couple passengers to Florida, leaving soon. Share expenses. 211 Depey Street.

NO "Look-of-the-Month League" FOR ME!

Not since I've found that CHI-CHES-TERS PILLS help give women safe relief from functional periodic pain and discomfort. Safe because they contain no habit-forming drugs or narcotics—because the CHI-CHES-TER CHEMICAL COMPANY has been serving the women of America for over half a century.

50¢ and up
CHI-CHES-TERS DIAMOND BRAND PILLS

WANTED TO BUY

GRAY or white enamel combination and burglar ranges. Will pay \$15.00 and up. Phone Mr. Carter, Main 8926.

RUGS

SPECIAL—Heavy 9x15 Axminster rug like new cost \$97.50 it is yours at \$25.00. H. P. Fahrers, 134 No. Plymouth Avenue.

ODD PIECES

SPECIAL—Steel cabinets will shelve for kitchen Ward-robe types, etc. \$2.25. H. P. Fahrers, 134 No. Plymouth Avenue.

STOVES

STOVES, second hand, coal, gas & combinations \$2.00 & up. H. P. Fahrers, 134 No. Plymouth Avenue.

COMBINATIONS

COMBINATIONS, Florence, Advance & other makes. Allowance of \$40 on your old stove. H. P. Fahrers, 134 No. Plymouth Avenue.

TRANSPORTATION

COUPLE driving to Miami, Florida first part of November. Want middle aged couple to share driving and expenses of Chrysler car, 119 Laboratory Crescent.

PERSONALS

GET your lucky number from Evelyn Tobin at the Brass Bell, from 2 to 3 P. M. Home appointments Stone 4795.

WANTED coats to relne. Reasonable. 594 Clinton Ave. South. Stone 1173-R.

Irene Muntz gives valuable food hints and recipes to Rochester housewives each week in the Rochester Sun.

Three Feathers
the finest whiskey money can buy
...and it's light as a feather

Buy a Bottle Today!

THREE FEATHERS Malted Whiskey, 90 Proof, 77% grain neutral spirits. Oldenya Distillers Corporation, N. Y.

SAVE MONEY
Order Your Coal At Once!
Prices Go Up
September 16



Miller's SPECIAL Stove, Egg 10.95 and Nut .95 Pea .95	Miller's MONITOR Stove, Egg 11.50 and Nut .95 Pea .95	Miller's JEDDO Stove, Egg 11.85 and Nut .95 Pea .95
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Prices Are Cash, Shoveled Off
RG & E Dustless Coke \$9.55 cash • Highest Quality Fuel Oil

ARDEAN R. MILLER
500 WEST AVE. Finest Service For 28 Years GEN. 20
Know Your Coal Dealer
Mrs. Ada W. Grove, 66 Richland Ave.

BIGGEST BARGAIN IN OUR HISTORY!

10 PIECE EVEREDY "SPEEDY CLEAN" CHROME PLATED STEEL MATCHED COOKWARE SET



Make CHICKEN FRYER by Using Cover of Dutch Oven

\$3.95

COOK BOOK INCLUDED!

Hamilton Ross MODERN COOK BOOK
238 PAGES of delicious recipes by the famous Chef of the Royal House of Belgium

25¢ DOWN A WEEK

THE MODERN COOKING UTENSILS FOR SMART HOUSEWIVES
SAVES FOOD • SAVES TIME
SAVES FUEL • SAVES WORK

"You'll never have to scour this set, Madame!"
Speedy-Clean retains its cheery, sparkling new look for years and years. Washes in soap and water as easily as glass. Never has to be polished. Made of STEEL—heavily plated with hi-lustre CHROME. Prepares foods perfectly, retaining their savory flavors and all natural minerals. And at all times SAVES FUEL—Cooks on a low flame.

PEOPLES CREDIT CLOTHING
46 STATE ST. Open-Sat. Eves. Till 9 P. M.

IT'S A MERCHANDISING MIRACLE!
YOU GET EVERYTHING... EXACTLY AS SHOWN! MORE UTILITY, MORE BEAUTY, MORE EFFICIENCY, and MORE VALUE than you have ever seen at such a sensational LOW price!
It's our great FRIEND-WINNING event. We want NEW FRIENDS to know us; to know our store; to use our OH-SO-EASY pay plan. Pay only 25¢ weekly. HURRY! GET YOURS!

MAIL COUPON TODAY!
PEOPLES' CREDIT CO.
46 State Street
Gentlemen: Enclosed please find 25¢ down payment on HAMILTON ROSS 10-PIECE CHROME-PLATED STEEL COOKWARE. I agree to pay the balance 25¢ weekly.
Print Name _____
Print Address _____
City _____ State _____
 Open Account Closed Account New Account

Wegmans HOME OWNED FOOD MARKETS

WE'RE PASSING these VALUES TO YOU!

Our Grocery Prices Are Guaranteed To Be As Low or Lower Than Elsewhere!

PRIME STEER TENDER SHOULDER	BEEF lb. 22¢
GENUINE SPRING BONELESS ROLLED	LAMB lb. 22¢
PKG. 20 TEA BAGS	TETLEY'S 19¢
DUFFY'S FINE GINGER	BREAD MIX 19¢
DUFFY'S FINE	DEVIL'S FOOD 19¢
FRESH VERMONT MAID	SYRUP bot. 15¢
14-OZ. BOT. HEINZ	KETCHUP bot. 16¢
NORTHERN TISSUE	2 Rolls 11¢
GAUZE TISSUE	3 Rolls 11¢

HEINZ FRESH CUCUMBER	PICKLES jar 19¢
HEINZ HEALTHFUL	TOM. JUICE 3 cans 25¢
MOST KINDS HEINZ	SOUPS 2 cans 25¢
VICTOR FANCY	SHRIMP 2 cns. 21¢
LB. PKG. QUAKER BROWN	SUGAR 4 pkgs. 25¢
FOR LAUNDRY OR DISHES	SELOX pkg. 10¢
BEAUTIFYING SOAP	CAMAY 2 bars 11¢
MEDIUM PKG. 9c	CHIPSO 2 lge. 35¢
FINE GRAIN CLEANSER	BABO can 10¢
20-OZ. SIZE 35c	WINDEX 6 oz. 14¢
LARGE SIZE 15c	KLEK 2 med. 15¢
FOR EVERYTHING WASHABLE	NEW LUX 2 pkgs. 39¢

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

31¢ POUND ROLL

FREE PARKING AT ALL WEGMANS STORES

U. of R. Professor To Give Illustrated Talk At Nurses Meeting

"Vitamins and Present Day Economy," an illustrated lecture, will be given by Dr. Karl Mason before members of the private duty section of the Genesee Valley Nurses Association tomorrow at 9 p. m. in the conference room of Rochester General Hospital.

Dr. Mason is Professor of Anatomy at the U. of R. School of Medicine, and formerly of Vanderbilt U.
A business session will be held at 8 p. m. under the direction of Mrs. Isabel Stanley.

THE WAGES OF SIN

Vera—Your story should be a lesson to all other girls. Fritz Gebhardt tricked you and you had to murder him. Read "She Killed Her Fifth Column Nazi Lover" in the October True Story Magazine now on sale.

GAMES PARTY
Members and friends of the Holy Apostles Ladies Auxiliary, Knights of St. John will gather at the home of Mrs. Elizabeth McVeigh Bieck, 69 Austin St. tomorrow at 8 p. m. for a Bingo Party. Mrs. Leona Gifford is honorary and Mrs. Bieck active chairman.

In this country, there are 6,000 golf courses, which attract 3,500,000 players annually.

It must be good... so many people like it!

OLD OVERHOLT
AMERICA'S MOST POPULAR U. S. BOTTLED IN BOND STRAIGHT RYE WHISKEY
RICH IN FLAVOR... FAMOUS FOR 130 YEARS
NATIONAL DISTILLERS PRODUCTS CORPORATION, COPYRIGHT 1940, A. OVERHOLT & CO., INC., NEW YORK

2.55
1.59

BUDDY CLUB PRESENTS—
K of C -- Wed., Sept. 18
Advance Sale \$1.10 Tax Included at Barney's Restaurant, Levis Music Store, Sibley's Service Desk.
Door Admission \$1.35 Tax Inc.

TOMMY DORSEY and his ORCHESTRA

K. of C. Deluxe PARTIES!
Every Monday Nite
Run Solely by Knights of Columbus

\$555.55 CASH PRIZES
25 SPECIAL Door Prizes 25

Dancing...
RAY FAGAN & ORCHESTRA
ADMISSION 99c NO EXTRAS
COLUMBUS AUDITORIUM
LAWN STREET

Scoop — New York Purchases
In a **NUT SHELL**
Low Price • High Quality
BERGHASH LIQUORS

"FARMBROOK" BOTTLED IN BOND STRAIGHT BOURBON WHISKEY
100 PROOF \$2.19
Every Drop 4 1/2 Years Old Full Quart
A \$3.00 Value

DISTILLED LONDON DRY GIN \$1.69
Distilled From 100% Grain Neutral Spirits
94.4 Proof
A \$2.25 Value

BOTTLED IN BOND STRAIGHT RYE WHISKEY 100 Proof \$2.25
Every Drop 4 Yrs. Old
Whisky of Superior Quality, Mellow Flavor & Fine Bouquet

IMPORTED WEST INDIES RUM \$1.50
RON CORONA SUPERIOR GOLD LABEL
Compare \$2.30 Value
Try It IN Your Favorite Rum Drink 4/5 Quart

100% SCOTCH WHISKIES \$2.77
All 8 Years Old
A Choice Blend of Highland Whiskies
Distilled and Blended in Scotland 4/5 Quart

FRUIT FLAVORED WINES PEACH APRICOT CHERRY \$59c
Thursday, Friday, Saturday Only 1/2 GALLON

MCDOWELL'S STRAIGHT PRIVATE STOCK RYE WHISKEY \$1.95
This Whiskey is 4 Years Old
A Masterpiece of Taste Appeal. Straight, with soda or in all mixed drinks. Full Quart

NORMANDIN RESERVE COGNAC
Cognac Fine Champagne Produced in France
A \$4.50 Value
\$3.49 4/5 Quart
Thurs., Fri., Sat. Only

FREE • Drink Recipe Booklet
JUST COME IN AND ASK FOR YOUR COPY

BERGHASH
124 CLINTON AVE. S. MAIN 786
NEXT TO LOEW'S ROCHESTER THEATER
FREE PARKING OPPOSITE OUR STORE

DOLANS... Where You Buy THE CUTS CHICKEN YOU PREFER

Breads lb. 45c	Livers lb. 45c	Necks lb. 12 1/2c
Wings lb. 22c	Giblets lb. 19c	Legs lb. 35c

Milk Fatted FOWL For Fricassee or Salad 19c
Tender Young BEEF ROAST 19c

DOLANS 600 JEFFERSON AVE. cor. Bartlett Telephone Genesee 1417

Where to go for Entertainment
BINGO TONITE 8 P. M.
Sponsored by the Carl and Joseph Laenlein Post, 250, V. F. W. Announcements by Royal Mutter Every Thursday Night
113 N. Fitzhugh St.

Glady's Bingo Party
Rear 142 Genesee St.
Opening Game \$5 Prize Also Door Prizes
Sun. 2 P.M. Mon. 8:30 P.M.

PARTIES AT Capitol Theatre Hall
WEDNESDAY 8:15 P. M.
85 W. Main St.

NORM'S BINGO PARTY
CHILI RECREATION HALL
500 Chili Ave.
Monday, 8:30 P. M.
All Are Welcome

BINGO PARTIES at BEELEY'S
Tues. Fri. 8:15 P. M.
142 GENESEE ST. IN REAR

PARTIES AT WEST AVE. MANOR
165 West Ave.
Wed. Nite—8:30 P. M.
Mon., Tues., Thurs., Fri.—1:30 P. M.

BINGO PLYMOUTH CHURCH HALL
Plymouth Ave. at Troup
25 DOOR PRIZES
Admission 20c
Every Sat. 8:30 P. M.
Door Prizes—Jack Pot

PARTIES UNION LEAGUE HALL
Sunday and Monday, 8:15 P. M.
Wednesday and Saturday 1:30 P. M.
290 Gregory, at South Ave.

BINGO
Show 7 p.m. Games 8 p.m.
Thurs., Fri., Sat.
HOLLYWOOD BINGO HALL
35 PULLMAN AVE.

New Bingo
AT IT'S BEST
Chili Recreation Hall
Every Friday Night 8:15 p. m.
\$5.00 each for the 23 games
Mon. and Wed. 1:30 p. m.
Tues., Thurs., Fri. and Sat. 8:15 p. m.
509 Chili Ave. at Thurston
All are welcome

SACRIFICING OUR ENTIRE STOCK OF FLOOR SAMPLES

Thousands of dollars worth of fine furniture is crowding our floors. We need more space. Beginning today we start our drive to make room for new goods coming in. Now sacrificing all our floor samples. Every piece brand new, but some have been on our floors for six months. Others delivered just this week. Savings to 50% and in some cases even more. Don't take our word for it — come in and look around. No obligation. Free parking across the street. We are open every evening and all day Saturday for your convenience. If You Duplicate These Values For Less Your Money Will Cheerfully Be Refunded — H. Smith, mgr.

LIVING ROOM SUITES

Reg. Price	Sale Price
\$74 2-pc. Moderne Tapestry	\$42
\$95 3-pc. Velour (choice of colors)	\$59
\$139 2-pc. Blue Locomotive	\$74
\$129 2-pc. Moderne Frieze	\$79
\$149 2-pc. Burgundy Mohair	\$89
\$110 Simmons Bed Davenport	\$60
\$189 3-pc. Velour Suite	\$119
\$269 3-pc. Kid Mohair (color choice)	\$175

BEDROOM SUITES

Reg. Price	Sale Price
\$69 3-pc. Walnut (2 only)	\$37
\$99 5-pc. Moderne Walnut Waterfall	\$47
\$139 7-pc. Mahogany Chippendale	\$67
\$225 6-pc. Jamestown Swedish Moderne	\$149
\$129 3-pc. Jamestown Burl Walnut	\$78
\$169 5-pc. French Walnut	\$99
\$269 7-pc. Jamestown Prima Vera	\$175

All Porcelain Tabletop
GAS RANGES
Ou Regular \$69 Value
\$34
All Porcelain Tabletop
COMBINATION RANGE
This Is Just Half Price
Other stove prices cut. Norge, Enterprise, Moore and Florence included in our stock. Moo

ODD ITEMS

Reg. Price	Sale Price
\$9.95 4 Poster Bed (Walnut or Maple)	\$5.00
\$14.95 Gateleg Tables	\$6.00
\$49 9x12 Axminster Rugs	\$26

ODD LAMPS
At Less Than Cost
Bridge — Table — Floor Models
Values to \$6.00
\$2

\$32 Spring Filled Studio Couches	\$16
\$42 5-pc. Chrome Breakfast Sels	\$28
\$39 5-pc. Maple Dinette Set	\$26

CLEARANCE!
INNERSPRING MATTRESSES
Including Four Nationally Famous Makes
Regular, \$14.95
\$6.95
Reg. \$19.95 Reg. \$29.50
\$9.95 \$13.95

MAJESTIC Furniture Co.
204 COURT ST.
EASY CREDIT
OPEN EVERY EVENING

12, 1940
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Events Of The Week

THURSDAY, SEPTEMBER 19
SOUTH AVE. IMPROVEMENT ASSN. formal opening of South Ave.; parade; band concert and street dance; 8 P. M.
WOMEN OF THE MOOSE, WAR RELIEF COMMITTEE; card party, home of Mrs. Sarah Jenkinson, 100 Violetta St.
CLYDE POST V. F. W.; Stag dinner, Post headquarters, Masonic Temple St. Paul Blvd.

FRIDAY, SEPTEMBER 20
COUNCIL OF CHURCH WOMEN; Luncheon meeting, Colgate-Rochester Divinity school 1 P. M.
EDGAR F. KOHLER, AUX. 55, Army and Navy Union; Penny supper; City Hall Annex; 5:20 P. M.
15 WARD UNION W.C.T.U.; silver tea, Mrs. Maria Speers, Lake Ave.

SATURDAY, SEPTEMBER 21
EMMANUEL EVANGELICAL and REFORMED CHURCH, Junior Willing Workers; cooked food sale, 12 to 4 P. M.
ROCHESTER BUSINESS & PROFESSIONAL WOMEN'S CLUB; annual Friendship dinner; Sagamore Hotel, 7 P. M.

SUNDAY, SEPTEMBER 22
DELTA SIGMA KAPPA SORORITY; cabin party, spring house, Powder Mill park
560 FIELD ARTILLERY POST, V. F. W.; clam bake, Willow Point park, Bay Rd., 2 P. M.
BURRELL R. KOHLMETZ, POST AMERICAN LEGION, clam-bake, Brown Farm, Calaine Rd. at foot of Methodist Hill.

MONDAY, SEPTEMBER 23
W.P.A. Adult Evening Classes open for fall season.
TOWNSEND CLUBS, meeting, Tiffin Road, Speaker, Arnett Y. M. C. A. 8 P. M.

TUESDAY, SEPTEMBER 24
OPEN BIBLE INSTITUTE - Salem Evangelical and Reformed Church 9 P. M.
ST. JOSEPH'S HALL, Franklin St.; Buffet supper and card party, 6 to 11 P. M.
SYRACUSE ALUMNI CLUB OF ROCHESTER; luncheon meeting; Reeves H. Baysinger and Charles A. Lee, Jr. speakers; Chamber of Commerce, 12:15.

WEDNESDAY, SEPTEMBER 25
OPEN BIBLE INSTITUTE, Salem Evangelical and Reformed Church.

THURSDAY, SEPTEMBER 26
HOLLAND-AMERICAN CLUB, T. A. V. E. N. U.; rummage sale, 242 Clinton Ave. N.
WINTON CONGREGATIONAL CHURCH LADIES AID, dessert bridge; home of Mrs. L. W. Webster, 983 Winton Rd. N., 1 P. M.
OPEN BIBLE INSTITUTE; Salem Evangelical and Reformed Church.

PENNY SUPPER
A penny supper will be held by members of the Edgar F. Kohler Aux. No. 55, Army and Navy Union in City Hall Annex tomorrow beginning at 5:30 p. m. Cards and other games will be played.
The public is invited.

BE A BUCK HUNTER
Each Week Five Names and Addresses Are Published In The Sun Between The Ads. Come to the Sun Office For A Dollar Bill When Your Name Appears.

The Rochester Sun

TRUTHFUL NEWS TRUTHFUL ADVERTISING

ROCHESTER'S WEEKLY
SHOPPING GUIDE
Delivered to 75,200
Rochester Homes
Every Thursday

Vol. III, No. 47
ROCHESTER, N. Y., THURSDAY, SEPTEMBER 19, 1940

World's Fair Tours Maintain Popularity As Travel Bargain

Indian summertime is New York World's Fairtime to a host of Rochesterians who are making reservations for Rochester Sun World's Fair Economy week-end tours during the balance of September and the month of October.

The popular New York tours, which leave every Friday night at 11:20 P. M. daylight time from the New York Central railroad station cost only 14 dollars per person. Tickets are on sale at the Rochester Sun office, 420 Burke Bldg., 5 St. Paul st. each week day from 9 A. M. to 5 P. M.

Included in the tour is the round trip railroad fare, a room with private bath at the Hotel Commodore, admission tickets to the World's Fair, Billy Rose's Aquacade, a choice of one other World's Fair concession, the observation roof of Radio City and a hearty breakfast at Grand Central's Arcadia Restaurant.

No wonder more than a thousand Rochesterians have already made the tour under the Sun sponsorship.

A descriptive folder giving information about the tour together with a complete listing of the dozens of free attractions available at the World's Fair are on file at the Sun office. They are yours for the asking.

Reservations for this week's tour which begins tomorrow night may be made until 5 P. M. at the Sun office. If you cannot come to the office phone Stone 6001 for reservations.



Dorothy Lamour, Hollywood's into a dime frankfurter lunch (lucky dog) at the World's Fair. Rochester Santourists report that reasonable food prices prevail in many spots at the Fair.

**IT'S NOW
OR NEVER!**
Only
5
World's Fair
Weeks Left
For Sun
Economy Tours

Adult Classes Schedule Fall Opening Monday

Next Monday marks the opening of the fall term of the WPA sponsored free adult evening school classes at Monroe High and No. 27 School. Registration for these classes is now underway.

Course in the following subjects will be offered:
Lip-reading, vocal music, piano, guitar, accordion, violin, mandolin, saxophone, hand orchestra, dramatics, Italian short course, English to foreign horn.

Architectural drawing, mechanical drawing, blue print reading, cabinet making, woodcraft, printing practical radio, electricity, photography, upholstering auto mechanics.

Accounting, advertising, bookkeeping, commercial law, elementary school subjects, civil service, examination and preparation advertising.

Dressmaking, millinery, remodeling, needlecraft, children's clothing, men's shirt, cooking, buying, meal preparation, handicraft.

The classes are sponsored by the Board of Education and financed by the Federal Work Projects Administration.



SHERIFF ALBERT W. SKINNER
Re-Election Of Sheriff Pushed By Committee

"On His Record—Re-elect Al Skinner Sheriff."

With this slogan the Skinner-for Sheriff committee this week launched a campaign to continue in office Albert W. Skinner whose service record has rated him public acclamation as "the best Sheriff Monroe County ever had."

Sheriff Skinner has been designated by the Republicans to succeed himself but his supporters and workers include Democrats as well as Republicans of every walk of life, according to the committee.

Skinner was elected to office in November, 1937, by a plurality of 25,000 and had the distinction of having more votes cast for him than any other candidate at that election. His friends declare that his record as Sheriff has gained for him thousands of new friends and admirers and as a result they predict that Skinner will win.

(Continued on Page 3)

Business Women's Club To Hear Austrian Lawyer

Dr. Suzanne Granitsch Korinisch, Austrian-born lawyer of international repute, will be the principal speaker at the annual Friendship Dinner of the Rochester Business and Professional Women's Club, scheduled for Saturday at 7 p. m. in the Sagamore Hotel.

At that time plans will also be completed for the observance of National Business Women's Week, October 6 to 12. An invitation to participate in the week's program has been issued to various civic women's clubs by Miss Anna M. Lorscheider, chairman.

Ever since its origin in 1928 this special week's observance has been heralded by the President of the United States as well as governors, mayors and county judges. The theme for this year's celebration is "Business Women in a Democracy—Vote!"

On Wednesday evening, October 9, at the Auditorium of the Library, Rundel Memorial Bldg., Marvin R. Dye, Democrat, of the law firm of Whitbeck, Dye & Molloran, and Jerry R. Leonardo, Republican, of the firm of Leonardo and Leonardo, will debate the forthcoming election issues under "Facing the 1940 Campaign Issues." This meeting is open to the public, both men and women.

On Saturday noon, October 12, there will be a luncheon at 1 p. m., at the Rochester Club, at which each member will invite some young business woman as a guest. Miss Margaret C. Brooke, psychologist of the department of Education, will be the speaker. Her topic will be "Personality on Parade."

Government Workers To Receive Full Pay During Army Service

"You're in the Army now, and not behind the plow, etc. etc." Now that the conscription bill has become law, the old army song will again spring into popularity.

If you're single, without dependents and between the ages of 21 and 35 you're liable for a year's army duty. You'll draw between 21 and 30 dollars a month as a private. That is — unless you work for the city, county state or Federal government.

In that case your army life won't cost you one cent of salary if we are to believe Section 245 of the New York State military laws. In the event this law is held applicable to the present conscription program the city, county, state or Federal government will reimburse its employees for the difference between their army pay and their present salary.

According to City Manager Louis B. Cartwright, the city council has already discussed the conscription program as applied to city employees. It is Cartwright's belief that Sec. 245 will be upheld.

However, officials of the local post office are in receipt of a (Continued on Page 3)

Clambake Planned By Veterans Post

With Philip Guenther, council commander, heading the list of honor guests, members of the 309th Field Artillery Post, V. F. W., will travel to Willow Point Pk., Bay Rd., W. Webster, Sunday, to stage their third annual clam bake, beginning at 2 p. m.

Commander August Gleockle has appointed Raymond C. Hall as general chairman of the bake. He will be assisted by Russell L. Pinkley, John Regan, Louis Schmitt, Harry Ellwell, Philip Gross, Edward Zonneville, John Zonneville, William E. McCarthy, Michael J. Kelly, Fred De Wolf, Charles Wheatley, Francis Reynolds, Orr Sixbey, Frank Donner and Richard C. Roland.

There will be a program of athletic events including races, and novelty contests.

NO BETTER
Whiskey
IN ANY
BOTTLE
WILSON
"THAT'S ALL"
BLENDED WHISKEY

Lauer's
DOUBLE BED
STUDIO
WITH BACK AND ARMS

\$34.95
\$3.50 DELIVERS

Both sides are just as comfortable as a real bed. Because both sides have a tufted innerspring mattress for you to sleep on. Notice the 3 innerspring pillows. The easy-rest wooden arms... the automatic-drop back. See this fine Eclipse double innerspring studio couch complete with back and arms for only \$34.95 at Lauer's. Newest colors and patterns upholstery.

ECLIPSE
Makers of the
Lauer's Quiltress

TWO SEPARATE TUFTED
INNERSPRING MATTRESSES

**LAUER'S "TILT-REST"
CHAIR and OTTOMAN**

Its built for solid comfort! Drop into this chair... Stretch out your legs on the seat high ottoman... Lean back... And the chair tilts backward with your body to give you the rest of your life. You are cradled in perfect, relaxing comfort. Lauer's "Tilt-Rest" chair and ottoman comes in your choice of 50 beautiful fabrics. Wine, Blue, Green, Brown, Rust Turquoise and Coral colors.

\$39.50

Reg. \$7.95—100% Wool
BLANKETS
\$5.95

Soft, fleecy, full-sized blankets that will keep you warm during winter's coldest nights. They're moth-proofed, too.

Famous Quaker Lace
CURTAINS
Reg. \$3.95
\$2.98

The finest quality—reduced 25% for this sale.

**TRADE IN YOUR
OLD FURNITURE**

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Pari-Mutuels Make Bow At Batavia

Nearly 400 horses are "at home" at the Batavia Fairgrounds track, awaiting the starting signal of the 30 day trotting meet tomorrow night. In use for the first time in this area is the new electric starting gate invented by Leo G. McNamara, wealthy Indianapolis horseman. Through the use of this device, one of the main objections to the popularity of the trotting sport is eliminated. The starter does away with the false starts and the time wasted under the old system.

Also new to this area will be the pari-mutuel betting booths installed and ready for operation with the opening of the meet. It is expected that both Rochester and Buffalo will send large delegations to the nightly races. Of course there is plenty of interest in trotting races. Then too, those pari-mutuel windows are expected to be real drawing cards. Officials for the meet have been named by Frank Woodland, race secretary. Presiding judge will be Frank Wiswall, secretary to the New York State harness racing commission and executive secretary of the U. S. Trotting Association. Dr. H. B. Baker of Hamburg will be starter and Dr. L. J. Tillo of East Aurora will act as associate judge.

Speedy Cleaners Make Grid Debut

BY DON MATTARO
The B. A. Speedy Cleaners sport colors heretofore confined to baseball and court warfare will be displayed this year on the gridiron.

The Cleaners will field a strong eleven in the newly formed Rochester Amateur Football League. The league will be split into two divisions, with seven teams in each set-up. The league, which was organized through the efforts of Frank Silva, radio sports commentator, elected Johnny Sullivan, one time U of R football hero as its first president. The league will get underway next Sunday with a full schedule of games. President B. A. Speedy named Joe Plazzo to manage the first Speedy Gridders. The team will select a well known former college star to coach the squad. Speedy's introduction in sports occurred eleven years ago when the first blue and gray club made its debut on the soft ball diamond. Since that opening year, the Speedy's softball team has won seven consecutive pennants, three of them coming in 1933. The Speedy court teams have been successful in the Rochester District League, notching play-off berths in 1935 and 1936 as well as downing major opposition during the era of 1933 to 1937.

The indoor teams and basketball five's records will give the football newcomers something to shoot at. B. A. Speedy, although interested in the publicity derived from his clubs, is a keen sportsman, sponsoring and aiding numerous independent and Y. M. C. A. teams without disclosing his name.

CHURCH WOMEN MEET

First meeting of the new season for the Council of Church Women will be held tomorrow at the Colgate-Rochester Divinity School, beginning with a luncheon at 1 p. m. A rededication service will be conducted at 3 p. m. under the leadership of Mrs. John Norris.

Prepare to Enter Business



At The School Of Commercial Night School
CLASSES BEGIN SEPTEMBER 23
Register Now
The School of Commerce
362 East Ave. Main 5330

Democrat Women To Meet Monday

The 19th Ward Women's Democratic Club will hold a social meeting next Monday at 8 P. M. at the club rooms, 904 Main st. The following hostesses will have charge of the bridge tables and refreshments: Mrs. Ella O'Brien, Mrs. Lillian Agate and Mrs. Theresa Skelly.

GAB CALLOWAY—K. of C. Auditorium
Gen. Adm. \$1.10
ADVANCE SALE TICKETS **85c** SAT. Sept. 21
At Adams Hats 127 E. Main
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This Beautiful Replica OF THE GOOD SHIP "MAYFLOWER"
19x22 Inches In Size!
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Special \$1.95
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Place it on the Radio! In the Den! On the Buffet! On the Mantel!
PAY ONLY 25c A WK.
This beautiful model replica of the Mayflower will greatly enhance the charm of any room in which it is placed. Its size is 19x22 inches. It has three tall masts, with five colorfully decorated sails and three pennants, fully rigged. Sturdily built wood hull, expensively finished. Anchor and chain in bow. Cabin and 8 portholes are electrically lighted! Cord and plug included!
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Open Even. To 9
Now Saving You More Than Ever At Their New Home
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Across The Bridge Table

By Asa Spades

The interesting hand shown in today's column was played in a recent tournament. South was the dealer and both hands were vulnerable.

♠ Q 9 8
♥ J 7 4
♦ A 9 7 5 2
♣ A 3

♠ J 7
♥ 9 8 5
♦ J 10 8 4
♣ 9 8 7

♠ A 8 5 4 2
♥ Q 10
♦ K 4 3
♣ Q 6 2

♠ K 10 3
♥ A 8 3 2
♦ Q
♣ A K 7 10

The bidding at all tables was opened by South with one club, but there was a wide variance in the final contracts and the results. One team bid four hearts and made five, another bid and made six hearts, and one team bid and made six no trump for a top score. This bid can be made if it is played by the North hand.

Opening lead was the four of spades, South hand following with the three, West playing the jack and North taking with the queen. North now leads the three of clubs, finesses through the jack and then runs the club suit, forcing the opponents to weaken their hands by discards. The ten of spades is led next from the board and is taken by East, who returns the three of diamonds, hoping to make her king good later, but this she fails to do.

North brings home the contract by taking five club tricks, two diamond tricks, two spade tricks and three heart tricks. The contract can be defeated if the six no trump is played by the South hand and West leads a diamond, which should be led against a no trump bid. East will then take the king of diamonds and the ace of spades.

Movie Guide

ALL PICTURES LISTED NOW PLAYING EXCEPT AS NOTED:
*SILENT FRIDAY
*SILENT SATURDAY
*ROCHESTER — "The Howards of Virginia" Cary Grant, Martha Scott, The Lady in Question, Brian Aherne, Rita Hayworth
*PALACE — "Brigham Young" Tyrone Power, Linda Darnell, "Mogie" Misha
*CENTURY — "Yesterday's Hero" Jean Rogers, Robert Sterling, "Dance Girl, Dance" Virginia Field, Ralph Bellamy
*WAGNET — "Hired Wife" Ronald Russell, Brian Aherne, "Men Against the Sky" Richard Dix, Wendy Barrie
*CAPITOL — "They Drive By Night" George Raft, Ann Sheridan, "The Rampart We Watch"
*MILWAUKEE-DEUXIE — "King of the Lumberjacks" John Paine, Gloria Dickson, "Scatterbrain" Judy Canova, Allen Alley
*STATE-LIBERTY — "We Who Are Young" Lana Turner, John Sheehan, "South of Pago-Pago" Jon Hall, Frances Farmer
*MADISON-MONROE — "Irene" Anna Nagel, Ray Milland, "Brother Orchid" Edward G. Robinson, Ann Sothern
*CAMPBELL-DEUXIE — "Safari" Douglas Fairbanks, Jr., Madelon Carroll, "Phantom Raiders" Walter Pidgeon, Florence Rice
*GRAND — "Bifan" Douglas Fairbanks Jr., Madelon Carroll, "The Bluebird" Shirley Temple, Spring Byington
*LAKE — "Waterloo Bridge" Robert Taylor, Vivien Leigh, "I'll Give It to You" Ann Sheridan, Jeffrey Lynn
*WEBSTER — "Moral Storm" James Stewart, Margaret Sullivan, "Phantom Raiders" Walter Pidgeon, Florence Rice
*LITTLE — "They Came By Night" Will Fyffe

Hints On Removing Wax From Floors

When removing the wax from a varnished floor before re-varnishing, it is not wise to use explosive materials such as benzine or gasoline. There are floor cleaners of the dry powder type, sold by large paint stores, which may be mixed in the proportion of four tablespoons of powder to one gallon of hot water. This solution is applied hot to the floor with a mop or brush, allowed to stand for a few minutes, then rinsed with clean water and wiped dry. To make sure that the wax is wholly removed, apply the varnish to one board and allow it to remain overnight. If the varnish is tacky (or sticky) next morning, that is evidence that the wax is not thoroughly removed. In this case the floor must be re-cleaned.

DESSERT BRIDGE

Ladies' Aid Society of the Winton Congregational Church will sponsor a dessert bridge next Thursday at 1 p. m. in the home of Mrs. L. W. Webster, 983 Winton Rd. N. Mrs. Webster and Mrs. James Foley will act as co-chairmen.

LOVE ALMOST LOST

Sylvia—It took an accident to bring Allen to his senses. You are happy now, though, and that is all that matters. Read "Everybody Hated Me" for the whole story in the October True Story Magazine, now on sale at all newsstands.

Registration For Free Sewing Classes Opens

Sewing classes covering a wider scope of instruction than those offered heretofore will be inaugurated next week at two city schools, according to Don Mattaro, relations director at No. 9 school. Registrations for the free classes will be held on Monday at No. 17 school and on Tuesday at No. 9 school.

The No. 17 school sessions will be conducted on Mondays and Fridays from 1 to 4 p. m. while the No. 9 school sessions are scheduled for Tuesday and Thursdays from 7:30 to 9:30 p. m. Mattaro announces that no fees of any kind will be charged for the course. It is the aim of this project to instruct people with limited budgets in the art of turning outmoded garments into modern creations.

The Newest Scoop in Wedges



Beautiful sueded materials. Yes, every pair fresh and new. This season's merchandise . . . THE NEW SCOOP WEDGES . . . On Sale for the first time! Pumps! Sandals! Ties! Gleaming Patent Trims! Imagine such a savings! Opportunity right at the start of the season! All sizes.

DOROTHY MAY SHOP
68 E. MAIN ST. Opp. Democrat & Chronicle

Don't miss OUR 4TH ANNIVERSARY SALE
The Newest Decorative Fabrics

EVERGLAZE CHINTZ	29c yd.
Washable, 36". Reg. 69c yd.	
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Past color. 50" wide. Reg. \$1.39.	
SAIL CLOTH Solid Color	49c yd.
50" wide. Reg. 69c yd.	
NOVELTY HOME SPUN	59c yd.
50" wide. Reg. 79c yd.	

See us for your slip cover and upholstery needs. Our labor charge is greatly reduced for this sale.

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The Rochester Sun

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Army Pay . . .

(Continued from Page 1)

ruling made this week by the Comptroller-General in Washington stating that it is his opinion that postal workers will not be entitled to compensation while serving as a conscripts or while on active duty in the National Guard.

Therefore, while the situation awaits further clarification, it looks like a good share if not all of our public servants are going to collect.

In other words, if you draw your pay from private industry and you are called to serve in the army for a year, all you'll get is your army pay. But, if the taxpayers are paying your salary now, they'll still be paying it while you are at camp. And, in addition, they'll probably be paying another man to take your place while you are away.

No wonder everybody is trying to get a job on some government payroll.

Sheriff . . .

(Continued from Page 1)

the election this year by a much greater plurality.

As state leader in the movement to consolidate county policing units under one central authority for more efficient and more economical operation, Al Skinner was recently given merited recognition through appointment by Governor Lehman to a seven-man committee of New York State Sheriffs to map a program of emergency Home Defense.

He was likewise honored by the New York State Sheriffs' Association by election to the important executive committee of that organization. Previous to this he had been a member of the Association's Legislative Committee.

Skinner received much favorable publicity by his action last Spring during the flood period of the Genesee River. Using his emergency powers, the Sheriff directed the dynamiting of heavy ice in the river in an attempt to clear the channel. Swollen by a sudden thaw, however, the river went on a rampage and the job of rendering relief to stranded families was immediately begun by Skinner. Every deputy available was mustered into flood relief service. Voluntary workers were enlisted from more than two-score organizations. Attired in hip boots and old clothes like the rest of his workers, Sheriff Skinner worked night and day for a week to prevent suffering. It is said that dozens of letters in his files attest to the success of his endeavors.

Church Federation To Sponsor Bible Institute

Pastors and leaders in every department of organized church life in Rochester have been invited to participate in the Open Bible Institute which will be sponsored by the Federation of Churches in Rochester. First event will be a three-day conference starting Tuesday at Salem Evangelical and Reformed Church in Franklin St.

Principal speaker will be the Rev. Ralph Sockman, D. D., of New York who will address the assemblage next Wednesday on the topic "The Relevance of the Bible for our Day."

The Tuesday night program will feature a four-act dramatization under the direction of Dr. Leonard G. Heech.

Climax of the affair will come next Thursday evening with a town and country supper to be held at Salem Church at 6:15. At 8:15 p. m. there will be a program of oratorio and pageantry.

PTA Unit Names Officers; Plans Fall Activities

Mrs. Harrison Didas has been named president of the Lewis H. Morgan School No. 37 unit of the PTA.

Other officers of the group include:

Floyd Stephens, first vice-president; Mrs. Wm. O'Grady, second vice-pres.; Mrs. Clarence Bennett, vice-presidents; Mrs. Paul Duncan, recording sec'y; Mrs. Clyde Werner, corresponding sec'y and Mrs. William Turnbull, treas.

Named to head committees for the season are:

Mrs. Thomas Wiley, Mrs. Paul Clough, Mrs. Lawrence P. Martin, Mrs. Horace Glover, Mrs. Ralph Casperson, Mrs. Sam Hall, Mrs. Richard Johnson and Mrs. Frank J. Maher.

A meeting of the group will be held in the school auditorium next Thursday at 8 p. m.

Red Cross Unit Seeks Workers To Fill Quota

An appeal to aid workers of the Red Cross of the Brighton Chapter is directed this week to women in the Brighton area by Mrs. Delancey Bentley, in charge of the work at the Brighton District School in Monroe Ave.

War relief supplies are being sent out weekly from this workroom to eventually find its way to England, the final destination of all materials from the Brighton Chapter.

The work is carried on each day from 9 a. m. to 5 p. m. in Room 218 of the school building. Entrance is through the east door on Monroe Ave. Workers are particularly needed on Monday morning, all day Thursday and Friday afternoons.

Mrs. Bentley has announced that those who wish to carry on the work in their own homes may call at the workrooms for materials and instructions as to what is needed.

The new quota for the unit, which is to be filled by the end of this year calls for fifty percent more material than the previous allotment.

Cash Prizes Lure Patrons To Movies

Time was when you went to the movies to see a movie. Maybe they threw in a comedy, a newsreel and sometime a short but that's about all.

Today, though, you're apt to come home with anything from a package of needles to a new automobile.

Take the local Schine Theatres, for instance. Almost every one of the houses operated by this organization offers patrons various games and contests with cold hard cash given to the winners. At the Riviera, Madison and State Theatres they feature ten-O-win every Saturday night. On Wednesdays and Saturdays patrons of the Cameo and Dixie Theatres play Screen-U-win. Monroe and West End patrons are offered the same cash prizes by the same route on Saturdays.

Then bingo (good old bingo) is played by Madison and Monroe Theatre patrons on Wednesday, while on Friday the game goes out to the West End.

Of course, in addition, two features, a couple trailers, a news reel and then some. Next thing you know they'll be calling for you at your home in taxis. Not a bad idea at that!

Syracuse Alumni To Open Fall Luncheon Season

First luncheon meeting of the fall season will be held next Tuesday by the Syracuse U. Alumni Association of Rochester in the Chamber of Commerce at 12:15. Reeves H. Baysinger, director of Freshman Athletics and Chas. A. Lee, Jr. Alumni secretary, will tell of the football prospects on Piety Hill.

Texan To Address Local Townsend Meet

Townsendites and their friends in the Rochester area will gather at the Arnett Branch Y. M. C. A. at 8 p. m. next Monday evening to hear Tiffin Reed of Fort Worth, Tex., who will "prove beyond a shadow of a doubt that the Townsend Plan is as vital to the youth of our nation as it is to our senior citizens."

Reed was among the speakers at the fifth annual convention of the movement held at St. Louis this summer.

Llewellyn Jones, general chairman, has made a special appeal for young people to attend this session to learn more about the Townsend movement.

RUMMAGE SALE

The Holland-American Club, T. A. V. E. N. U., will hold a rummage sale at 242 Clinton Ave. N., starting next Thursday for the benefit of the Holland War refugees.

Donations towards this sale will be accepted at that address or by calling Mrs. R. Betlem at Genesee 5013.

FAUCET WASHER washer replacements.

A new ball-bearing faucet washer is being distributed which its manufacturers claim will eliminate dripping from faucets as well as frequent operation.

The ball bearings take up the rotational friction, and, aside from stopping the drip, they also permit considerable ease of operation.

WEEK-END SPECIALS

SCHLEIF BAKE SHOP
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FRIDAY ONLY

DANISH DOUGHNUTS Regular Price 30c **doz. 24c**
An Entirely Different Doughnut—Delicious!

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Fudge Cake Frosted with Rich Chocolate Fudge.

FRIDAY AND SATURDAY, THOSE DELICIOUS

BUTTER ROLLS Regular Price 25c **doz. 18c**
For Which We Have Become Justly Famous

SATURDAY ONLY

LARGE SQUARE STREUSEL KUCHEN Regular Price 25c **21c**
Topped With A Pure Butter Crumb

MAPLE WALNUT LAYER CAKE Regular Price 35c **29c**
Silver Cake—Maple Buttercream—Walnuts

ANOTHER WEEK-END COMBINATION SPECIAL

1 Marble Loaf Cake . . . 25c
6 Butterfly Buns . . . 15c
9 Clover Leaf Rolls . . . 9c
6 Assorted Cookies . . . 10c
ALL FOR 39c
VALUE 59c

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Miss Dolores Shafer, 114 Southern Pkwy.

Book Review Series Planned By Group

Mrs. Karl H. Hubbard of Buckland avenue will present a series of six book reviews this fall and winter under the sponsorship of the Temple Circle, one of the women's organizations of the Baptist Temple. The lectures will be held in the Ella Webb parlor of the church on the third Wednesday afternoon of each month, omitting December.

Following each lecture tea will be served. Mrs. Frederick Weismiller of Kent Park is president of the circle and Mrs. William E. Jackman of Southern Parkway is chairman of the committee arranging for the lectures.

BUFFET SUPPER

Second annual buffet supper and card party for the benefit of the Carmelites in Rochester will be held at St. Joseph's Hall, Franklin St., next Tuesday from 6 to 11 p. m.

Mr. and Mrs. Anthony Dobbertine head the committee as co-chairmen.

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JUST SEND 35¢ AND LABEL FROM A PYREX DISH

● What a grand offer! This smart new Table-Saver, made from the same famous glass used in Pyrex brand ware, was designed by the noted New York stylist, Lurelle Guild. Attractively inscribed with your own initial. It holds steaming hot dishes, has a dozen other handy uses. Easily washed, can't get shabby or worn. Remember, the Pyrex Table-Saver is *not for sale!* There's just one way you can get it. Mail 35¢ and the label from a Pyrex Ovenware or Flameware dish to Pyrex Table-Saver Headquarters, Box 34, New York, N. Y. Hurry! Offer limited! Clip coupon now as a reminder when you shop!

SEE HOW MANY WAYS YOU CAN USE IT

Designed by LURELLE GUILD, Fifth Avenue, New York

AS A HOT DISH HOLDER AS A COASTER AS AN ASH TRAY AS A SERVER

BE A BETTER COOK WITH PYREX OVENWARE AND FLAMEWARE

Pyrex "Economy" 1920 set. Bake, serve and store with this great Ovenware set! Includes the big 2 1/2 qt. casserole, 2 small 1 1/2 qt. casseroles and six 8-oz. cups. 79¢

Double-Duty Casserole. Covers as an extra 8 1/2 qt. plate. 4 sizes to 2 qt. 1 qt. size only 50¢

Flameware covered saucepan with straight sides, wide flat bottom, 3 sizes. Handy! 50¢ capacity

HERE'S ALL YOU DO!

1. Go to your store. Select one or more Pyrex dishes from the big 25th Anniversary display.
2. Stick one label and mail to us with coupon and 35¢.
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Box 34, Dept. C-1, New York, N. Y.

Please send me—Pyrex Table-Savers (one of postal charge). I am enclosing 35¢ and 1 Pyrex ware label for each Table-Saver ordered. **Print label desired.**

Name: _____
Street Address: _____
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This coupon expires Oct. 15, 1940

"THE NATIONAL'S BASEMENT BOYS' SHOP"

Have You Seen The National's Lower-Price Boys' Shop?

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"Value-Hi" Trousers — \$1.95 —

Hundreds of trousers to choose from. Fine, durable, wear-tested tweeds and corduroys in all the latest colors and patterns. All sturdily constructed. All with pleated fronts. 24 to 32 waist.

"Value-Hi" Knickers — \$1.55 —

Corduroys and tweeds in a gorgeous array of patterns and colors. All are full cut and finely made from wear-tested fabrics. All are fully lined. Sizes 8 to 14.

Rochester's Outstanding Value!

Leather-Sleeve Jackets — \$3.95 —

Good, heavy, all-wool Winter-weight jackets with the wanted leather sleeves. Full zipper front, all full lined, knit bottom, knit cuffs, self or knitted collar. Green, maroon, brown, blue. Sizes 10 to 20.

- New Plaid Shirts 59c
- Flannelette Pajamas 79c
- Boys' School Sweaters, \$1.00
- Golf or Slack Hose . . 2 for 25c
- Winter Underwear 29c
- Boys' Neckwear 21c

Charge Yours

PAY 1/3 OCT. 10 . . 1/3 NOV. 10 FINAL 1/3 DEC. 10

The NATIONAL
East Main at Stone

Don't say it's just natural for a woman's back to ache. You may need proper shoes. When your arch and ankle are not squarely centered under the weight of your body, the whole skeleton is thrown out of line, resulting in numerous aches and pains from the strain. Would you let a few dollars stand in the way of real bodily comfort? Certainly not. Yet a pair of Health shoes may be had at Torry which will straighten your ankles and bring prompt relief and comfort.

TORRY

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BACK ACHE ?

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X-Ray Pedigraph-Foot-Health Booklet

Shoe for the whole family. Authorized Health-Spot Dealer. Est. 1918—X-Ray Pedigraph.

Hours 9-9
Wed. 9-7

Costs Of Producing Milk Amazes Average Consumer

Few people realize how costs, profits or losses on milk are figured in fractions of a cent a quart, says the Milk Industry Foundation.

Prof. Edward Lee Thorndike of Columbia University, noted educator, said to have "contributed most to our knowledge of how we learn," in reviewing the need for increasing knowledge of economics and business declared:

"In a group of 76 persons much above the average in both education and intelligence, 3 out of 4 thought that the great milk companies make a profit of over 15 per cent on their sales of milk."

A survey by the Milk Industry Foundation at Chautauqua disclosed that 51 per cent of the people interviewed thought all milk companies make a profit of more than 3 cents per quart, and 23 per cent thought profits were from 2 to 3 cents per quart. Only 6 per cent knew that in the processing and distributing of fluid milk, government audit shows profits of only 1-3 of a cent a quart or less. A profit of 15 per cent on the selling price of milk would mean more than 2 cents a quart if milk were selling at 14 cents a quart.

In answer to a Foundation question, "What takes the largest part of the retail price of milk?" only 23 per cent of the people realized that payments to farmers for milk are a milk company's largest item of expense. Also inaccurate were the answers on the relative importance of wages—actually the second largest expense item.

Milk and wages account for about three quarters of a milk company's costs but only 58 per cent of the people queried believed either item first in importance. Many thought officer's salaries and advertising were large items in the cost of distribution but official audits have shown these to be generally less than one half of one per cent.

ATTENTION TO FEET

When thick, calloused spots form on the sole of the foot there is a possibility that the arch has weakened. Something is out of kilter.

The wise woman will seek the services of a foot specialist, who will remove the hardened flesh, and prescribe the right shoes. Sometimes an unnatural movement of the ankles will create these painful and troublesome growths.

Not enough attention is given to the selection of shoes by the ladies. It is how they look instead of what they are likely to do to the poor little dogs, which absorb the buyers.

For the Saddle



Jean Parker, petite leading lady in RKO Radio's "And So Goodbye," is here pictured in a fetching riding habit. The coat is chocolate brown, and is especially delightful because it is extra long, with draped shoulders and exceptionally large pockets for carrying gloves, etc. The English trousers are beige whipcord. The scarf is a brilliant yellow.

Store Head Sees Import Liquor Scarcity

Larry Berghash manager of the Berghash Liquor store recently returned from the New York market reports that fine imported wines and scotches are beginning to feel the pressure of the war. Few shipments are being received from abroad, and prices are expected to rise shortly as American stocks are depleted. "We were fortunate in obtaining a number of exceptional buys in the imported lines as well as in the better grade American whiskeys and wines. These savings will be passed on to our customers in accordance with our policy," said Berghash.

★ IN THE SPOTLIGHT ★

By DAVID O. ALBER



OLVIO

The Broadway theater season opened, as it has for the last three seasons, with a revival—"Kind Lady" with Grace George in the leading role. Although producers had been predicting a bigger comedy and musical revue season as an antidote to gloomy war tidings, William A. Brady flew in the face of such reasoning to open with a stark horror play. In any case, "Kind Lady," which has to do with a gang of villainous crooks who, with expropriation in mind, beseege a refined, wealthy lady in her home, was decidedly well received by first nighters.

If yodeling becomes the country's newest fad, you can credit a 12-year-old for it. He is Olvio (just Olvio), the champion boy yodeler of America who is featured on his own program sponsored by Philadelphia scrapple canners Sunday afternoon on the NBC Blue network. This youngster, born and raised on New York's Long Island, has been yodeling since he was four and is now master of 46 different yodels, from the Swiss Alpine to the Western cowboy. He is also author of the only piece of literature on yodeling, a booklet called "How to Yodel!" which he distributes to his listeners. Quite a chap.

Eric von Stroheim, the man you used to love to hate, is back. All through World War I, and after, this man with the monocle, close-cropped hair, German accent, and brutal intentions, kept audiences hissing. But for eight years, during which German heavies were not in demand, von Stroheim did nothing. With lean days on him, he accepted a role in "Flotsam,"

starring Frederic March. But he is unhappy about it, because again he will appear as the evil German officer. Oddly enough, he says, if he were to return to Germany, he would be shot for any one of the 20 films he made or directed.

FILMDOM FANCIES: Ann Sheridan, they swear, sewed the blue-and-white curtains for the portholes of George Brent's yacht, "South Wind" . . . Loretta Young and hubby paid \$30,000 for a Beverly Hills home, then immediately set about spending a sizeable sum to transform it into French Colonial—with a swimming pool . . . John Shelton, MGM's new discovery, had to postpone his divorce proceedings because he was called back from Reno for additional filming! . . .

Among the events which went into the celebration of Dinah Shore Day at the N. Y. World's Fair was a visit by the NBC blues singer to the Telephone Exhibit. Winning a free telephone call, she called Eddie Cantor in Hollywood. Dinah, it happens, had just been signed as featured songstress of Cantor's new radio program. It was 4 o'clock in New York, 12 noon in Hollywood. "Did I wake you up?" Dinah inquired solicitously. "With five daughters and two grandchildren in the house, you still ask if you woke me up!" exclaimed Eddie.

To those historians of contemporary jazz music, there's more than meets the eye in the announcement that Sammy Kaye, Swing and Sway band leader, has emerged as winner in the second annual band popularity contest, conducted by Radio Mirror Magazine. Kaye is an advocate of sweet music, it was noted, and ran far ahead of the leading exponents of "swing," Benny Goodman, as a matter of fact, was fourth in the poll. The magazine will present Sammy

Kaye with a gold baton when he returns from his present road tour.

RECORD NOTES: Jimmy Dorsey's Decca album of "Contrasts" proves a band can play

swing music equally as well as sweet . . . A good vocal job by Janet Blair features the Hal Kemp Victor recording of "It Couldn't Be Love."

The MIGHTY DOLLAR
HAT SHOPS
316 E. MAIN ST.

Rochester's Only 51 Hat Shops Feature Newest Fall Modes!

That's no idle boast—because the MIGHTY DOLLAR has as big a choice as you'll find ANYWHERE! — \$1.00 to \$1.50

MIDOL
RELIEVES FUNCTIONAL PERIODIC PAIN

What if it is— "THAT TIME" OF MONTH?
KEEP GOING AND KEEP COMFORTABLE . . . WITH THE HELP OF MIDOL

Why let "regular" suffering—the functional pain of menstruation—interfere with plans and pleasure? Many women find comfort and welcome release from calendar slavery in Midol!

Midol is a new formula, developed for its special purpose. It contains no opiates. One of its ingredients is frequently prescribed by thousands of doctors. And another—exclusively in Midol—reinforces Midol's relief by helping to reduce spasmodic pain peculiar to the menstrual period.

Unless there is some organic disorder calling for medical or surgical treatment, Midol helps most women who try it—giving them comfort, relieving lost days for active living. If it doesn't help you, consult your doctor. Five tablets, more than enough for a convincing trial, only 20¢; 12 tablets, 40¢. All drugstores.

Contrast your costume jewelry and other accessories with your stature. Thus, if you are small, carry a large compact, if you are a statuesque Diana, minimize your size by carrying delicate accessories. This goes for almost everything except bags. A small girl is ridiculous with a suitcase for a handbag, as is a big girl with a handbag that's a pee-wee.

9 OUT OF 10 AGREE*

JUST TRY A BOTTLE TODAY

GREEN RIVER
AN AMERICAN INSTITUTION

110,533 out of a total of 124,193 people (9 out of 10) who tasted Green River, liked it. Hence our claim that it is "America's Smoothest Whiskey"

Come on, Mister, march along with the millions who've made Green River their favorite whiskey. Buy a bottle today.

AMERICA'S SMOOTHEST WHISKEY
GREEN RIVER
AN AMERICAN INSTITUTION

Green River Blended Whiskey, 85 Proof, 75% grain neutral spirits. Green River Distilled Dry Gin, 85 Proof, 100% distilled from American grain neutral spirits. Distilled by Distillers Corporation, N.Y.

Sibley, Lindsay & Curr Co.
BASEMENT NEWS

Sale! 1200 Pairs "HEEL HUGGER" And Other Famous Brand **WOMEN'S ARCH SHOES**

Every Shoe an Actual \$4.00 Value!

\$2.49

Maker's Closeouts and Discontinued Styles . . . Now Only

- New Fall Suedes
- Soft Kids
- Gleaming Patents
- Suede Combinations
- Black, brown, blue, wine
- SIZES 3 to 10, but not in every style

The styles you love for comfort and good looks at much less than you expect to pay. Plenty of new Fall suedes, right at the beginning of the season when savings mean more in assembling complete Fall outfits. Styled right and priced right to meet even the strictest budget. Be here at the stroke of 9:30 tomorrow morning for a wonderful bargain.

Starting SUNDAY SCHINE THEATRES

RIVIERA The BOYS from SYRACUSE
10:30, 12:30, 2:30, 4:30, 6:30, 8:30, 10:30

DIXIE PRIDE AND PREJUDICE
10:30, 12:30, 2:30, 4:30, 6:30, 8:30, 10:30

LIBERTY HOPE GODDARD
10:30, 12:30, 2:30, 4:30, 6:30, 8:30, 10:30

STATE THE GHOST BREAKERS
10:30, 12:30, 2:30, 4:30, 6:30, 8:30, 10:30

MADISON ANDY HARDY
10:30, 12:30, 2:30, 4:30, 6:30, 8:30, 10:30

MONROE MICKY ROONEY
10:30, 12:30, 2:30, 4:30, 6:30, 8:30, 10:30

CAMEO My Favorite Wife
10:30, 12:30, 2:30, 4:30, 6:30, 8:30, 10:30

WEST END THE MORTAL STORM
10:30, 12:30, 2:30, 4:30, 6:30, 8:30, 10:30

WEBSTER NEW MOON
10:30, 12:30, 2:30, 4:30, 6:30, 8:30, 10:30

LAKE WATERLOO BRIDGE
10:30, 12:30, 2:30, 4:30, 6:30, 8:30, 10:30

GRAND THE DOCTOR TAKES A WIFE
10:30, 12:30, 2:30, 4:30, 6:30, 8:30, 10:30

5 Added Entertainment \$

BINGO Monroes - Monroe Every Wed. West End - Fri. Schine Theatres

TEN-O RIVIERA WIN STATE WED. SAT.

U-WIN MONROE - SAT. CAMEO - WED.

Sibley, Lindsay & Curr Co. Phone STONE 6500

It's Smart to Be SHELF-CONSCIOUS!
Stock Your Pantry With These Sibley Quality **SHELF-FILLER SPECIALS!**

SHELF-CONSCIOUS Rochester housewives are taking advantage of the grand and glorious food savings at Sibley's this week! If you can't come in person, just call Stone 6500 . . . order board opens at 8 A. M.

FOWL 25¢
Plump Extra Fancy HOME DRESSED
4½ lb. aver. wt.

BUTTER 2 lbs. 63¢
Best's Silver Leaf

LARD lb. print 2 for 15¢
Fresh-Dug Cherrystone

CLAMS . . . doz. 10¢
Kraft Velveta

CHEESE . . . 2 lb. loaf 39¢
Sibley's Blood, Botted

HAM . . . 10-lb. 31¢

Valencia Oranges 3 dz. 69¢
Juicy California

MAYONNAISE 2 qts 89¢
No. 2 Can, Hunt's Mammoth All-Green

ASPARAGUS 29¢
No. 2½ Can, Hunt's Supreme

FRUIT COCKTAIL 25¢
No. 1 Tall Can Hunt's Sliced Yellow Cling

PEACHES 15¢, 2 cans 27¢
No. 2 Can Hunt's Yellow Cling

PEACHES 19¢, 3 cans 55¢
Campbell's Famous Tomato

JUICE . . . 12 cans 79¢
Campbell's Favorite Tomato

SOUP . . . 12 cans 93¢
One Hour Fresh! Flavorful Boscuit

COFFEE lb. 25¢, 2 for 49¢

GROCERY, MAIN FLOOR

★ ★ PIERRE'S COOK BOOK ★ ★

HAMBURG-ITALIEN

1 LB. GROUND BEEF
2 MEDIUM ONIONS
1 SMALL PEPPER
2 CUPS TOMATO
SPAGHETTI
PARMESAN CHEESE

DICE THE ONIONS AND CUT PEPPER IN STRIPS, COOK THESE SLOWLY IN A TBSP OLIVE OIL UNTIL TENDER. NOW ADD BEEF AND COOK UNTIL WELL BROWNED.

SEASON WITH 1 TSP. SUGAR, 1 TSP. SALT AND 1/2 TSP. PEPPER AND ADD 2 CUPS DICED TOMATOES, FRESH OR CANNED. CONTINUE COOKING SLOWLY FOR 20 MINS. A GOOD MEAL WITH FRENCH BREAD AND STRONG COFFEE.

BREAK SUFFICIENT SPAGHETTI INTO INCH PIECES TO FILL A CUP AND COOK IN BOILING SALTED WATER UNTIL TENDER. DRAIN AND COMBINE WITH MEAT MIXTURE, SERVE HOT WITH GRATED CHEESE.

Distillery Releases Enlarged Ad Plans

National Distillers Products Corp. has announced expanded advertising plans for the Fall months. It is reported that both national magazine and newspaper lists are being increased.

Several hundred of the country's leading mediums, including the Rochester Sun, have been on National Distillers' summer schedule and these are being increased in number for the fall months. The company is also planning special advertising around the year-end holidays.

Try A Spice Cake For Tantalizing Flavor

BY IRENE MUNTZ

"Sugar and Spice and everything nice" — that's what gives these cakes their pungent fragrance and flavor. Spice cakes have been favorites with us Americans from way back when we had to depend on square-rigged sailing vessels, stopping at the far-off romantic ports of Ceylon, Zanzibar and the Spice Islands for such luxuries as cinnamon, cloves, ginger and nutmeg. Housewives treasured their stores of spices as highly as they did their fine linens.

Today with patented-opening neatly tinned spices as close to our kitchens as the corner grocery, spices have lost most of their romance but still keep their tantalizing flavors. Nothing smells or looks or tastes more delightful than a sumptuous warm, brown spice cake. You can take this Toasted Spice Cake directly from the oven to the tables because it has its frosting baked right on it. The frosting is practical as well as delicious because it never gets sticky. Ideal for packing in lunch boxes if there is any left-over!

TOASTED SPICE CAKE
Temperature: 350 degrees F.
Time: 40 to 50 minutes

1 c shortening
1 c brown sugar
2 egg yolks
1/2 c cake flour
1/2 c baking powder
1 t cinnamon
1/2 c nutmeg
1/2 t nutmeg
1/2 t milk
2 egg whites
2 t sifted brown sugar
1 t vanilla

Cream the shortening, add the sugar gradually and the well beaten egg yolks. Mix and sift the flour, baking powder, and spices and add alternately with the milk to the first mixture. Pour into a buttered tin. Beat the egg whites until stiff, add sugar gradually. Add the vanilla. Spread over the unbaked cake and sprinkle with nutmegs. Bake in a preheated oven.

Gingerbread turns into cake! And a cake fit for a party at that. Ginger Coconut Cake and made in two high layers covered with fluffy Boiled Frosting, then sprinkled all over with moist shredded coconut.

GINGER COCONUT CAKE
Temperature: 350 degrees F.
Time: 40 minutes

1 c shortening
1 c brown sugar
1 c molasses
1 egg
1/2 c soda
1/2 t salt
1 c all-purpose flour
1 t ginger
1 t cinnamon
1/2 t salt
1 c hot water

Cream the shortening, add sugar gradually, the molasses and eggs and beat well. Mix and sift soda, flour, spices and salt. Add alternately with hot water, beating well after each addition. Pour into two greased 9" layer cake pans.

CLEANING WASHABLE PAPER

Soapsuds and a clean sponge are the most effective tools for successful cleansing of washable paper. The correct way to clean the ceiling to the floor, cleaning one section at a time.

Shoe News—the birth of the Prow Heel—graceful looking, but a bit unwieldy, with a curved wedge-back. Other wedge news in wood and mock-wood wedges.

FALL FASHION NOTE:
Remember to save money with

Tintex
World's Largest Selling TINTS & DYES

47 COLORS—10" & 15" SIZES AT DRUG, DEPT., AND 5¢ & 10¢ STORES

Restore Faded Colors or bring smart NEW Colors to WARDROBE & HOME DECORATIONS

Perfect Results—Used by Millions

PARK & TILFORD PRODUCT

An Inexpensive Way to

ADD MORE SHOES

To Your College Wardrobe!

Dig out those old shoes—send 'em to BALL—and they'll come back like new!

- Dyeing
- Repairing
- Rebuilding
- Cleaning
- Refitting

Call Ball
Ma. \$95
and Ball Will Call

M. Clinton

ROCHESTER'S LARGEST POPULAR PRICED STORE

Edwards

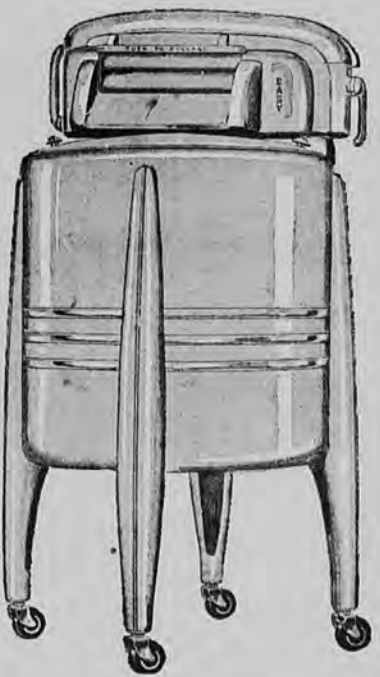
Last 2 Days
Friday and Saturday
to SAVE In Our Great

September Housewares SALE

VACUUM CUP EASY WASHER

REGULAR 99.95
VALUE **79.95** AND YOUR OLD WASHER

The first time this Easy Vacuum Washer has been offered at this low price! We've seen many, many Easy models but this one takes the prize. Not only for quality but for beauty, too. Shop! Compare! You'll be back to buy!



- Three Vacuum Cups
 - On-and-off Switch
 - Large Oversize White Lifetime Porcelain Tub
 - Famous Safety Wringer
 - Overload Switch
 - Famous G.-E. Motor
 - Streamlined Design
- No Down Payment—\$1 Weekly
EDWARDS—Sixth Floor

Wilbert's No-Rub Floor Wax 1/2 Gal. \$1
A cinch to apply. Spreads easily and polishes itself as it dries. No-Rub lengthens the life of any type of floor.

Charm Shelves \$1
Appropriately named because they bring unheard of charm to any home. 2 heavy glass shelves. Top one 18", the lower 28".

Reg. 3.98 Detecto Scales 2.95
No home should be without one of these convenient scales. Weighs up to 300 lbs. Guaranteed for five years. Chrome dial.

EDWARDS—Sixth Floor

MUSEBECK HEALTH SPOT SHOES

It's Economy To Buy Health Spot SHOES

Naturally we are enthusiastic about Health Spot Shoes. We believe they give the best corrective results. We believe it is economy to buy Health Spot Shoes because they give such good service. But don't take our word for it. Come in and try on a pair, and see for yourself how sturdy they are built with an exclusive patented inside construction that means comfort for the wearer.

FREE Come In For A Free Foot Balance Test... No Obligation Whatever.

320
HEALTH SPOT SHOE SHOP E. MAIN ST.

Don't Gamble With Coal or With Cold!

GLO-BRITE ANTHRACITE COAL \$10.75 TON

EGG-NUT or STOVE \$8.95
PEA \$9.25
COKE \$9.25
STOVE OR NUT

Your fuel cost is an annual expense. If you use Glo-Brite you'll find it the MOST satisfactory solution. That's the verdict of regular users!

Cash Prices Per Ton Shoveled Off
GLENWOOD 59-58-57
ROCHESTER FUEL
AND FEED COMPANY
OFFICE & YARD 1525 CLINTON AVENUE NORTH

Mrs. Florence M. Wollers, 187 Ames St.

FALSE TEETH WEARERS OFTEN WORST BREATH OFFENDERS

Don't let Denture Breath and stains shout "False Teeth!"

DENTISTS SAY...USE POLIDENT

A thin dark film collects on plates and bridges. This film soaks up odors and impurities like a sponge! It holds germs and decay bacteria... gets into every tiny crevice where brushing can't even reach. And it's so tough that ordinary brushing seldom removes it. Almost always it results in "denture breath"—probably the most offensive of all breath odors. Yet there's a perfect way to clean and purify false teeth without brushing, acid or danger. It is

POLIDENT
Cleans, Purifies Without Brushing!
Do this daily: Add a little Polident powder to 1/2 glass water. Stir. Then put in plates or bridge for 10 to 15 minutes. Rinse—and it's ready to use.

For the First Time! Edwards brings to Rochester the nationally famous Tru-Health—Sold from coast to coast Worn by over 500,000 satisfied wearers! Two special demonstrators will be here to fit you.

Tru-Health
THE NEW IMPROVED HEALTH BELT

For Men — Women — Children
Endorsed by Physicians

• Helps Prevent Quick Tiring
• Gives You an Erect Carriage!
• Supports and Reduces the Abdomen
• Makes Your Clothes Fit Better!

\$1.79

Gives you renewed pep—strength—vitality. You'll look and feel better the moment you slip one on. So light, you'll hardly notice it under your clothes. Easily adjustable, launders very easily. Sizes 24 to 52.

Extra Wide Health Belts for Controlling Pendulous Abdomens \$2.59

Tru-Health
SHOULDER BRACES

FOR MEN, WOMEN AND CHILDREN

- Supports the Back
- Expands the Chest
- Straightens Your Shoulders
- Removes and Prevents Slouching
- Helps You to Breathe Correctly
- Lightweight
- Washes Easily

Enjoy good posture with a TRU-HEALTH health garment. Look young, invigorated—ready to enjoy life and feel physically fit.

Notions—Street Floor

USE THIS ORDER BLANK

E. W. EDWARDS & SON
Please Send Me the Following Tru-Health Garments:

Quantity Waist Measure Hip Measure
Name
Tru-Health Shoulder Braces 89c
Quantity Height Chest
Name
Child
Woman
Child
Quantity
Cash Money Order
Name
Address

LAST 2 BIG DAYS—FRIDAY AND SATURDAY!

Edwards

September CANDY SALE
SYMPHONY SWEET HOMEMADE CANDIES

Made Fresh Daily in Our Own Kitchen

• Brazil Nut or Coconut Bon Bons
• Chocolate Bottom Caramel Nut Smacks (Cashew, Brazil Nut, Peanut and Coconut)
• Chopped Nut Rolled Balls (Chocolate, Maple or Vanilla Cream Centers)
• Bittersweet Chocolate Coated Thin Mints
• Old-Fashioned Bittersweet Cream Drops
• Chocolate-Coated Peanut Clusters
• Chocolate-Coated Raisin Clusters
• Chocolate-Coated Soft Jellies (Mint, Apricot, Walnut and Raspberry)
• Assorted Cream Wafers
• Chocolate-Coated Peanut Butter Sticks

29c

Our Regular Everyday Price Is 39c

Reg. 29c Symphony Sweet Specialities—

• Chocolate Coated Whole Marshmallows (in Liquid)
• Solid Chocolate Mint Wafers
• Chocolate Coated Peppermint Patties
• Peanut Butter Chips
• Nut Butter Crunch
• Creamy Nut Fudge (Chocolate or Vanilla)
• Coconut Royals
• Bridge Mixtures
• Chocolate Coated Thin Mints
• Pure Milk Chocolate Cups

• Chocolate Coated Milk Balls
• Large Run and Butter
• Chocolate Wafers
• Large Chocolate Non Pareils
• Chocolate Coconut Squares
• Italian Creams
• Run and Butter Toffee
• Milk Nut Clusters
• Chocolate Coated Wintergreen Patties
• Chocolate Coated Marshmallows

19c

Our Famous Symphony Sweet "Red Seal" CHOCOLATES Worth 60c **29c** lb.

EDWARDS—Street Floor

- Fiddlesticks
- Pineapple Fingers
- Raspberry Fingers
- Caramels
- Honey Almond Nougats
- Molasses Honeycomb Chips
- Butterscotch
- Raspberry Jellies
- Apricot Walnut Jellies
- Buttercreams
- Opera Drops
- Pistachio Nut Nougats
- Coconut Caramels
- Fudge
- Fudge Mallows
- Mint Marshmallows
- Chocolate Caramels
- Strawberry Creams
- Cream Butterscotch
- Plantations
- Raspberry Jellies
- Peppermint Patties
- Wintergreen Patties
- Pineapple Creams
- Orange Creams
- Peanut Clusters
- Raisin Clusters
- Frozen Pudding
- Caramellows
- Lemon Honeycomb Chips
- Snow Balls
- Coffee Creams

FRESH SALTED MIXED NUTS
(NO PEANUTS)
Roasted Fresh for This Sale!

37c lb.

Regular 49c lb.

• Cashews
• Brazils
• Pecans
• Almonds

EDWARDS—Street Floor

Moose Women To Sponsor Card Party

A card party, sponsored by the War Relief committee of the Rochester Chapter, Women of the Moose, will be held tonight at the home of Mrs. Sarah Jenkinson, 100 Violetta St.

be played with prizes for each foursome. There will also be a door prize and lunch will be served. The public is asked to patronize this affair as all proceeds will be used to aid the different war relief agencies in the city.

Mrs. Nellie Dietz, chairman, will be assisted by Mrs. Jenkinson and Miss Katherine Weinberg.

Three Feathers
the finest whiskey money can buy
...and it's light as a feather

Buy a Bottle Today!

YOU... Pay Only the FACTORY Price at KIRKLEY'S...

You double your buying power—when you buy these famous clothes you get better fabrics—Longer service at many dollars less—Because of the great savings in distribution expense. You buy these famous Suits—O'Coats and Topcoats direct at our factory salesroom—No middle profit to pay.

SUITS... O'COATS and TOPCOATS

ONLY TWO PRICES
\$15 Kirkley Made **\$18.50**
NONE HIGHER

Fine fabrics, expert tailoring, newest styling are Kirkley's secrets to Success in saving you money. Stop in to-night and investigate these first-line fall clothes.

ARE YOU DIFFICULT TO FIT?
If you are come to Kirkley's. Alterations without charge, sizes to 32. If you prefer your suits made to measure and styled to your individual requirements, Kirkley's will do it at a SMALL additional charge.

KIRKLEY'S CLOTHING FACTORY TO YOU

150 ST. PAUL — COR ANDREWS — FREE PARKING

CHARGE IT KIRKLEY'S 10 WEEK BUDGET PLAN OPEN EVERY EVE. TILL 7:30

Wegman's FALL STOCK-UP FOOD SALE

FOR FINE PIE CRUSTS
GOOD LUCK pkg. 11c
L&S PURE STRAWBERRY AND Raspberry Preserves, . . jr. 17c

FRESH CRISPY CRACKERS
EDUCATOR, SALTINES pkg 10c

WITH ONE AT REG. PRICE
NEW QUICK RINSO, pkg. 15c
NO. 2 CAN RICH LUCKY LEAF APPLESAUCE can 6c

NO. 2 CAN FIRM TOMATOES can 5c

NO. 2 CAN STRINGLESS CUT GREEN BEANS, . . can 6c

REGULAR SIZE 2 for 15c
GIANT Pkg. KLEK 15c

CLARK'S FAVORITE SWEET PEAS . . . 2 Cans 25c

CLARK'S WHOLE KERNEL Gold. Bantam Corn . . can 10c

CLARK'S FINE QUALITY FIRM TOMATOES . . . can 10c

CLARK'S NEW CROP SUCCOTASH 2 Cans 25c

FINE EVAPORATED MILK Van Camp's MILK 4 Cans 25c

AS SOFT AS OLD LINEN
SCOTT TISSUE
3 Rolls For **20c**
SCOTTOWELS 3 for 25c

REPEATED BY REQUEST... A SELLOUT LAST WEEK! BIGGEST BARGAIN IN OUR HISTORY!

10 PIECE EVEREDY "SPEEDY CLEAN" CHROME PLATED STEEL MATCHED COOKWARE SET

COVER—1 pc. Will fit on fryer

TRIVET—1 pc.

DEEP FRYER 1 pc. Large family size

DUTCH OVEN 1 pc. Add Trivet, becomes perfect roaster. Prepares meat deliciously.

MEDIUM SIZE SKILLET—1 pc. Absorbs heat

ALL-PURPOSE CAP MASTER—1 pc.

HAS 101 USES Opens all sizes of screw caps from jars and bottles.

3-Qt. SAUCEPAN and COVER—3 pcs. French Fry Basket

Make CHICKEN FRYER by Using Cover of Dutch Oven

\$3.95

25¢ DOWN A WEEK

COOK BOOK INCLUDED!

HAMILTON ROSS MODERN COOK BOOK
238 PAGES of delicious recipes by the famous Chef of the Royal House of Belgium

IT'S A MERCHANDISING MIRACLE!
YOU GET EVERYTHING... EXACTLY AS SHOWN! MORE UTILITY, MORE BEAUTY, MORE EFFICIENCY, and MORE VALUE than you have ever seen at such a sensational LOW price!

It's our great FRIEND-WINNING event. We want NEW FRIENDS to know us; to know our store; to use our O.H.S.O. EASY pay plan. Pay only 25c weekly. HURRY! GET YOURS!

BRING THIS COUPON

PEOPLE'S CREDIT CO.
46 State Street

25c down payment on HAMILTON ROSS 10-PIECE CHROME-PLATED STEEL COOKWARE. I agree to pay the balance 25c weekly.

Print Name

Print Address

City

State

Open Account Closed Account New Account

PEOPLES CREDIT CLOTHING
46 STATE ST. Open Sat. Eve. Till 9 P. M.

"You'll never have to scour this set, Madame!"
Speedy-Clean retains its cheery, sparkling new look for years and years. Washes in soap and water as easily as glass. Never has to be polished. Made of STEEL—heavily plated with hi-lustre CHROME. Prepares foods perfectly, retaining their savory flavors and all natural minerals. And at all times SAVES FUEL—Cooks on a low flame.

Tender As Chicken!
FRESH DRESSED GENUINE SPRING

LAMB

YOUNG LAMB LEGS **23c** lb. BONELESS ROLLED ROASTS

Rochester's Largest Meat Retailers

ALWAYS KEEP HANDY
BISQUICK FLOUR pkg. 26c
WIDMERS PURE CONCORD GRAPE JUICE, pt. bot. 10c

RED CROSS PAPER TOWELS . . . 2 Rolls 15c

PILLSBURY'S FINE PANCAKE FLOUR pkg. 8c

24½-LB. SK. FINE PASTRY FLOUR GOLD MEDAL FLOUR, sk. 79c

No. 2 can Flor. Gold Bl. or ORANGE JUICE 4 Cans 25c

No. 2 c. Texas Unsweet. GRAPEFRUIT JCE. 4 Cans 25c

NO. 2½ CAN INGERSOLL NOODLE SOUP, can 10c

PINE "NON SUCH" MINCE MEAT . . . 2 Pkg. 25c

QUART JAR DRESSING MIRACLE WHIP qt. 32c

WILSON'S CERTIFIED CORNED BEEF, can 15c

SEA LIGHT FINE TUNA FISH 2 Cans 25c

CORTEZ FINE QUALITY TUNA FLAKES can 10c

BREAKFAST OF CHAMPS.
WHEATIES CEREAL
2 Pkg. For **19c**

Only TESTED Sweet Cream Is Used In Churning
LAND O'LAKES BUTTER

the sweet cream used in churning Land O'Lakes Butter is tested for sweetness, freshness, richness, purity and flavor. It is our "quality" butter.

32c Lb. Roll

FREE PARKING AT ALL WEGMANS STORES

-WANT ADS-

FOR RENT

REFINED, private home, large downstairs living room, and studio couch. Use of bath and kitchen or kitchenette. East Avenue section beyond Goodman and Culver. Box 175.

RADIOS checked and tubes tested free. Free estimate call and delivery service. —RMA 3 months guarantee on all parts used. K. & L. Radio Service, 189 Carter St. Stone 6418.

TRANSPORTATION

COUPLE driving to Miami, Florida first part of November. Want middle aged couple to share driving and expenses of Chrysler car. 118 Laburnum Crescent.

PERSONALS

GET your lucky number from Evelyn Tobin at the Brasserie, from 7 to 9 P. M. Home appointments Stone 4795.

WANTED coats to relne. Reasonable. 394 Clinton Ave. South. Stone 1178-R.

LARGE sleeping room—private home, closet, bath, den privileges. Reasonable. 39 Maria Terrace.

MOVING

3 ROOMS FOR \$5
4 Rooms for \$7.00
6 Rooms for \$12.00
Large refrigerators and heavy combination ranges extra. Large covered vans, plenty of pads, capable handlers. Old furniture, rugs, stoves, etc. taken as payment for moving.
Phone Mr. Carter
Certified Appraiser
MAIN 8926

NEW FELT BASE RUGS

6x9 9x12
\$1.75 \$2.95
All colors suitable for living room, dining room and bedroom. Large assortment of Armstrong, Hosiery, Hosiery and Pabeo Rugs.
INLAID LINOLEUM, sq. yd. 68c
H. P. FAHRER
134 NORTH PLYMOUTH

Mrs. Ruth Platt, 532 Portland Ave.

NIGHT TROTTER HORSE RACES

Batavia Downs' Track
BATAVIA, N.Y.
September 20 - October 24

30 NIGHTS (except Sun.)
8 Races Nightly

PARI-MUTUEL BETTING

Under Supervision of New York State
Harness Racing Commission
5000 Grand stand Seats \$1
FREE PARKING

Getting Up Nights Nervousness Backache or Swollen Ankles

Often Due to Non-organic and Non-systemic Kidney & Bladder Troubles

Cystex
Now Only 35¢
75¢ - 115¢
Helps Flush Kidneys
Money Back Guarantee

Because he is literally distributing batons by the bushels to people who participate in his "So You Want to Lead A Band" stunt, bandleader Sammy Kaye flew to New York to make a deal with his supply house.

LOST Black & White COCKER SPANIEL
Male. Near Highland Park. Sunday. Answers to name of Joe.

REWARD for return or information leading to return.
Mogge, 22 Menlo Place

MOVING
3 ROOMS FOR \$5
4 Rooms for \$7.00
6 Rooms for \$12.00
Large refrigerators and heavy combination ranges extra. Large covered vans, plenty of pads, capable handlers. Old furniture, rugs, stoves, etc. taken as payment for moving.
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INLAID LINOLEUM, sq. yd. 68c
H. P. FAHRER
134 NORTH PLYMOUTH



Both Stores
America's Best! Honorbilt
ROLL ROOFING
Covers 100 square feet. Guaranteed for 17 years! No fillers—guaranteed 100% pure asphalt saturated! Surfaced with "STA-SO" granules! Approved Fire Resisting by Underwriters Laboratories. 36 inch width—36 feet long. Five colors. With nails and cement.
\$1.88
90 lb. roll

Both Stores
All Season! Permanent
COMBINATION DOORS
Permanent screen panel fitted with 14 mesh galvanized screening. Removable 6 lite storm panel glazed with clear glass. 8 lite design has interchangeable sash-screen. All standard sizes.
\$3.94
6 Lite
8-Lite Style Interchangeable . . . \$5.95
6-Lite Style Interchangeable . . . \$5.29

Both Stores
Genuine Ponderosa Pine 1 1/8 Frame
STORM SASH
More Than 15% Saving in Pre-Season Sale!
50 Sizes In Stock! Immediate Delivery!
Size 2'0" x 3'11 1/2" . . . \$1.93 \$1.59
2'4" x 3'11 1/2" . . . 2.14 1.79
2'4" x 4'7 1/2" . . . 2.40 1.98
2'4" x 5'3 1/2" . . . 2.60 2.19
2'6" x 4'11 1/2" . . . 2.60 2.19
2'10" x 4'7 1/2" . . . 2.73 2.29
\$1.59
2'0" x 3'11 1/2" size
Ventilator, 20c extra; Hardware 5c set extra.

Both Stores
Woodguard Treated Frame!
TWO LIGHT WINDOWS
Size 1'3" x 3'10". All clear white pine stock. Clear glass. Ask for prices on sizes not listed.
Size 2'0x3-0 . . . \$1.39 \$1.39
2'0x3-10 . . . 1.59 6.49
2'0x4-6 . . . 1.79 6.98
2'4x2-6 . . . 1.39 6.29
2'4x3-10 . . . 1.79 6.98
Other sizes proportionately low priced.

Both Stores
Make Waste Space Liveable
PLYWOOD WALLBOARD
4 1/2 square foot
Fir plywood is the strongest, most beautiful plywood manufactured! Four times the strength and wear of solid lumber! 1/4 inch thick made of 3 plies, cemented together under pressure. Will not warp, peel, twist or split. Takes paint, varnish or enamel. All 4 foot wide—5'-6"-7'-8" long.

Both Stores
FRENCH WINDOW SETS
Complete with frame, trim and hardware, priced in pairs, in swing styles. Available in single, twin or triple openings and many other sizes not listed.
Complete \$7.89
Size 3-4x2-11 . . . \$2.59 \$7.98
4-2x2-11 . . . \$3.39 8.49
3-0x3-9 . . . 3.39 8.89

MAIL TODAY! FOR FREE ESTIMATE! NO OBLIGATION!
Sears Roebuck and Co., Rochester, New York.
Please have representative estimate my needs for [] Millwork, [] Applied Roofing, [] Fencing. I know this does not obligate me.
Name Address City

THERE ARE TWO SEARS STORES IN ROCHESTER
Monroe Avenue at S. Union - Stone 2500 * * 476 Ridge Road West - Glenwood 556



BUILDING MATERIALS PRICED TO SAVE 25%! NO MONEY DOWN—ON F.H.A. PLAN



Diamond Point Roofing
Surfaced with "STA-SO" granules. Made like 95 pound roofing. Choice of 3 colors. Guaranteed 17 years. Underwriter approved.
\$2.69
Roll



Three-In-One Shingles
250 pounds per square foot! 3 inch lap for greater protection, three colors to choose from, 11x11 inch bundle covers 33 1/2 square feet. 17-year guarantee.
\$1.99
Bundle



Hexagonal Shingles
Shingle size 11 1/2 x 20 inches. Provides 2-inch lap. 84 pounds per bundle covers 60 square feet. 17-year guarantee. Six colors. Heavy felt saturated and coated with asphalt. Surfaced with "STA-SO" granules.
\$1.88
Bundle 50 Sq. Ft.



Rock Wool Batts
Carton of eight batts insulates 20 square feet. 2 inches thick. Waterproofed paper back.
98c
"BATT" TYPE



Roof Coating
The finest standard asbestos-liquid fibre roof coating for all small roof leaks.
\$1.89
5 Gallons



Loose Rock Wool
In mass form for stuffing. 1 bag insulates 10 square feet 3 inches deep.
69c
"FLUFF" TYPE



'FLAT DRAWN' GLASS
Given with every purchase over 50c a Glazer's point, putty knife and necessary putty.
6c
8"x10"



Pellett Rock Wool
1 carton insulates 18 square feet. 3 inches thick. Pellets easily poured.
98c
"PELLET" TYPE



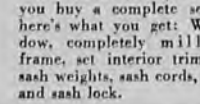
OVERHEAD GARAGE DOORS
All rope, hardware, saddle furnished with door. Eight feet wide, 7 feet 10 inches high—wide 7 foot 2-inch clearance when opened. Made of Douglas Fir. 1 1/2 inches thick with panels of 3-ply plywood. Door consists of two sections, hinged in middle, permanently suspended from top. Upper section glazed with clear glass. Roll over type 4 sections, complete \$39.50.
\$29.50



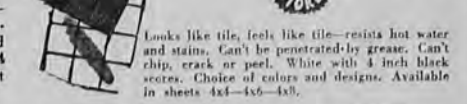
Sears-TEX RUBBER FLOORING
Comes in 6 inch tile-type squares, 1/2 inch thickness. Cleans easily, softens footstep, always looks like new. Installed easily and quickly over new or old floors. Five marbled colors. Black, red, white, green.
39c
Square Foot



GLISTO BOARD FOR WALLS
\$3.54
Per Sheet 4x4



Complete Window Sets
Save time and money. When you buy a complete set—here's what you get: Window, completely milled frame, set interior trim, 4 sash weights, sash cords, lift and sash lock.
\$1.98



South Ave. Celebrates Re-Opening

DOLANS... Where You Buy THE CUTS OF CHICKEN YOU PREFER

Breasts lb. 45c | Livers lb. 45c | Necks lb. 12 1/2c
Wings lb. 25c | Giblets lb. 19c | Legs lb. 35c

Milk Fatted FOWL 19c
Fancy Young MILK Fatted BROILERS 25c

DOLANS 600 JEFFERSON AVE. cor. Bartlett Telephone Crenese 1417

Street Dance, Parade Planned For Tonight

Complete with bands, a parade, speeches and a street dance, South Ave. residents will celebrate the formal re-opening of the street with its new pavement tonight.

Members of the South Ave. Improvement Association will be on hand to accept the plaudits of the merry-makers for

their part in obtaining the pavement project from the city. They, together with a police escort, the WPA band, city officials and Mayor Dicker's personal representative, Councilman Frank VanLare, will parade from Byron St. at 8 p. m. At Gregory St. the parade will halt in front of the band stand where John G. Frick, pres. of the S. A. I. A., will introduce VanLare who will give a short address.

A street dance will be held, beginning at 10 p. m. in the roped off area between Hickory and Hamilton Sts. Gene Leonard and his 12-piece band will furnish music. Several contests, with cash prize awards have been arranged by members of the association.

Agitation for the new pavement and lighting was begun at an informal meeting held in March, 1938, at No. 13 School. Others, besides Frick in the original group included Chas. Genzler, Chas. Siebert, Fred Large and Harold Burleigh. From this group was formed the present association which is largely responsible for carrying through with the details incidental to the project.

Present officers of the association besides Frick, include Barthold Jungjohann, Milton Goodman and Leo Hodas.

Tonight's festivities are open to the public and it is expected that thousands from every part of the city will be on hand.

Merchants Ad-Conscious 100 Years Ago

South avenue business men of the early nineteenth century, like their descendants today, were alert to the possibilities of increasing their patronage through advertising.

However, their methods were a considerable contrast to those used today by the modern merchant.

For instance, one South ave. businessman, an auctioneer employed a "whistling Tom to direct people to his store. This walking advertisement was dressed in the uniform of a British soldier and spent his time walking up and down the south side section whistling and ballyhooing to the passerby. He would whistle a popular tune and then sing words something like this, "Bargains in display store."

Then there was the beauty salon, known far and wide for its bear oil shampoo. The owner kept two live bears chained to the outside of the building, with life-size wax dummies in his windows. Each season he killed one of the bears and replaced him with another. Hence the genuine bear oil.

Is there anyone alive today who remembers Moulson's Market? That was the market on wheels. Not just a wagon, but a well-constructed building. Horses pulled this building into the best location at hand from whence meats were dispensed. Several sites on South ave. were used by butcher Moulson.

29 Years on Old South Ave.

Yes... We've seen them come and go on South Avenue. The new improvements moving in... old landmarks disappearing. Through it all we've tried to give you, our customers, the kind of furniture you want, at prices you can afford. We must have pleased you—here we are, bigger than ever after 29 years. We take this opportunity to thank our loyal customers for their patronage, and to offer a special exclusively for this occasion.

THIS WEEK END ONLY

2-Pc. LIVING ROOM SUITE \$79.50 AND UP

Open Tuesday, Thursday, Sat. Evenings 7 P. M. Till 9:30 P. M.

Frank A. **RIVERS** Co., Inc.
226 SOUTH AVENUE

HUGE VALUE SALE of FINE USED CARS

TO MAKE WAY FOR 1941 MODELS

'39 CHEV. TOWN SEDAN \$495	'39 PLY. MOUTH COACH \$495	'35 FORD TUDOR \$145
'38 CHEV. SPORT SEDAN \$445	'33 CHEV. SEDAN \$95	'36 PLY. MOUTH COACH \$245
'37 CHEV. COACH \$295	'38 CHEV. TOWN SEDAN \$395	'35 PLY. MOUTH COACH \$165

SIEBERT MOTORS, Inc.
CHEVROLET DEALER ★ 615 SOUTH AVENUE

MR. HATT—26 MILLION BOTTLES SOLD WITHIN THE YEAR JUST PASSED.

MR. HATT—KESSLER'S SURE IS TAKIN' HOLD, THE SALES ARE GALLOPIN' FAST!

SMOOTH AS SILK but not "HIGH HAT"

KESSLER'S AMERICA'S GREATEST WHISKEY VALUE

KESSLER'S PRIVATE BLEND—A BLENDED WHISKEY, 75% Neutral Spirits distilled from Grain, 90 Proof. Julius Kessler Distilling Co., Incorporated, Lawrenceburg, Indiana.

"WE SALUTE the NEW SOUTH AVENUE"

May it's Merchants be Successful—It's Residents Happy and It's traffic without accident.

STONE 3905—3906

B. GIAMBRONE & CO.
Wholesale - Retail Fruits and Vegetables AND VEGETABLES
467-469 SOUTH AVE.

Mrs. Anna Duffy, 91 Alexander St.

CRAMER'S DRUG STORE
504 South Ave., Cor. Alexander St

ATTEND OUR 10 DAY **CELEBRATION SALE**
And Clip The Savings Coupons
Adults Only. Only One Coupon Each To Customer

Saving Coupon Luden's Cough Drops 2c	Saving Coupon 500 Facial Tissues 12c	Saving Coupon Rubbing Alcohol 8c
Saving Coupon 5 Pounds EPSOM SALT 14c	30 Folded PAPER NAPKINS 4c	
Saving Coupon Boraxo 10c	75c Doan's KIDNEY PILLS 36c	19c Tooth Brush 8c
Saving Coupon 100 ASPIRIN 5 GR. TABLETS 7c	50c BILLFOLD 29c	
Saving Coupon Woodbury Shampoo 18c	2 Packages Envelopes (50) 7c	10c Shoe Polish 5c
Saving Coupon Regular 15c	10c Castile Soap 4c	
Saving Coupon MILK SHAKE 9c	Wash Cloths 5c	
Saving Coupon 4 Probak, Jr. Blades 4c	Saving Coupon Salt And Pepper Shakers 2 for 5c	Saving Coupon 10c Halo Nail Polish Removers 6c

CRAMER'S — 504 SOUTH AVE.

A NAME YOU CAN TRUST **LIVADAS... SAVES YOU**
WINES & LIQUOR PURCHASES
Plenty On Your

BECAUSE LIVADAS

- Has The Largest Stocks
- The Choicest Brands
- The Lowest Prices

They Come From Every Section of the Town To This Famous Liquor Store

EXTRA SPECIAL
Quantity Limited... Only 400 Bottles at this Low Price!

OLD MASTER STRAIGHT RYE WHISKEY

All 4 Years Old \$1.95 Full Quart

Compare! \$2.65 Value! 86:8 Proof

Only a fortunate purchase allows us to offer this superb 4 year old Rye at so low a price. In purchasing your supply bear in mind that this whiskey is distilled in Maryland by The Baltimore Pure Rye Distilling Co. under an old Maryland formula in a three chamber still and stored in new charred white oak barrels in modern warehouses which accounts for its fine quality.

One of Scotland's Finest **KING GEORGE IV**
Blended Scotch Whiskey \$2.69 Fifth

A Rare Value! 100% Scotch Whiskey Distilled, Blended and Bottled in Scotland. Compare! \$3.39 Value!

FAMOUS HOUSE
Straight California Grape **BRANDY \$1.49** Fifth

One of California's finest brandies at an exceptionally low price! Compare! \$1.95 Value!

ONE of the GREATEST WHISKEY VALUES EVER

A Sell Out The Last Time **"PRESIDENT DE LUXE"**
Registered Brand Straight Bourbon **WHISKEY**
100 Proof All 4 Years Old **\$1.99**

VERY SPECIAL! Compare \$3 Value!

Here's an extraordinary price for a quality Bourbon. Full quarts, not fifths at this low price! The product of one of the country's great distillers. Well-rounded in flavor, superb in bouquet. Hundreds of our customers will take this opportunity to stock up now and save!

NO FINER QUALITY! LIVBRO GIN
100% Grain Neutral Alcohol **\$1.65** Full Quart 90 Proof

COMPARE \$2.45 VALUE

No matter how particular you are, you are sure to like this gin... for it's smooth and mellow. It's made from 100% grain spirits. Please don't judge it by its price. Let your taste be the test. Try it—you'll realize instantly what a sensational value it is!!! Livadas assures the connoisseurs of quality gin that there is no finer at any price!

Our Famous **LIVBRO Brand RYE WHISKEY**
\$2.30 Full Quart 90 Proof

COMPARE! \$3.25 VALUE

A real bargain in fine whiskey. Please note it is a full quart—not a fifth.

The straight whiskey in this fine product is 51% mellow 4-year old to give it a distinctive flavor, the remaining 49% is pure neutral spirits. We have sold thousands and thousands of bottles of this rye because of its exceptionally fine quality and outstanding low price.

Imported Virgin Islands **RUM**
86 PROOF \$1.69 Fifth

An extraordinary fine quality rum for your cocktail arrangements.

CITY CLUB STRAIGHT BOURBON WHISKEY
4 Years Old \$1.59 Full Quart

This whiskey is distilled from 100% rye, full flavored. American grain and 85 PROOF stored in steam-heated warehouses. It is distilled the old fashioned, expensive way, which accounts for its smoothness and palatability. Compare! \$1.95 Value!

BALBOA WINES
Are of assured high quality of character that's distinguished by a magnificent flavor and rare bouquet. Blended by America's foremost vintners from choice California Grapes.

SWEET DRY
Muscatel, Sherry Tokay, Port

FULL GALLON \$1.35 2 full quarts \$1.10

Burgundy Zinfandel Claret Barbera Chianti Rebling Sauternes

99c GALLON

See Livadas... First For Other Leading Brands Not Advertised In Ad

LIVADAS

A NAME YOU CAN TRUST
183 MONROE AVE.
N. Y. S. License L-4229

OPEN EVERY NITE TILL MIDNIGHT

FREE DELIVERY STONE 5549

SAVE \$35.00

RENT A NEW ABC WASHER OR IRONER 50¢ A WEEK

RENS-BACHLERS
COMPLETE HOME OUTFITTERS
40 STATE STREET

On This **ABC WASHER** Model 68-P

reg. \$109.95
\$74.95

Limited Quantity! Better Hurry!
NO DOWN PAYMENT
SMALL WEEKLY OR MONTHLY PAYMENTS



SAVE \$20

THIS DUO-THERM FUEL OIL HEATER

Patented Bias-Baffle Burner. Special waste stopper — saves heat. Coordinated Control and many other Duo-Therm features.

No Down Payment
Small Monthly — or —
Weekly Payment

Was \$79
Now Only **\$59**



RCA VICTROLA

RCA Victrola Master Model V-200 Automatic Record Changer. U. S. Foreign reception. 7 tubes. 5 point tone control. Home Recording at slight additional cost.

\$99.95

Liberal Allowance On Your Present Radio

NO DOWN PAYMENT
Small Weekly or Monthly Payments



THIS BEAUTIFUL KITCHEN SET

Regular \$39.95 Complete

Extension Porcelain Top
4 Chrome Chairs

Special \$29.95 Save \$10

NO DOWN PAYMENT
Small Weekly or Monthly Payments



Biggest Allowance in Town For Your Old Stove

Toward any new combination oil and gas or coal and gas range we have. Leading makes priced from \$99.50 up. No down payment, small weekly payments.

Phone For an Estimate on Upholstering That Chair or Davenport

RENS-BACHLERS COMPLETE HOME OUTFITTERS
40 STATE ST. FREE PARKING ACROSS THE STREET

ED. MASLINE, Mgr.
Furniture and Appliance Division

BRAND NEW ZENITH WITH THE Radiorgan

REGULAR PRICE \$99.95 NOW ONLY \$69.95

SAVE \$30.00

AND YOUR OLD RADIO

RENS BACHLERS
COMPLETE HOME OUTFITTERS
40 STATE ST.

IT'S EASY TO OWN A ZENITH ON OUR TIME PAYMENT PLAN



SAVE \$30

NO MONEY DOWN
SMALL WEEKLY PAYMENTS

2 Included LARGE PART WOOL BEACONS

5 lbs. of WARMTH!

2 DEEPLY NAPPED JUMBO BLANKETS, 70x80; GUARANTEED NOT LESS THAN 5% WOOL!

60 Piece Hamilton Ross Ensemble
BLANKETS, SHEETS & TOWELS

\$14.95

50¢ DOWN A WEEK

4 Beautiful COLORS

GREEN ROSE BLUE CEDAR

12 HEAVY POT HOLDERS
12 BATH TOWELS, 20x40
12 STURDY DISH CLOTHS
4 GUEST TOWELS, 15x30
4 PILLOW CASES, 45x36
4 KITCHEN TOWELS, 16x22
4 TERRY WASH CLOTHS
4 LARGE SHEETS, 80x90

LADIES, IT'S TRUE! You Get Everything
exactly as shown! 2 Large, Extra-strong BEACON Blankets . . . luxuriously warm. Gorgeously colored towels . . . gentle to the skin. Fine quality white sheets and pillowcases . . . made to give years of service. A complete ensemble for all purposes — bedroom, kitchen and bath. And, best of all . . . **PAY ONLY 25¢ WEEKLY!** HURRY! LIMITED QUANTITIES! ORDER TODAY!

MAIL THIS COUPON TODAY!

RENS-BACHLERS, 40 STATE ST.

Gentlemen: Enclosed find 25¢ down on Hamilton Ross 60-piece Matched Blanket and Linen Ensemble. Send color checked:

BLANKETS . . . Rose Blue Green Cedar
LINEN . . . Peach Blue Green Maize

If supply is limited, my second choice of color is:

BLANKETS . . . Rose Blue Green Cedar
LINEN . . . Peach Blue Green Maize

Print Name: _____
Print Address: _____ City _____
 Old Customer New Customer

TO INSURE PROMPT DELIVERY PHONE MAIN 1277

YOU
OUR
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EVER
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KE'
on
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9
price
Full
is low
one of
stiffers.
a v o r,
n dreds
ke this
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RO
Islands
\$1.69
Fifth
SUB
URBON
KEY
1.59
Full
Quart
E PROOF
it is distilled
expensive way,
is smoothness
Value!
S
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Grapes.
Y
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GALLON
used in Ad
S
FREE
DELIVERY
STONE
55.49

Irene Muntz gives valuable food hints and recipes to Rochester housewives each week



Chicken on the Rough
"Hey, Mom—that Means"
PUNK ROWE'S
The One • The Only
THE ORIGINAL
CHICKEN ON THE ROUGH
always 40 cents
Eleven Sixty Jay St.
Big free parking lot. Attendant
in charge all times.
GENESEE 2301

Rochester League

Ivan Ballou topped the Rochester League at Elm Hall last Monday night with a good 682 highlighted by a big third game of 278. Bud Martin had 652. Lou

Crandall 649 and Vic Lang 611.
Team matches: Helder Ice (2360) 3, Big Elm Dairy (2494) 0; Daw Drugs (2613) 2, Sargent's Smoke Shop (2541) 0; EAZ Novelty (2640) 3, Brito Kitchen (2778) 0; Brass Hall Grill (2736) 2, Eddie's Shop House (2639) 1; Caruso's Restaurant (2822) 3, Town Taxi (2476) 0; Big Elm Dairy (2619) 3, C & W Auto Parts (2486) 0.

Genesee Ladies League

Lucille Turlano batted out a good 552 to lead last Monday night's Genesee Ladies League. Dot Hartleben had 528 and Goodie Green 526.

Team matches: Pure Quill (2364) 3, Narcissa Wonders (1989) 0, Treats (2263) 2, Genesee Five (2186) 1.

Buonomo League

The Buonomo League boys came through with an even dozen good totals, which isn't bad after the long summer lay-off.

Charlie Buonomo and Al Wirtz tied for leading honors with 650. Tony Buonomo had 645, Bill Irwin 644, Jim Ricchio 638, Harold Servis 621, Butch Hoefner 616, Connie Liese 615, Sam Vaccaro 606, Ed Robinson 603, Kreason 602 and Joe Smarsh 601.

Team matches: Rochester Turners (2726) 2, Ruby Plumbers (2655) 1; Hoefners (2659) 2, Joe Conduros Insurance (2316) 0; Owen's Amoco Gas (2723) 2, Gamrod-Harmon (2809) 1; Cool Chevrolet (2223) 2, Post Office (2484) 1; Pure Quill Gas (2266) 2, Rex Stevenson

Liquor (2344) 1, Calverta (2872) 3, Clements Insurance (2267) 0; Judge Motors (2341) 2, C & M Forwarding Co. (2724) 1; Bauman (2576) 2, West Coal Co. (2628) 1; Rudolph Jewellers (2255) 3; City Radiator (2408) 0; Credit Acceptance (2326) 2; Community Gun Club (2263) 1; Moose Club (2872) 2; Buonomo No. 1 (2723) 1; Imperial Beverages (2374) 2, Sargent's Dairy (2476) 1; Miller Beverage (2119) 2; Woerner's (2458) 1; Blanchard Florist (2572) 2; Stillman Tobacco (2311) 1; Schultz Beer (2533) 2; Wilson Oyster Bar (2313) 1; Webber Hall (2717) 3; Helder Ice (2369) 0; Borchert Packing Co. (2451) 2; Decker's Dairy (2218) 1; Wegman Food Stores (—) 3; Park & Son (2278) 0.

COOKED FOOD SALE

A clam chowder and cooked food sale will be held at Emanuel Evangelical and Reformed Church on Hamilton St., next Saturday from 12 to 4 p. m. Mrs. Carl Besheim and Mrs. Wm. Fox are in charge.

Glady's Bingo Party
Rear 142 Genesee St.
Opening Game \$5 Prize
Also Door Prizes
Sun. 3 P.M. Mon. 8:30 P.M.

A REAL DINNER...

Try It On Your Next Auto Ride

- M Ham & Eggs, Country Style
- Baked Virginia Ham
- E Roast Pork with Dressing
- N Roast Sirloin of Beef—Brown Gravy
- U Entree Choice Vegetable, Salad, Dessert, Beverage.

All pastry home made. Everybody likes it.

THE RED TOP INN
Near Route 64 Junction



A. R. Gundry League

Team matches in the A. R. Gundry League at Genesee Hall last Monday night were: A. R. Gundry Inc. 2185; 2; A. R. Gundry Brockways (2089) 1; A. R. Gundry Macks (2043) 3; A. R. Gundry Heils (1946) 0.

LIQUIDATION SALE AT AUCTION!
JEWELRY STOCK FORMERLY OF KLEM'S JEWELERS, Inc.
82 WEST MAIN ST.

SALES DAILY AT 10:30 A. M. & 2 P. M.
EVENING SALE AT 7:30 P. M. (FRIDAY)
ALL MERCHANDISE REMAINING MUST BE SOLD
FREE GIFTS TO THE LADIES!
LOUIS J. GLASER Auctioneer

THE WAGES OF SIN

Verá—Your story should be a lesson to all other girls. Fritz Gebhardt tricked you and you had to murder him. Read "She Killed Her Fifth Column Nazi Lover" in the October True Story Magazine now on sale.

INDIGESTION

may affect the Heart
Get trapped in the stomach or clogged may set like a hair-trigger on the heart. At the first sign of distress about food and water down on stomach. Do not eat any more. No laxative but made of the fast-acting medicine known for acid indigestion. If the FIRST DOSE doesn't give relief see doctor, better advice to see and receive DOUGLASS MONEY TALK.

RHEUMATIC PAINS

WHAT TO DRINK
Rheumatic pain may result if kidneys do not regularly eliminate excess acid and other waste. Drink fruit and vegetable juices, milk, soft water, Coffee, tea, alcoholics sparingly. Help kidney elimination back to normal. Use a kidney stimulant. Ask any druggist for DUKERT'S. You 25c back if not pleased. Locally at Laggett Drug Stores.

FINAL SCORE
U. of R. . . . 21
Notre Dame 0

Startling news that might well come true some day. But here's another bit of news equally as startling that is true now!

Through the co-operation of the famous men's woolen firm of John B. Ellison, we can now offer you genuine Ellison woollens, hand-tailored to your measure by Shulman, for the amazingly low price of \$45!

Think of it men! For the price you would pay for ordinary, run-of-the-mill ready-made suits you can wear clothes designed by us, meticulously hand-tailored, pleasing in line and detail and truly outstanding in character.

It would be hard to duplicate suits like these elsewhere under \$65! Drop in this week and look over the new Fall Ellison woollens—you'll find just what you want among them.

There Is No Substitute For Custom Tailoring



Louis SHULMAN Co.
72 EAST AVENUE
OPPOSITE CHESTNUT ST.

Where To Go For Entertainment

CORNISH'S PARTIES
THURSDAY NITES
Rear Beauty Shoppe
Adm. 25c
9 Parsells Ave.
FREE BINGO
Cash Prize
9 Parsells Ave.

BINGO PARTIES at BEELEY'S
Tues. Fri. 8:15 P. M.
142 GENESEE ST. IN REAR

PARTIES AT WEST AVE. MANOR
165 West Ave.
Wed. Nite—8:30 P. M.
Mon., Tues., Thurs., Fri.—1:30 P. M.

NORM'S BINGO PARTY
CHILI RECREATION HALL
509 Chili Ave.
Monday, 8:30 P. M.
All Are Welcome

PARTIES UNION LEAGUE HALL
Sunday and Monday, 8:15 P. M.
Wednesday and Saturday, 1:30 P. M.
290 Gregory, at South Ave.

BINGO PLYMOUTH CHURCH HALL
Plymouth Ave. at Troup
25 DOOR PRIZES
Admission 20c
Every Sat. 8:30 P. M.
Door Prizes—Jack Pot

New Bingo
AT IT'S BEST
Chili Recreation Hall
Every Friday Night 8:15 p. m.
\$5.00 each for the 23 games
Mon. and Wed. 1:30 p. m.
Tues., Thurs., Fri. and Sat. 8:15 p. m.
509 Chili Ave. at Thurston
All are welcome

PARTIES AT Capitol Theatre Hall
85 W. Main St.
WEDNESDAY 8:15 P. M.

STEAK • CHOPS SPAGHETTI
All Legal Beverages
AT REASONABLE PRICES
TASTE OUR SPAGHETTI
RALPH'S CAFE 438 St. Paul

BINGO
Show 7 p.m. Games 8 p.m.
Thurs., Fri., Sat.

HOLLYWOOD BINGO HALL
35 PULLMAN AVE.

K. of C. Deluxe PARTIES!
Every Monday Nite
Run Solely by Knights of Columbus
\$555.55 CASH PRIZES
25 SPECIAL Door Prizes 25

Dancing . . . RAY FAGAN & ORCHESTRA
ADMISSION 99c NO EXTRA
COLUMBUS AUDITORIUM
LAWN STREET

WITH COUPON
IVORY SOAP
Medium Size
3 for 11c
Limit 3
KEY DRUG

WITH COUPON
FACIAL TISSUES
Box of 500—Reg. 25c
11c
Limit 2
KEY DRUG

WITH COUPON
KITCHEN CHARM WAX PAPER
Extra Heavy—125 Ft.
reg. 25c
11c Limit 2
KEY DRUG

WITH COUPON
NAIL POLISH REMOVER
3 Oz. Bottle Giant Size
7c Limit 2
KEY DRUG

WITH COUPON
VANILLA FLAVORING
6 Oz. Bottle
7c Limit 2
KEY DRUG

WITH COUPON
ZINC POT CLEANERS
Large Size
5 for 11c
Limit 5
KEY DRUG

CLOTHES PINS
Box of 40
6c

ITALIAN BALM
60c Size
29c

COLGATE TOOTH PASTE
Large Size
2 for 29c

SQUIBB ASPIRIN TAB.
Bottle of 200
59c

CITRATE OF MAGNESIA
Regular 25c
6c

PLAYING CARDS
Bridge Or Pinochle
Tax Paid Regular 35c
21c

470 N Goodman near Main
546 Monroe near Goodman
92 E Main near Water
457 Ridge Rd W near Dewey

Rochester's Modern CUT RATE DRUG STORES

TODAY, TOMORROW, SATURDAY AND SUNDAY

Menstrual Baby Powder Reg. 25c **19c**
Eucalypti Cream Reg. 25c **19c**
Sal Hipalca Reg. 25c **19c**
Cue Liquid Dentifrice 2 for Reg. 25c **26c**
Cashmere Bouquet Cream Reg. 25c **25c**
Vermont Tooth Food Reg. 25c **16c**
Lizstardine Inhaler Reg. 50c **49c**
Tels Tooth Brush Reg. 50c **23c**
Vicks Nose Drops Reg. 25c **24c**
Gem Micrometric Blades 1/2 doz. of 3 **23c**
Fume for indigestion 3 for **25c**
Flashlight Batteries Reg. 10c **3c**
Wander Malted Milk 3 lb. can plain reg. \$2.00 **98c**

GOOD FOR ONE FREE CAN
Clapp's STRAINED BABY FOOD
with your purchase OF 6 CANS 39c
NOTE TO RETAILER: This coupon will be honored by your headquarters. Retailer H. Clapp, Inc.
NOT REDEEMABLE AFTER SEPT. 21, 1940

Marlin HIGH SPEED RAZOR BLADES
Double Edge
20 for 25c
Guaranteed by The Marlin Razor Co.

FREE 25c BOTTLE
JERGENS new Exhilarating BATEK PERFUME with purchase of 25c WOODBURY FACIAL POWDER **25c**

Lucky Strike CIGARETTES
Gold, Philip Morris
\$1.39
Carton Tax Paid

Consult us about your **Feminine Needs**
LANTEN YELLOW
IN ITS VARIOUS FORMS FOR FEMININE USE

Colgate TOOTH POWDER
LARGE and GIANT SIZE
BOTH FOR 41c

1 & 2 SALE COLGATE SHAVE CREAM
TWO 25c TUBES ONLY **26c**

KEY SCOOP! GARDEN BOUQUET TOILET SOAP
Made by Makers of Sweetheart Soap
4 for 11c
Limit 12 Bars

GET KOTEX Today
Buy this compact, easy-to-tuck-away box with several months' supply.
VAL-U-BOX 66 PADS \$1.00

Makers of famous Jergens Lotion present
JERGENS FACE CREAM
All-Purpose . . . for all skin types. A lovely cream as effective for your face as famous Jergens Lotion for your hands. Try this "one-jar" beauty treatment today! Endorsed by Alix of Paris, renowned fashion creator.

WITH COUPON
SAFETY MATCHES
Pkg. of 10 Boxes
2 for 11c
Limit 4
KEY DRUG

WITH COUPON
HOT PAD HOLDERS
Full Size—Reg. 10c
3c Limit 6
KEY DRUG

WITH COUPON
SANITARY NAPKINS
Box of 12
9c Limit 2
KEY DRUG

WITH COUPON
WOODBURY TALCUM POWDER
25c Size
9c Limit 2
KEY DRUG

WITH COUPON
BANDAGE
2 Inch by 10 Yds. regular 10c
2 for 11c
Limit 2
KEY DRUG

WITH COUPON
VELOUR POWDER PUFFS
Full Size
5 for 11c
Limit 5
KEY DRUG

BOBBIE PINS
Card of 25
3c

MARROW OIL SHAMPOO
60c Size
28c

PALMOLIVE SHAVING CREAM
25c Size
2 for 33c

ANALGESIC BALM
50c Size
14c

ZINC OINTMENT
1 Oz. Tube—Reg. 25c
8c

SACCHARIN TAB.
1/4 or 1/2 Grain
Bottle of 1000
44c

Do You Eat to Live Or Live to Eat

I know a man who has a very successful business.

He operates a night club that has a reputation for being tops in his part of the s...

It so happens that this man has always enjoyed good food.

Therefore he has made it a practice to serve only the finest foods in his night club.

Now crowds come to his night club night after night they drink they dance they enjoy the floor show they nibble sandwiches.

But this man often wonders why people forget (or maybe never knew) that he serves such very fine dinners.

In other words he doesn't think that he serves as many dinners as he would if people only knew how delicious how succulent how tempting how complete how reasonable in price are his dinners when compared with other fine eating places in Rochester.

And that's why he asked my boss to ask me to come out to the Chateau, on Monroe Ave. at the 12 Corners some evening soon and tell Robert or Gomez or Mike that you want a steak or chicken or a fish dinner prepared in that incomparable Chateau manner.

Expect one of the finest meals you've ever eaten in Rochester in New York in Chicago in London in Timbuctoo or Kalamazoo.

You won't be disappointed.

Maybe, you too, have thought of the Chateau as only a fine night club well, the joke is on you, because it is also one of the finest eating places in this part of New York State.

Come out tonight or tomorrow night or Saturday night or at the very latest Sunday.

Come for dinner stay for the evening. Enjoy yourself.

Thank you!

BOWLING . . . with Ed Randall

Bowling is now taking its place with golf and other sports in placing the emphasis on color.

There has been a trend to brightly-hued bowling garments for the past several years but from all indications every bowling hall in Rochester is to blossom out in all the colors of the rainbow this year.

Tomorrow night visitors at the Moose Club on East Ave. will view one of these "colorful" leagues when Simon Stein throws the first ball to officially open the Fashion Park-Stein Bloch Bowling League at 9:30. Ben Rehn, president of the six-team league, informs us that the thirty bowlers will be arrayed in gray flannel slacks, with white sport shirts carrying the trademarks of their respective sponsors.

Al Lewis of Bond Clothes tells us that the Gamrod-Harmon quintet will attract plenty of attention this season with a

uniform that will be the last word in bowling ensembles. Here it is: Blue slacks, white shirts and blue ties to match the slacks. Last summer's Webber League brought forth several teams attired in slacks with sport shirts of the same color and material. The idea combined comfort with a natty appearance and will probably be followed by many teams this season.

There is much to be said for the unusual in bowling costumes. Wearing a distinctive uniform is bound to have a beneficial effect on the individual bowlers on the team. They know that their appearance is attracting considerable attention from the gallery and they strive to do their best. In addition, a sponsor who goes to the expense of outfitting his team with something unusual can be sure that his investment is worth-while. When a spectator enters a bowling hall, his attention is immediately attracted to a team which presents an outstanding appearance and the name on

bowling shirts identifies the sponsor as a merchant who is doing his part to help the game of bowling.

We have just heard of an incident which typifies the way in which bowling brings good fellows together regardless of race, creed, financial condition. It seems there is a certain industrial plant in Rochester which has two leagues, a 16-team loop for the men employees and an 8-team league for the ladies.

Our informant tells us that the president of this firm, probably a millionaire or, at least, well towards his first million, bowls on a team in the men's league and the captain of this team is a machine operator in this industrial tycoon's factory.

It wasn't learned whether or not the captain bowls out his boss when he blows the ten-pin but it is a pretty safe bet that if he does it is taken as a well-deserved rebuke and it is also a safe bet that the team captain will still be operating his machine the next day.

During the bowling season, 5,000,000 men and women spend \$450,000,000 for the thrill of making strikes and spares.

It must be good... so many people like it!

OLD OVERHOLT
AMERICA'S MOST POPULAR BOTTLED IN BOND

2.55
1.59

NATIONAL DISTILLERS PRODUCTS CORPORATION
COPYRIGHT 1940, A. OVERHOLT & CO., INC., NEW YORK

ALL AGREED ON ONE POINT...



BERGHASH LIQUOR VALUES

Distilled
LONDON INN GIN \$1.29
Fifth
Distilled According To An Old English Recipe
90 PROOF

MON VALLEY
SLOE GIN \$1.39
4.5 Qt.
Exceptional Value!
Choicest Ingredients

Gold Standard
Maryland **RYE** Straight
A \$2.48 Value
\$1.88 Full Quart
90 Proof

Bottled In Bond
GLOBE STRAIGHT BOURBON
100 Proof
4 1/2 Yrs. Old
\$2.09 Full Quart

NONE BETTER!
PANAY RUM \$1.49
Fifth
A \$2.20 Value
Phillipine Island Import

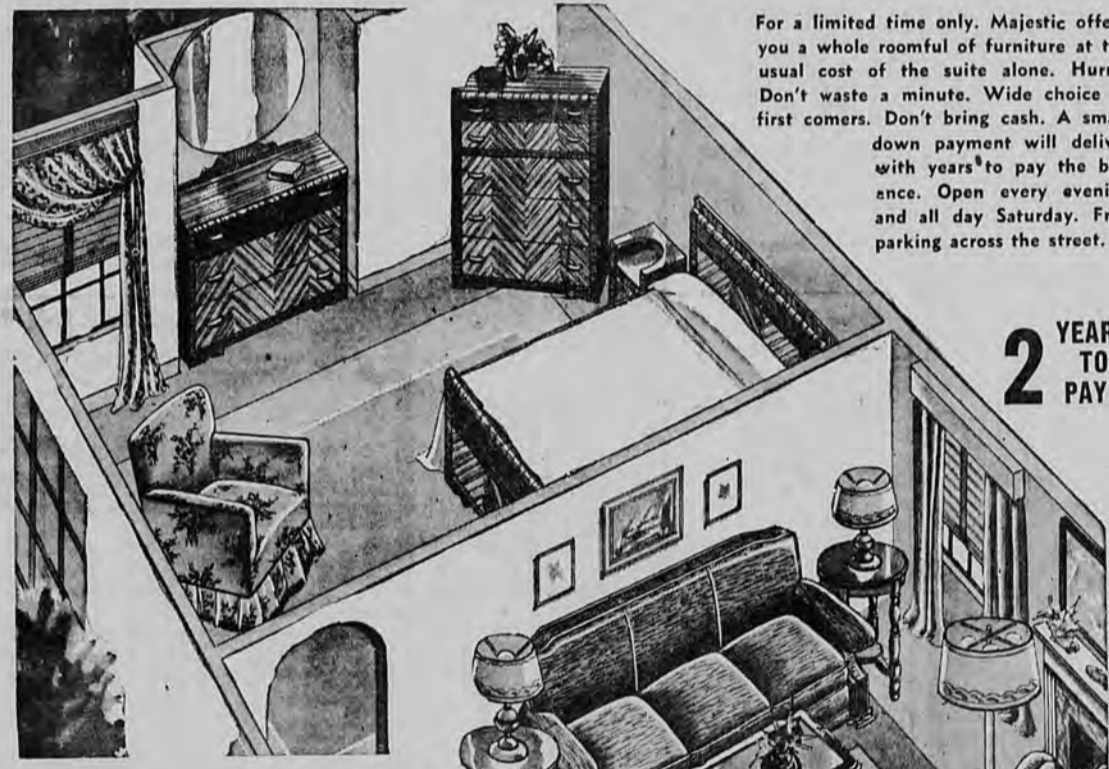
GORDON'S MARTINI COCKTAIL
(Extra Dry!)
Reg. \$2.30 Value!
\$1.69 Fifth

CHATEAU BRISAC
100% PURE
CALIFORNIA WINE
\$1.49 Full Gal.
Tokay Sherry, Madera Muscatel, Burgundy Zinfandel, Dry Sherry White Port
Our guarantee of absolute satisfaction or your money refunded.

BERGHASH
124 CLINTON AVE. S. MAIN 786
NEXT TO LOEW'S ROCHESTER THEATER
FREE PARKING OPPOSITE OUR STORE

Be Thrifty! Be Wise! Economize!

During MAJESTIC Famous ROOM OUTFIT SALE



For a limited time only, Majestic offers you a whole roomful of furniture at the usual cost of the suite alone. Hurry! Don't waste a minute. Wide choice of first comers. Don't bring cash. A small down payment will deliver with years to pay the balance. Open every evening and all day Saturday. Free parking across the street.

2 YEARS TO PAY!

Complete 2 ROOM OUTFIT \$158
Worth \$249.00

\$5 DOWN DELIVERS
You May Purchase Either Suite Separately If Desired

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 and 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
- Simmons Spring
- Simmons Mattress
- 2 Pillows
- Night Table
- Chintz Boudoir Chair

STOVE SPECIALS
All Porcelain
TABLE TOP GAS RANGE \$34
This is exactly half price. See it, you'll buy it! 12 other models to choose from.

REG. \$17.95 INNERSPRING
MATTRESS \$8.95
Three nationally famous makes. Think of the saving.
45c DOWN
50c A WEEK

MAJESTIC FURNITURE COMPANY
204 COURT ST.
FREE PARKING

Tough jelly may be caused by using too little sugar or too concentrated a juice.

BE READY--For Colder Days with A Bin Full of Good Pennsylvania Hard

STOVE or NUT COALS \$9.75
A Real SAVING TON

COKE \$9.25
Stove or Nut TON

Phone Glenwood 700

BELMONT COAL CO., 499 Broad St.

SHE KILLED HER LOVER

Girls—Read the story Vera Stretz has written of her affair with her Nazi lover, Fritz Gebhardt. It's in the October True Story Magazine. Turn to page 27 and read "She Killed Her Fifth Column Nazi Lover." The October True Story Magazine is on sale at all newsstands.

ATTENTION FACTORY SAMPLES

TRUNKS and LUGGAGE at Bargain Prices

KRIEGER TRUNK STORE
135 S. Clinton Open Even.

Thousands of Rochester women save hundreds of dollars each year by shopping the

FUR COATS
FROM FACTORY TO YOU

1941 MODELS
Every kind of Fur at lowest prices!
S. P. C. I. A. L. deal Dyed Cooney.

\$29.95
CLIFFORD FUR CO.
1288 Clifford Av. Mch. 474

LOVERS BEWARE

Eddie—LaVerne turned out to be on your side after all. If it hadn't been for her, your oil well would never have been discovered. Read the whole story in "Lovers Beware" on page 28 of the October True Story Magazine now on sale.

values advertised each week in the Sun.

Blessed Relief...

FOR DIFFICULT DAYS

CHI-CHESS-TERS PILLS are helping thousands of women direct—Contain no habit-forming drugs or narcotics. Give beneficials for over 55 years and diuretics.

CHI-CHESS-TERS DIAMOND PILLS

Asthma Mucus Coughing, Gasping

Thanks to a Doctor's prescription called **Mendaco**, thousands now breathe free of recurring attacks of choking, gasping, coughing, wheezing, bronchial asthma by helping nature remove thick excess mucus. No doses, no annoying injections. Just tasteless, pleasant tablets. The rapid, delightful palliative action commonly makes nature bring welcome sleep—a "God-send." A printed guarantee wrapped around each package of Mendaco insures an immediate refund of the full cost unless you are completely satisfied. You have everything to gain and nothing to lose under this positive money back guarantee so get Mendaco from your druggist today.

RUGS \$2.12 \$1.00

CLEANED and STEAMED
RUGS, Stained, Cleaned, Washed,
Sized, Moth, Damp and Mildew-Proofed
\$3.00

ELTER CO. Est. 1872
Glenwood 3466 - 44 Arthur St.

How To Relieve FEMALE FUNCTIONAL COMPLAINTS

Few women today do not have some sign of functional trouble. Maybe you've noticed **YOURSELF** getting restless, moody and nervous lately? Then try famous Lydia E. Pinkham's Vegetable Compound to help quiet unstrung nerves, relieve monthly pain (cramps, backache, headache) and weak, nervous, dizzy spells due to functional disorders. Pinkham's Compound has helped thousands of run-down, nervous women to go smiling thru "difficult times." Try it today.

Amalgamated League

Arnold Magin was top man in last Friday's Amalgamated Clothing Workers League at Genesee Hall with 623. Rannalotti had 616.

CABIN PARTY

Members of the Delta Sigma Kappa sorority will hold a cabin party at the Spring House in Powder Mills Park on Sunday.

CLARK'S HAVE THE SIZE BROILERS & CLAMS
You need for the Clam Bake, Picnic or Bar-B-Q. Prices that are right.

FOWL 18c lb. For Fricassee or Salad.	STEAK 33c lb. From Inspected Young Steers.	PORK LOIN Roasts 19c lb. Rib End Small
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Cherry Stone Clams Freshly Dug **1c**
Virginia Oysters They Are Better **25c**

CHICKEN BREASTS... lb. 45c
CHICKEN LEGS... lb. 35c
CHICKEN LIVERS... lb. 39c

CHICKEN NECKS... lb. 10c
CHICKEN WINGS... lb. 17c
CHICKEN GIBLETS... lb. 17c

CLARK'S MARKETS

906 No. Goodman - Near Bay-Cul. 4870
824 Portland - Near Lux - Stone 471

On the Q.T. [Quality & Thrift]

America's Finest Drink is

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

TOILET BOWL BRUSH
Long Wire Handle
15c Value **7c**

DRUGS AND HOUSE-CLEANING NEEDS AT Cut-Prices!

Now is the time to discover that you can save just as much on all those Fall housecleaning needs at DAW'S as you do on DAW'S deep-cut drug and toiletry prices! Stock-up on everything you need this week-end... in both housecleaning and medicinal lines.

Shoe Polish
Tan - Black - Brown Ox-Blood
Large 15c Size **8c**

Whisk Broom
Full Size - Good Quality
35c Quality **19c**

Clothes Brush
Can't Wear Out... 25c Value
Cleans Better Than a Whisk Broom.
8c (Limit 2)

25 DOUBLE-EDGE Razor Blades
Super-honed Swedish Surgical Chrome steel
50c Value **18c** (Limit 2 Boxes)

Black Flag Insect Powder
25c Size **18c**

SPONGES
Grass and Sheep's Wool
For home or auto
Priced From **17c**

2-Face Magnifying MIRROR
For Shaving, Make-up, etc.
50c Value **19c**

CHAMOIS
For Cleaning Priced from **23c**

SPRAYERS
Ideal for spraying closets and clothes, etc.
25c Value **13c**

Safety Pins
Pkg. of 40, Assorted Sizes
Reg. 10c **6c**

Rubber Gloves
"Rough 'n Ready"
All Sizes
35c Quat **19c**

WESTINGHOUSE MAZDA LAMPS
40, 50, 60-Watt
New Low Price **13c**

RINSO
Regular 10c Boxes
WITH COUPON **2 for 13c** (Limit 2)

Talc Powder
1-Lb. Can
50c Value **19c** (Limit 2)

FITCH'S SHAVE CREAM
Large 25c Size **8c** (Limit 2 Tubes)

BON AMI
Powder, 15c size **9c**
Chlorinated Lime, 12-oz. can **12c**
Dichloride 30th Crystals, 1 lb. **49c**
BORAX, 1-Lb. 20-Mule Team **13c**
PETERMAN'S Roach Food, 25c size **16c**
WINDEX 20c Window Cleaner **12c**
AEROWAX, Pint Can **18c**

FREE ONE CAN CLAPP'S STRAINED BABY FOOD
With Purchase of Six Cans **6 for 39c**

PERECO 50c 2 for 39c
HARBASOL Shave Cream, 75c jar **41c**
GEM RAZOR With 5 Gem Blades **49c**
DRESKIN Campana's, 50c size **27c**
ADEX TABLETS, Squibbs, \$1.00 size **79c**
GROVES 35c Bromo Quinine **27c**
CUE LIQUID Dentifrice, 25c size **2 for 26c**

Pure Concord Grape Juice
35c Pint **14c** (Limit 2)

Dr. Lyon's TOOTH POWDER
50c Size **21c** (Limit 1)

WAX PAPER
In Cutter-Edge Box
100 Feet **6c** (Limit 2 Rolls)

LIGHTHOUSE CLEANSER
Large Size **2c**

ABSORBENT COTTON
50c 1-Lb. Roll **16c**

OLIVE TABS. EDWARDS 30c SIZE **13c**

MAR-O-OIL SHAMPOO \$1.00 SIZE **48c**

BORAXO REGULAR SIZE **9c**

ANACIN TABS. BOX OF 30 **39c**

CITRATE OF MAGNESIA 25c SIZE **6c**

FLIT INSECTICIDE
Reg. 35c Pint **14c**

BED BUG Destroyer
Pt. Size **33c**
Qt. Size **59c**

BATH BRUSH
Sturdy Bristles, Long Colored Handle
50c Value **23c**

Dusting Cloth
Full Size
9c 3 for 25c

HAND SCRUBS
U. S. Made
10c Value **6c**

NICKEL-PLATED Shoe Trees
Adjustable 35c Value
pr. **17c**

SPECTACULAR SALE 7-WAY LAMP WITH SILK BROCADE SHADE

\$3.95 COMPLETE

NO MONEY DOWN
Pay Only 50c Down — 50c Weekly
NONE SOLD FOR CASH

ONLY ONE TO A CUSTOMER

GET YOURS TODAY

NEXT WEEK'S PRICE \$10.95
STUDENT BRIDGE LAMP TO MATCH AT SAME PRICE

LYONS FURNITURE FACTORY DOWNTOWN SHOWROOM 42 STATE ST.

61 INCHES HIGH

- SILK BROCADE SHADE
- 7 STAGES OF LIGHTING
- REFLECTOR BOWL GIVES EVEN SOFT NON-GLARE LIGHT
- HEAVY FLUTED TUBING
- PERMANENT IVORY FINISH
- HILUSTRE BRASS PLATED FLORAL ORNAMENT
- ORNAMENTAL BRASS PLATED PULGREE
- ARTISTICALLY DESIGNED BASE

Foot-Control
Mute-Lite
SWITCH

DAW'S ORIGINAL CUT-RATE DRUGS

56 Clinton Ave. S. Opp. Temple Theatre	31 Main St. E. Corner Aqueduct	353 Main St. E. 1 Door from Stillman	452 Bridge Rd. W. Corner "Newy"	880 Main St. W. Bull's Head	473 N. Goodman Just Off Main	539 Monroe Ave. Near Goodman
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Roy Bush . . .

(Continued from Page 1)

record as an economical county clerk and a servant of proven public trust. In the office of county clerk he instituted many economies, his campaign managers insist, which establish that he can be trusted to be equally efficient as a sheriff.

Bush was first elected in 1933, and from his taking of office until his final day, six years later, he won high favor for service to all persons having business with the county clerk, particularly with motorists who represent upwards of 100,000 personal contacts.

This, together with his financial record of never having shown a single loss, his campaign managers claim, justify the assertion that he will make an equally competent sheriff.

In all his past successes, Bush's vote demonstrated that Republicans and independents forgot party lines and voted for him because of their confidence in him. In the organization working in his behalf these independents are represented, his leaders assert.

CREAM OF THE JUMPER CROP
Wear The Season's Youngest Silhouette!



Jumpers, jumpers, jumpers! You see them everywhere this year, in every style and at every time of day—for they're just as chic as they are practical. You dress them up for formal afternoons with a silk or satin blouse; gay flannel shirts put them at ease in the classroom . . . and your wardrobe seems to stretch like magic.

Choose any fabric you please—wool, plaid or corduroy for campus wear, jersey for the office, soft velveteen or shining silk crepe for dress-up occasions. So take your pick—whether it be an ingenue dirndl, a sleek princess design, or a distinctive side-buttoned model, it's fashion right.

Start sewing now, and make sure your wardrobe has its full jumper quota. And for

wear over a plain skirt, don't overlook the trim new "jumperettes" that lend that "extra something."

Tailored type jumper with pleated skirt, No. 3486. Sizes 12 to 20. Size 16, 2 1/4 yds. 39-in. fabric for blouse; 3 1/4 yds. for jumper. Pattern also includes version with heart-shaped neckline.

Velveteen dirndl jumper for afternoon, No. 3354. Sizes 12 to 20. Size 16, 1 1/2 yds. 39 in. fabric for blouse; 3 3/4 yds. for jumper.

Plaid princess for campus or country, No. 3121. Sizes 12 to 20. Size 16, 2 yds. 39 in. fabric for blouse; 2 3/4 yds. 54-in. for jumper.

Corduroy casual, No. 3475. Sizes 12 to 20. Size 16, 2 yds. 39-in. fabric for blouse; 3 yds. for jumper.

Side-buttoned jumper for

school or office, No. 3224. Sizes 12 to 20. Size 16, 2 yds. 39-in. fabric for blouse; 2 1/2 yds. 54-in. for jumper.

All-occasion corduroy princess, No. 3360. Sizes 11 to 19. Size 15, 2 yds. 39-in. fabric for blouse; 2 3/4 yds. 54-in. for jumper.

Jumperettes, No. 2500. Sizes 10 to 20. Size 16, 1 1/4 yds. 35-in. fabric or 3/4 yd. 54-in. for any version; 3/4 yd. 35-in. or 3/4 yd. 54-in. for cap. Caps are included in pattern.

Send for your Fall and Winter Fashion Book now! It includes over 100 patterns for all sizes and every occasion. Just 15 cents—only 10 cents when ordered with a pattern! Each pattern 15 cents. Address: PATTERN DEPARTMENT, ROCHESTER SUN, 121 West 19th St., New York City. Write plainly your NAME, ADDRESS AND STYLE NUMBER. BE SURE TO STATE SIZE.

Auto Show . . .

(Continued from Page 1)

the result that the total display area will closely approximate that formerly afforded by the Edgerton Park buildings, according to show officials.

The show management is keenly interested in the decorative possibilities of the Civic Exhibit Building. Most Rochesterians can still remember the

building as one of the handsomest department store structures ever erected in this city. The interior arrangement of the building, with its attractive pillars, broad aisles, high ceilings, etc., should easily lend itself to decoration. In fact, Mr. Schoen is confident that the 33rd annual Auto Show will be the most beautiful, and best housed motor car exhibition that this city has ever witnessed.

E. J. Mott, President of the R. A. D. A. believes that the new location will appreciably step up daytime attendance figures at the Auto Show, as it will provide an ideal "stop-in" place for shoppers. Afternoon crowds at former Auto Shows have usually been light owing to the comparative isolation of the Edgerton Park Buildings from the downtown shopping district.

As last year, the Rochester Auto Show's opening is scheduled in advance of other Auto Shows throughout the country. It will even beat the opening of the National Auto Show in New York City by one day.

Thousands of Rochester women save hundreds of dollars each year by shopping the values advertised each week in the Sun.

Thrifty Days Hath September, For
The Man Who Shares In These
End-Of-Month
BASEMENT Sales!

A Brief Month-End Value Carnival In The Basement. Very Short
But Very Worth While . . . All In Brand New Merchandise
Specially Assembled For The Bargain Days.

SAVINGS IN MEN'S WEAR

Men's Shirts (Values to \$1.15) **79c**
Fine count, high-lustre broadcloths in white and dozens of new Fall patterns. All perfect quality . . . all fully pre-shrunk. Get a supply now.

Men's Trousers (Values to \$4.95) **3.29**
Exceptionally fine values in this season's newest, most-wanted trousers. Fine quality cashmere slacks and worsted trousers. Self-belts, pleated fronts.

Men's Jackets (Values to \$5.95) **4.69**
Heavy-weight all-wool jackets in the wanted plaid patterns. Also the popular wool body jackets with leather sleeves. Zipper front.

Men's Raincoats (Values to \$4.95) **3.29**
Two popular styles to choose from—lightweight pepperel fabric in tans and greens—reversible tweed effects with cotton twill on reverse side.

- MEN'S SWEATERS . . . (value to \$3.95) **2.79**
- MEN'S PAJAMAS . . . (value to \$1.15) **95c**
- MEN'S UNDERWEAR (value to 27c) **21c**
- MEN'S NECKWARE . . . (value to 49c) **23c**
- MEN'S HOSIERY . . . (value to 23c) **17c**

Special Purchase And Sale!
BASEMENT
Topcoats-Suits

\$16.85

(Regular \$21.95 and \$18.95 Values)

JUST 350 suits and topcoats—the result of a special purchase from one of our regular makers. Every one of them is a new Fall garment (please note that). Not last season's left-overs but fresh, new suits and topcoats in the very newest styles and patterns and colors buyable. If you want a real bargain in a Fall suit or topcoat that you can wear with pride . . . see these.

Pedigreed

GOTHAM GOLD STRIPE
Beautiful Stockings

79c - \$1.00

Quality Tested

*Official laboratories of the National Retail Dry Goods Association

ON the top of every pair of Gotham Gold Stripe stockings is the "Quality-Tested" seal of the Better Fabrics Testing Bureau*. Just added assurance that when you get Gotham Gold Stripe stockings, you are getting the best that money can buy.

Sheer chiffons . . . crepes . . . semi-sheers . . . service weights. In the newest, fashion conscious colors.

The NATIONAL
East Main at Stone

- CINNABAR—shown on stocking above—an attractive rose-beige
- COCO—a light muted beige
- PLANTATION—a medium beige

STREET FLOOR
WOMEN'S ACCESSORIES

BARGAINS FOR BOYS AND STUDENTS

Students' Suits and Reversibles . . . \$9.85
Beautiful tweeds and smooth-fabric suits—Reversible coats with tweed on one side, gabardine on reverse side.

Sale of Boys' Campus Coats . . . \$3.95
Big, husky pure wool coats in the newest plaid patterns. Full cut, durably tailored. Double-breasted, full belt.

Super-Weight Plaid Jackets . . . \$2.95
The wanted mackinaw plaids. Heavy weight all-wool or wool-and-mohair jackets. Matching or contrast sleeves.

Sale of Boys' Slacks . . . \$1.89
Either wool or corduroy. Good, durable fabrics, tested for wear. Beautifully tailored throughout.

● Boys' Golf or Slack Hose, . . . 2 for 25c
● Flannelette Pajamas 79c
● Boys' School Sweaters \$1.00

BOYS' SCHOOL SHIRTS—Broadcloths, plaids, knits . . . 49c

Charge Yours
The Convenient
National Way

The NATIONAL
East Main at Stone

Pay 1/3 Nov. 10th
Pay 1/3 Dec. 10th
Pay 1/3 Jan. 10th

MOST SENSATIONAL
Advance Sale!
New Fall Shoes
at
LESS THAN 1/2 PRICE



1000 Pairs Season's Newest Patents, Suedes, Kid Leathers, Black or Brown

We repeat this amazing sale by popular demand for the benefit of those who were late the first time... Hurry, if you want the biggest bargain in Rochester. These shoes will be a complete sell-out again!

\$1.00
Friday and Saturday ONLY!

ALL HEEL HEIGHTS
Sizes To 9
Widths AA To C

DOROTHY MAY SHOP
68 E. MAIN ST. Opp. Democrat & Chronicle

Recreation Group Offers Adult Evening Classes

To serve the needs of Rochester, the Recreation Division of the Board of Education and WPA will again offer extension classes in eight evening high schools and two elementary school centers, beginning today. The fall and winter physical education and health-building classes are listed for Jefferson, John Marshall, Franklin, Monroe, Charlotte, Madison, East High, Edison Tech, No. 20 and 27 Schools. The schools will be in session on various nights. Twenty-one subjects will be given from 7 to 10 o'clock. Students who have taken arts craft, dramatics, leadership training, archery, and gym will be given additional instructions. Beginners will have classes of their own.

The fall and winter program will be directed by Elmer K. Smith, Public School's director of Health Education, and James Wilmot, W. P. A. Recreation director. They will be assisted by City Recreation Supervisors Rocco Pagnella and Don Martaro.

COOKED FOOD SALE
The Coterie Club of Mt. Hor Church, Monroe Ave., will hold a food sale on Friday, October 4. Home-made clam chowder, cakes and cookies will be sold from 1 to 5 p. m.

SALE OF
54" DOMESTIC—LARGE SELECTIONS
TAPESTRIES

Value Now Only **\$1.49** Reg. **\$2.39** yd.

YOUR FURNITURE REUPHOLSTERED REBUILT

Chair **\$15.71**
Davenport .. **\$31.16**

Complete With Guaranteed Labor
INCLUDING ABOVE FABRICS ON SALE

MILL END SHOP
71 Clinton Ave. So. Opposite J.E. Thompson Co.

SAVE 

Wegmans Automobile Tickets To Win A New 1941 CHEVROLET

With every purchase of 25c or over you make at Wegmans Food Markets, you'll receive a free Automobile Ticket. Deposit the stub in any Wegmans Store and keep the main part of the ticket. Every Week, EXTRA TICKETS will be given with specially featured items... so Check this list and start saving right now!... remember the more tickets you have, the better your chance to win!

Genuine Spring, Tender

BONELESS ROLLED ROASTS OF LAMB

Serve This Tasty Roast For Sunday Dinner!

23¢ lb.

Rochester's Largest Meat Retailers

REPEATED BY REQUEST... A SELLOUT LAST WEEK!
BIGGEST BARGAIN IN OUR HISTORY!

10 PIECE EVEREDY "SPEEDY CLEAN" CHROME PLATED STEEL MATCHED COOKWARE SET



COVER—1 pc. Will fit on fryer
TRIVET—1 pc.
DUTCH OVEN 1 pc. Add steel bottom, various handles. Pressure cook chicken.
MEDIUM-SIZE SKILLET—1 pc. Abrasive heat
3-QT. SAUCEPAN and COVER—2 pc. French Fry Basket
DEEP FRYER 1 pc. Large family size
ALL-PURPOSE CAP MASTER—1 pc.
HAS 101 USES Opens all sizes of screw caps from jars and bottles.

Make CHICKEN FRYER by Using Cover of Dutch Oven

\$3.95

25¢ DOWN A WEEK

COOK BOOK INCLUDED!
Hamilton Ross MODERN COOK BOOK
238 PAGES of delicious recipes by the foremost Chef of the Royal House of Belgium

IT'S A MERCHANDISING MIRACLE!
YOU GET EVERYTHING... EXACTLY AS SHOWN! MORE UTILITY, MORE BEAUTY, MORE EFFICIENCY, and MORE VALUE than you have ever seen at such a sensational LOW price!

It's our great FRIEND-WINNING event. We want NEW FRIENDS to know us; to know our store; to use our OH-SO-EASY pay plan. Pay only 25c weekly. HURRY! GET YOURS!

BRING This COUPON

PEOPLE'S CREDIT CO.
46 State Street

25c down payment on HAMILTON ROSS 10-PIECE CHROME-PLATED STEEL COOKWARE. I agree to pay the balance 25c weekly.

Print Name
Print Address
City State

Open Account Closed Account
 New Account

PEOPLES CREDIT CLOTHING
46 STATE ST. Open Sat. Eve. Till 9 P. M.

Watch For These Extra-Ticket Specials Every Week

2 TICKETS WITH PHILLIPS DELICIOUS TOMATO OR
VEG. SOUP 6 cans 25c

1 Ticket with Clark's Cut Green or	No. 2 WAX BEANS 2 cans 23c	2 tickets with Widmer's Pt. GRAPE JCE .. 23c
1 Ticket with Clark's No. 2's	SAUERKRAUT 3 cans 25c	2 tickets with Ontario Fresh TOASTS . pkg. 19c
2 Tickets with Dr. Phillips	GRAPEFRUIT 2 cans 21c	1 ticket with Fast Cleaning OAKITE, can 12c
1 Ticket with Red Heart	DOG FOOD (ABC) 3 cans 25c	2 tickets with 1/2 Lb. O. P. Tea FOOTES, pkg. 37c
2 Tickets with LaChoy Noodles and	CHOP SUEY can 27c	1 ticket with Slinger's 14-Oz. CATSUP 15c
2 Tickets with Olde Homestead	MARMALADE 2 lb. jar 25c	2 tickets with New Sunbrite Cleanser 3 cans 14c
1 Ticket with Meinzahl's	SPAGH. or NOODLES 2 pkgs. 19c	1 ticket with Staley's Cube STARCH 2 pkg. 17c
2 Tickets with Clapp's	STRAINED FOODS 3 cans 20c	
2 Tickets with Hires 12-Oz.	ROOT BEER 6 for 25c	
2 Tickets with	WILCOR'S DIET-AZE pt. 29c	
1 Ticket with Ingersoll Large 2 1/2 Can	NOODLE SOUP can 10c	

FRESH and SWEET

LAND O'LAKES SWEET CREAM BUTTER

33¢ Pound Roll

Wegmans HOME OWNED FOOD MARKETS

FREE PARKING FOR CUSTOMERS

REPEAT SALE!

LINCOLN'S

Just 1500 Luxurious CHENILLE SPREADS

A Lucky Buy For Us Enables You To Get These Better Quality Chenilles At

SAVINGS of \$1 to \$3

ON SALE FRI. AND SAT.
DON'T MISS IT!



Sold Elsewhere for \$10

Super Quality
Piece Dyed (The Best)

DeLUXE SPREADS

\$6.98

Thick, velvet chenille so closely spaced you can hardly see the heavy sheeting. Beautiful patterns designed in colorfast yarns. Available in both single and full bed sizes. (Pattern exactly as illustrated).

- Dusty rose and wine
- Rosewood and wine
- Peach and cedar
- Peach and wine
- Orchid and orchid
- Green and green



Velvet Pile

ON PEPPERELL SHEETING

TWO-TONE Reg. \$6.98

CHENILLES

\$4.98

Exceptionally attractive in smart 2-tone colors and new, modern patterns, Velvet-pile chenille on extra heavy, fresh-runk Pepperell sheeting. Both shrunk and full bed sizes.

- Rosewood
- Blue
- Peach
- Orchid
- Green
- Cedar
- Aqua
- Gold



Chenille Spreads

One of the loveliest spreads at any price!

Richly designed deep pile genuine dip dyed

LUXURY AT A REAL LOW SALE PRICE!

SOLID COLORS \$2.98

Regularly \$3.98

- Rosewood
- Blue
- Peach
- Green
- Orchid
- Gold
- White

Designed exclusively for Lincoln. Stores in both single and full bed sizes. Rich, high-piled, velvet chenille intricately patterned on heavy, Quality-craft sheeting.



Exclusive at Lincoln's

HIGH VELVET PILE FESTOON DESIGN CHENILLES

Beautiful solid color chenille spreads patterned in an attractive festoon design on extra heavy, 64 square sheeting. Pattern exactly as illustrated in single and full bed sizes.

\$3.98

- Dusty rose
- Rosewood
- Peach
- Gold
- Orchid
- Cedar
- Green
- Aqua



Basket Weave

CENTER WOVEN CHENILLES

\$3.98

Beautifully simulated basket weave center design of thick high chenille on extra heavy sheeting. Pattern exactly as illustrated in both single and full sizes. Color on white.



BEACON KISMET COLORFUL PLAID BLANKETS

\$1.98

- First Quality
- Size 70x80

They'll be a sell-out at this price! Heavy weight, colorful plaid, single blankets in a full 70x80 size. All first quality of course. Maroon, brown, navy, rose, green, blue, orchid.



Comforters

DOWNY SATIN

Cotton and Wool Filled

\$4.98

Gleaming satin comfortable filled with pure white cotton and wool and trimmed with 2-tone cord. Plain and reversible colors. Individually boxed.

Reversible colors: Rose-blue, Rose-green, Rose-dust-wine, Blue-gold, Solid colors: Winter Rose, Blue, Rose, Green.

SOLID COLOR CHINA COTTON 80x90 DOUBLE BLANKETS

\$2.98

Warm soft China cotton blankets in double sizes for double warmth! Weight full 5 lbs. Solid colors with attractively colored borders and bound with matching satin.

- Blue
- Green
- Rose
- Peach
- Cedar
- Orchid



NEW LOW SALE PRICES ON OUR POPULAR

DELMAR 5 YEAR TESTED SHEETS

Tested and guaranteed for five full years of wear! Woven of clean round threads, bleached to a snowy whiteness, free from any sizing or filling.

SIZE 63x99 — **74¢**

SIZE 72x99 — **79¢**

SIZE 81x108 — **\$1.00**

SIZE 81 x 99 **89¢**

5 YEAR PILLOW CASES
42x36—20¢ 45x36—22¢

LEFT'S STORES INC.

Announces . . .

**SATURDAY
SEPT. 28
OPENING
10 A. M.**

**Grand Opening Sale
& CHILDREN'S PARTY**

We're proud to announce this Grand Opening. We hope to always please you with our policy of Fine Values, Courtesy and Service. Remember that business on a cash basis SAVES you money, helps us give the service you want. Come to our party and get acquainted.

INFANTS' - CHILDREN'S & TEEN-AGE WEAR
SPECIALLY PRICED FOR OPENING ONLY

COATS—Reversibles, Sport, Dress.
DRESSES—All Styles. Children's Hand Made.
SWEATERS
SWEATER SETS
SNOW SUITS AND HOOVER ALLS
SHOES — BOOTIES
SKIRTS — BLOUSES
PAJAMAS — KIMONAS
SLIPS
BLANKETS — CRIB SETS
CORDUROY OVERALLS
JACKETS — Plaid, Flannel, Wool.
LEGGIN SETS
CREEPERS — ROMPERS
LAYETTES

LADIES
HOSIERY, JEWELRY, HANDBAGS

LEFT'S STORES INC.

126-128 CLINTON AVE. SO.
NEXT TO LOEW'S ROCHESTER

FREE PARKING
Across Street
Buy Right at Left's

FREE MOVIES

FREE GIFTS
For ALL Children to 15 Years Old

RADIO QUIZ CONTEST

Cash prizes to winners. Merchandise prizes to EVERY CONTESTANT; Win or lose. Lots of fun.

★ ★ PIERRE'S COOK BOOK ★ ★

LAMB PIE FRENCH STYLE

Wipe off meat carefully with damp towel. Cover with cool water and simmer for 2 hours. Then drain, remove bone and surplus fat. Cut meat into cubes.

Thicken stock with a roux of browned flour and butter. Dice and brown bacon. Pour off surplus fat and lightly brown the sliced onions. Add all to the stock including the diced carrots and potatoes. Add meat. Now top with small baking powder biscuits and place in oven until biscuits are browned on top.

Till use my cashmere to complete this. 9114

3 LAMB CHAINS
3 SLICES OF BACON
2 ONIONS
2 CARROTS
2 MEDIUM POTATOES
PARLEY
"BAKING POWDER BICUIT BATTER"

School Children Require Substantial Lunches

If children are to do good work in school, they must have good nourishing food. A wholesome hot breakfast sends them off to a flying start for the morning session, but by noon-time they need something to give them energy for the rest of the day.

Simple lunches are the best. A few well chosen foods digest easier and one better for children. Especially during the winter the child should have something hot for lunch. A small thermos bottle is invaluable to carry hot chocolate, or hot soups. The hot soup may be either canned soup or the vegetable left-over from last night's dinner may be ground, seasoned, and mixed with a thin white sauce — nourishing, tasty and economical.

An abundance of fruits and vegetables are essential for a child's growth and vitality. For this reason try to include as many as possible, and in such a way that they are inviting. Often when preparing lunches for the children to take to school it is easy to make an extra portion for the mother to have for her own lunch at home. For this reason the following recipes will serve two. Increase with the number of children.

CREAM OF VEGETABLE SOUP

1 c cooked vegetables, ground (carrots, string beans, spinach, apparatus, corn or split peas, tomatoes)
1 T flour 1 c milk
1 T butter 1/2 t salt

Make a white sauce of the flour, butter, milk and salt. Add vegetables, and heat. Pour into preheated thermos bottle.

Paper cups with tops or ice cream holders are excellent ways to pack salads or cottage cheese.

Sandwiches of all kinds are good. Try grinding equal parts of sweet onion and raisins, moisten with mayonnaise and spread on whole wheat bread. Cream cheese and chopped carrots or peanut butter and bacon make other good combinations.

Simple desserts are best, and fruit is the perfect one. If the dessert is light, include a piece of plain cake to satiate the appetite.

An extra prune or apricot whip can be saved from last night's dinner or custard and fruit tapioca puddings are good.

PRUNE WHIP

1 c cooked prunes, 1 t lemon juice
1 c sugar 1 t creamed lemon
1/2 t salt 2 egg whites, stiffly beaten

Mix all ingredients and fold in the egg whites last. Pour into individual greased molds. Bake in a 350 degrees F. oven 30 minutes. Serve cold. May be garnished with whipped cream for family dinner.

It's Traditional... Red Flannel Hash

From old New England comes this recipe for one of their most popular traditions, Red Flannel Hash.

You need the following ingredients for this east-coast favorite:

- 2 tablespoons butter
- 1/2 cup milk
- 2 cups chopped corned beef
- 1 cup diced cooked beets
- 2 cups diced cooked potatoes
- 2 cups diced cooked potatoes
- Salt and pepper

Melt the butter in a skillet. Mix together the remaining ingredients and place in a skillet. Cover and allow to simmer for 30 minutes. These proportions will serve from 4 to 6 people. Inez S. Willson, home economist, suggests suitable accompaniments for this tasty dish—buttered peas, celery-cabbage salad, French bread, a beverage and peach dumplings for dessert.

LOVE ALMOST LOST

Sylvia—It took an accident to bring Allen to his senses. You are happy now, though, and that is all that matters. Read "Everybody Hated Me" for the whole story in the October True Story Magazine, now on sale at all newsstands.

Meat Essential In All Seasons

The body, just as the machine to which it is so often compared, requires the same food essentials to keep its condition up to par in summer as it does in winter. That is why the summer diet should include an adequate proportion of meat supplemented by vegetables, fruits, cereals and dairy products.

Inez S. Willson, home economist, declares that meat has many values in the year-round diet. Nutritionally speaking, it gives us protein, phosphorus, iron and certain essential vitamins. In addition, the aroma and appearance of meat stimulates the appetite, the different meat cuts lend variety to the meals and meat in the meal gives one the satisfied feeling of being well-fed.

TASTY SANDWICH

After many hours' indulgence in a game of golf or any other diversion, a hot sandwich always "hits the spot." The following toasted sandwich will prove easy to prepare and most excellent in appeasing the appetite.

Six slices buttered bread, 6 slices tomato, 6 slices American cheese, small link sausages. Place a slice of tomato on each piece of buttered bread. On top place a thin slice of American cheese. Cover with partially cooked sausage links. Place under broiler or in a hot oven until the sausages are well browned, the cheese melted and the bread toasted.

Versatile Veal Easily Prepared In Many Ways

One of the tastiest ways of serving veal chops is to dredge them in flour and brown them on both sides in hot lard, in the opinion of Inez S. Willson, home economist. When the chops are nicely browned, season them with salt, pepper and paprika. Add 1 cup sour cream, cover tightly and let cook very slowly until done. This will take about 45 minutes.

When browned, remove the chops to a hot platter and make sour cream gravy by thickening drippings and adding more liquid.

Special Breaded Veal Steaks

Veal chops are also very good breaded in creole style. Dip the chops in seasoned bread crumbs, then in a beaten egg and again in bread crumbs. Brown the chops in hot lard on both sides, then place them on a rack in a heavy frying pan, add 1 No. 2 1/2 can tomatoes, 1 small chopped onion, 1/4 cup chopped green pepper; cover and cook slowly for one hour.

HOUSEWIFE IS THE LIFE

"The life of the nation lies in the hand of the housewife" is an old Bavarian proverb.

FREE! Come In For A FREE Foot Balance Test . . . No Obligation Whatever.

HEALTH SPOT SHOES

are helping people everywhere to enjoy foot comfort, because they are made to follow natural curves on the sole of the foot and hold the feet in balance when worn.

We firmly believe, once you wear Health Spot Shoes, you will not be satisfied with any other shoes.

HEALTH SPOT SHOE SHOP



120 E. MAIN STREET

FILL YOUR BINS NOW AT THESE LOW PRICES

SEMET SOLVAY COKE

CALL **GEN. 586** **\$9.55** Cash Shoveled Off

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

PAYNE & DUNHAM

Established Over 36 Years Mrs. Ada Whitcomb, 28 Woodland Pl.

Why Pay More? Try **CLARK'S** For Chickens, Clams & The Trimmings

Fresh, Skinned, Fatted FOWL 18c lb.	Kaufman's Spring Lamb 23c lb.	Fresh Pork Hocks 9c lb.
For Priced or Saled.	LEG OR BONELESS FILLET	Home-Made Sauer Kraut 6c lb.

Cherry Stone Clams 1c ea.	Virginia Oysters 25c pt.
CHICKEN BREASTS . . . lb. 45c	CHICKEN NECKS . . . lb. 10c
CHICKEN LEGS . . . lb. 35c	CHICKEN WINGS . . . lb. 17c
CHICKEN LIVERS . . . lb. 30c	CHICKEN GIBLETS . . . lb. 17c

CLARK'S MARKETS

906 No. Goodman — Near Bay—Cul. 4870
824 Portland — Near Lux — Stone 471

The Rochester Sun

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According to FHA officials it is safer to have plate glass windows than the ordinary type glass in small windows. If you are contemplating the change, remember that plate glass is considerably heavier and you may have to change the sash weights. Visibility will be greatly increased with the use of plate glass.

WEEK-END SPECIALS

SCHLEIF BAKE SHOP

17 CLINTON AVE. SO. NEXT TO ODENBACH'S A STEP OFF MAIN

FRIDAY ONLY
OLD-FASHIONED PHILADELPHIA STICKY BUNS Regular Price 30c **24c** Dozen

CHOCOLATE FUDGE NUTLOAF CAKE Regular Price 25c **22c** Dozen

FRIDAY AND SATURDAY, THOSE DELICIOUS GLOVERLEAF ROLLS doz. **14c**

SATURDAY ONLY
WALNUT BUTTER TWIST Regular Price 30c **24c**

SUNDAY'S BREAKFAST TREAT LEMON FILLED COCONUT LAYER CAKE Regular Price 30c **29c**

Tender white layers frosted with bottled frosting—topped with coconut.

ANOTHER WEEK-END COMBINATION SPECIAL

1 Orange Loaf Cake . . . 25c
6 Cinnamon Sticks . . . 15c
6 Parker House Rolls . . . 9c
6 Assorted Cookies . . . 10c
VALUE **39c**

HAVE YOU ENROLLED FOR THE FREE DRAWING ON
Eastman Camera • Fitted Traveling Case
Toastermaster • Complete Football Outfit

Just Stop In At Our Store And Fill Out A Card—One For Each Member Of The Family
Open All Day Saturdays

Amazing OUR GREATEST DINNER SET VALUE!



63-Pc. Dinnerware Set

- Complete Service for 8
- New Ranchero Ivory Design

\$4.95

Without doubt, this is the greatest dinnerware value you have ever seen. It is easily worth \$10.00 more than this sale price. It is complete with everything you need . . . 8 Dinner Plates, 8 Salad Plates, 8 Bread and Butter Plates, 8 Dessert Plates, 8 Soup Plates, 8 Cups, 8 Saucers, 2 Vegetable Dishes, 1 Platter, 1 Sugar Bowl, 1 Creamer, 1 Gravy Boat. A special direct factory purchase of this fine quality (off selection) dinnerware makes this low price possible.

QUANTITIES LIMITED!

Don't Miss This Great Opportunity! Hurry!

25¢ DOWN • 25¢ WEEKLY

Open Saturday Evening

Smalls

FREE PARKING
Casino Parking Station
Rear of Store

28 MAIN STREET EAST
JEWELERS • RADIO • OPTICIANS

9 OUT OF 10 AGREE



All out of step—but? No, sir! Nine out of ten are very much in step, according to these figures:

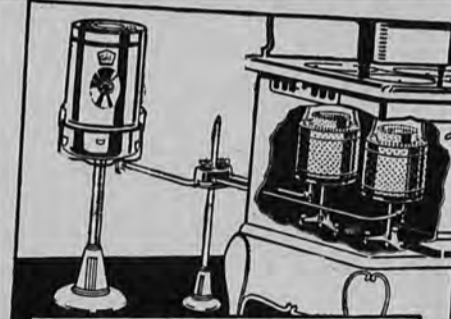
"110,533 out of a total of 124,198 people (9 out of 10) who tasted Green River, liked it. Hence our claim that it is 'America's Smoothest Whiskey'."

Come on, Mister, march along with the millions who've made Green River their favorite whiskey. Buy a bottle today.

AMERICA'S SMOOTHEST WHISKEY

GREEN RIVER

AN AMERICAN INSTITUTION



Stop Guessing—Buy the Best!

FLORENCE RANGE OIL BURNER

Approved by Good Housekeeping Institute. Listed by Underwriters' Laboratories, Inc.

Backed by Over 65 Years' Experience

SOLD AND SERVICED BY SINCE 1888

SIEBERTS

ST. PAUL and ANDREWS ST.

**Ever Meet Yourself
Coming Down the Street?**



It's not very flattering to see someone else arrayed in exactly the same kind of suit as yourself. But that's the chance you take when you buy ready-made clothing.

NOW for the price you'd pay for an ordinary garment, you can buy genuine John B. Ellison woollens, HAND-TAILORED TO YOUR MEASURE by Shulman for only \$45! Suits of such fine materials and so superbly tailored would be hard to duplicate under \$65 anywhere else.

Come in at your earliest convenience, inspect our new Fall line of varied and colorful Ellison woollens and tell us exactly what you want. You may rest assured that your suit will be authentically styled to suit your individuality and meticulously tailored to fit properly.

Louis SHULMAN
Co.
72 EAST AVENUE
OPPOSITE CHESTNUT ST.

**There Is No Substitute
For Custom Tailoring**

**Tommy Blue Rematched
With Jimmy Mandell
For Elks Club Opener**

Next Monday night will be just another evening to many people. But to Rochester's fight fans it will be a banner evening. For it is then that the "faithful" makes their return to the Elks Club gym for the resumption of amateur boxing matches.

Johnny Burba, director of bouts for the club has lined up what looks like a banner card for the opener. At least it stacks up that way on paper.

In the top spot Tommy Blue, colored climber from Cleveland will show against Buffalo's Jimmy Mandell who took the nod from Blue at the big outdoor show this summer. Blue claims that this is his fight and has been bringing himself up

"to the pink" to be ready for the bison fighter.

Returning to the ring wars will be Jerry Spalma, the youngster who started out like a house afire last year, and then seemed to peter out when the opposition really got tough. Burba is going to give another look-see this week and on his performance Monday will depend his future in the Clinton Ave. ring.

Other bouts lined up for the Monday fight fiesta include, besides the Blue-Mandell fight and the Spalma-Roger Jones battle, a five-rounder pitting Lloyd Williams against Paul Mnich. Several three-rounders and two more fives will complete the program.

**Aquinas To Face
Geneva Foe In
Season Opener**

If they can find some good linemen, and if the lack of spring training hasn't done too much harm, Aquinas will successfully open their season this Saturday against DeSales of Geneva in the inaugural of a series between the two schools.

DeSales, coached by Henry McDonalds, former Rochester Jefferson back, is reported short on reserves and will field a light eleven.

Sullivan is "just hoping" as far as his present line is concerned. The end posts are in capable hands, as is one guard position, but the rest of the line is green and has yet to taste the fire of battle. However, the Dewey Ave. boys have been impressive in scrimmage this week.

St. veterans will answer the starting whistle for Coach Johnny Sullivan, Bob (Moose) Landry, for the third successive year will be at left half. His partner at right half will be Frank Breslin. Harry O'Neil, who handled a good many passes last year has been named for the fullback task. Jim Kearney and Bernie Sullivan will be back at their end posts and Bernie Toffany will call the signals. Hank Conti is the one experienced guard in the starting line-up.

Webber League

Charlie Stimus and Gunnar Wigg batted out identical totals of 613 to lead the individual scoring in last Tuesday night's Webber Men's League.

Team matches: Asin Market (2630) 3, Reico Fuel Service (2548) 0; Pearson's (2338) 2, Conti (2088) 0; C. B. Smith Tuxedo (2513) 3, Brass Hall (2385) 0; Nelsoner Bros. (2487) 3, Milano Harbers (2333) 0; Allen Jewellers (2500) 2, Churchill Motors (2401) 1; Webber Hall (2574) 3, Chateau (2584) 0; Geo. Amusement (2572) 2, W. S. Recruiting (2283) 0; Hetzler Ice (2644) 3, Simonds Press (2518) 0; Blanchard Florist (2684) 3, Quality Beverage (2580) 0; Oakleys (2336) 3, Herb Tart

Lumber (2100) 0; Russ Market (2672) 2; Black Diamond (2318) 6; Pine 974; Top (2755) 3; Flag Hotel (2677) 4.

Moist fillings in hunch box sandwiches stay within boundaries if both slices of bread are generously buttered.

ROCHESTER JOBBING HOUSE
A SAVING on Every Purchase or Your Money Back

Boys' APPAREL
Save money and at the same time get that young man of yours the best winter outfit he's ever had! Rochester's largest stocks make shopping easy.

Combination LEATHER & WOOL JACKETS
\$2.98 Reg. \$4.00
Genuine leather body with wool cord sleeves, knit collar, cuffs and bottom. Zipper closing. Sizes 8 to 18.

Students' REVERSIBLE COATS
Your choice of all wool herringbone, tweed or plaid for cool days. Reverse side of water-repellent gabardine. Sizes 15 to 33.

"Wool Niagara" All Wool
SWEATERS 95c Reg. \$1.50
Soft but durable sweaters in alpaca, slipper and buttoned styles. Sizes 28 to 36.

Boys' Bright Plaid Flannel SHIRTS 65c Reg. \$1.00
You'll want several at this low price. Good variety for school and play.

LONGIES \$1.69 Reg. \$2.29

LADIES' WEAR
RED FLANNEL JACKETS
All Wool - Reg. \$3.50
\$2.39
Smart double-breasted sweater jackets with mannishly padded shoulders. Sizes 12 to 18.

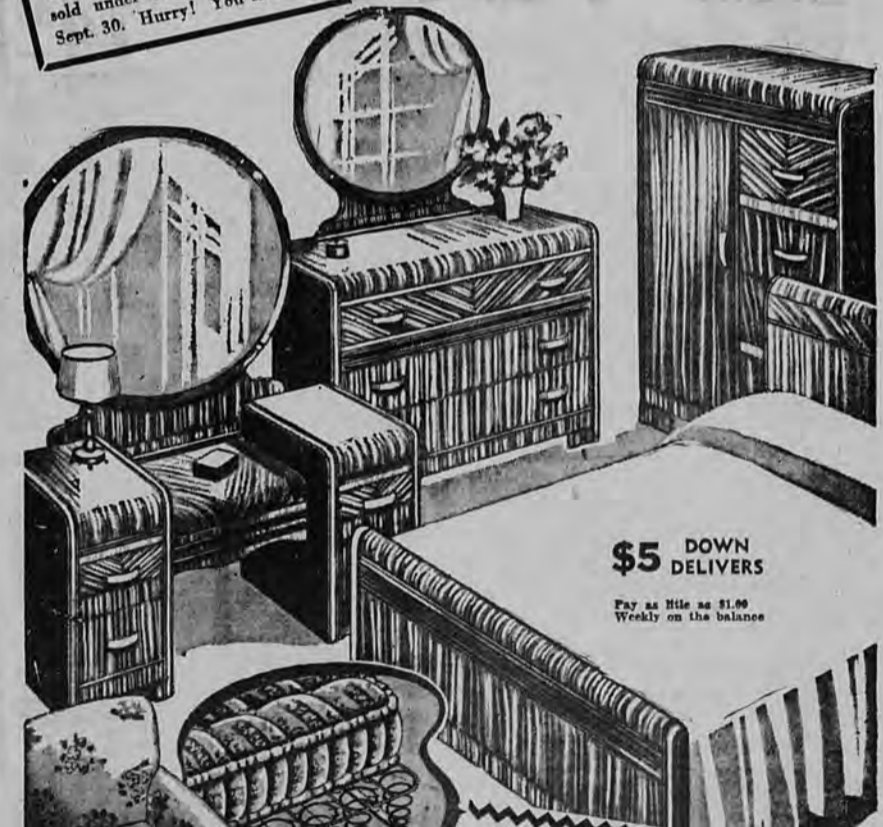
Reversible COATS \$7.98
Ladies, 5 and 1 d plaids for cool days. Reverse side of gabardine. Sizes 12 to 18. Reg. \$10 value.

Flannel SKIRTS \$1.69
All colors in the most wearable styles. Sizes 24 to 32. Reg. \$2.29.

**MANUFACTURER'S
CLOSE-OUT**

GUARANTEE
This group positively will not be sold under \$129 after Monday, Sept. 30. Hurry! You save \$50.

A sensational purchase of 45 suites from one of America's better bedroom furniture manufacturers, representing a cancelled order, makes this unusual offering possible. This remarkable money-saving value should be seen by every furniture-conscious person in Rochester.



\$5 DOWN DELIVERS
Pay as little as \$1.00 Weekly on the balance

**COMPLETE 14-PIECE
BEDROOM GROUP**

\$79

- FULL SIZE BED
- DRESSER OR VANITY
- CHEST ROBE
- BOUDOIR CHAIR
- COIL SPRING MATTRESS
- 2 PILLOWS
- BED SPREAD
- PAIR BOUDOIR LAMPS
- THROW RUG

Remember, every suite is guaranteed brand new and perfect in latest waterfall walnut styling.

FREE PARKING ACROSS FROM STORE

OPEN EVERY EVENING

MAJESTIC FURNITURE COMPANY 204 Court St.

WORK CLOTHES
Buy your work clothes from the largest and most complete assortments of UNION MADE Work Clothes in Western New York. Our stocks include these famous names and many others—

Carhart Double Ware Osh Kosh Crown Headlight Big Yank Endicott-Johnson Ball Band

Overalls Dungarees Shopcoats Coveralls Work Shirts Flannel Shirts Pants Shoes Gloves Breeches Hunting Apparel

The greatest OVERALL value in America
OSH KOSH B'GOSH
\$1.59 Reg. \$2.29 Value

Thurs. Fri. Sat. ONLY Quantity Limited "Union Made" Shop COATS \$1.59

MEN'S JACKETS \$2.98 \$1.69
SIZES 36 to 54
Men! Be sure of getting just what you want in Rochester's largest and most complete stock. Every new style is here—in LEATHERS, SUEDS, WOOL, CORD, MEXICONS, WHIPCORD, GABARDINE, POPLIN and many fine combinations.

GOING HUNTING?
Famous "RED HEAD" Brand
COATS (water proof) \$3.98
BREECHES (water proof) \$1.98
CAPS (reversible) 48c
SHIRTS (flannel) 85c
BOOTS (for hunting) \$3.19

BOWLING SHOES
LADIES' \$1.79
MEN'S Oxford Type \$1.98
MEN'S Oxford Type \$2.19
High Shoes

MEN'S SPORT SWEATERS \$1.98
TOP GRADE
ELK Work SHOE \$1.98 Reg. \$3.00
Well constructed for long wear. Sizes 6 1/2 to 11.

Reversible COATS \$8.98 Reg. \$12.00
Topcoat and ulacost all in one. Smart herringbone lined on one side, water-repellent gabardine on the reverse.

MEN'S RIDING APPAREL
Whipcord Breeches \$1.98
Leather BOOTS \$5.98
SUEDE JACKETS \$3.98
BOOT HOOKS \$2.2c
BOOT JACKS \$45c
CROPS \$65c
SADDLE SOAP \$25c

Dress SHOES \$3.25 Reg. \$4.00
By Endicott Johnson. Best shoe value in America. Ten styles to choose from. Sizes 6 1/2 to 12.

ROCHESTER JOBBING HOUSE
OPEN EVES. 'TIL 9:00
159-161 JOSEPH AVE. Cor. Nassau St. STONE 2260
Open til 9 Every Evening Unrestricted Parking

BUDGET PLAN
Use Our New **10 WEEKS to PAY**

Travel Bargain
Everybody's going to the World's Fair in New York. A week-end Sun tour is Rochester's greatest travel bargain.

Game Party, Penny Supper Planned By Veterans
Samuel C. Pierce Camp Auxiliary, Sons of Union Veterans will have a Penny Supper and Game Party next Tuesday, at City Hall Annex. The supper, which will be served at 5:30 p.m., will be under the chairmanship of Olive Smith, assisted by Mrs. McClusky, Mrs. Tillie Saunders, Mrs. Mildred Teeter, Mrs. Sylvia Denny and Mrs. Dora Hammond.
Mrs. Margaret Conrad is

Chairman of the Game Party, and her committee is composed of Mrs. Billie Tagart, Mrs. Ada Didas, Mrs. Laura Servis, and Miss Mary Lown.
On Monday evening a special meeting of the officers of the Auxiliary will be held in the City Hall Annex for the purpose of Drill practice. All officers are requested to be present.

Asthma Agony
Coughing, wheezing, bronchial attacks, blacked poles, your system, with your health and put a load on your heart. Responds quickly and easily to relief. Coughing, wheezing, bronchial asthma, chest pain, sore throat, throat irritation, now distributed thru drug stores, to help nature remove thick strangling mucus, loosen and soothe inflamed tissues. Mentos is not a smoke, dope or injection. Just breathe Mentos tablets. Guaranteed with each package—money back if you are not satisfied. Ask your druggist for Mentos today.

CARE FOR EYES
Don't abuse or neglect your eyes. They're the only ones you have and you can't buy more. If you feel that vision is not normal, go to a medical man who specializes in this

Read Weekly In The Sun

COUPON CORNER All Merchandise Approved

Maxwell House Coffee 21c Complete line of meals and groceries. PAVONE'S MARKET 202 E. Main St. Phone ST 1004	1/4 PT. JAP-O-LAC Housecleaning? Touchup worn shelves and window sills with Jap-O-Lac. 40c Val. H. H. SULLIVAN, Inc. 24 - 75 South Ave.	Latest Sheet Music 29c Regular 35c All popular song hits Columbia Music Store 25 Clinton Ave. So.
\$1.00 Box Cut Flowers Your Choice 75c Save 25c with coupon. Ideal table decorations. THURSTON FLORIST 333 Thurston Rd.	Electric Light Bulbs 8c ea. 10 watt to 60 American Made GLOBE BARGAIN STORE 175 West Main St.	Woodbury's TOOTH PASTE 9c Regular 25c size. Save 16c CARR'S PHARMACY 281 Congress St., Cor. of Brooks

RENT A NEW ABC WASHER OR IRONER \$50+ A WEEK

RENS-BACHLERS
COMPLETE HOME OUTFITTERS
40 STATE STREET
Mrs. Phil Schneider, 69 Bellwood Pl.

ATTENTION FACTORY SAMPLES

TRUNKS and LUGGAGE at Bargain Prices
KRIEGER
TRUNK STORE
126 E. Clinton Open Even.

SAVE \$60!

This Beautiful Living Room Suite

\$79.50
Reg. \$139.50

NO DOWN PAYMENT
Small Weekly Or Monthly Payment

10 YR. GUARANTEE

PHONE FOR FREE ESTIMATE MAIN 1277 ON RECOVERING AND REBUILDING THAT CHAIR OR DAVENPORT

3 SNOWFLAKE JUMBO BLANKETS

CANNON PART WOOL

9 lbs. of WARMTH!

NOT 1 NOT 2 ALL 3

\$8.95

25¢ DOWN A WEEK

LOOK AT THE SIZE!
LOOK AT THE NAME!
LOOK AT THE PRICE!

TO INSURE PROMPT DELIVERY
PHONE MAIN 1277

RENS BACHLERS
Ed. Masline, Mgr. COMPLETE HOME OUTFITTERS
Furniture and Appliance Div. **40 STATE ST.**
FREE PARKING ACROSS THE STREET
OPEN EVENINGS 'TIL 8:30

WE STAND BETWEEN YOU AND HIGH DRUG PRICES!

Drug Costs Have Gone Up! Drug Prices in Other Cities Have Gone Up! But DAW'S Refuse to Raise Prices! Your Costs Are Still at the ALL Time Lows!

Our Carload Way of Doing Business, and Our "Never Undersold" Policy Guarantee You Savings Now More Than Ever!

DAW'S ORIGINAL CUT-RATE DRUGS.

MILK OF MAGNESIA U. S. F. Reg. 30c Pk. Bottle 19c	PEPTO-BISMOL 1/2 oz. Size 47c	SODA BICARBONATE 1-7/8 oz. Size 9c	PROBAC JUNIOR BLADES 10c Pkg. of 4 3c	SACCHARIN POWDER 1-oz. Pkg. 23c	JOHNSON'S FOOT SOAP 25c Value 14c
WITH COUPON MINIATURE CHOCOLATES Delicious Tasty Niblets, Reg. 60c 11lb. Box 23c (Limit 2 lbs.)	TOILET TISSUE HY-TEX QUALITY 1,000 Sheets In Each Roll 3 Rolls for 13c	HAIR BRUSH New Professional Type, Well Made, Sturdy Bristle 23c (Limit 1)	CLOTHES PINS Box of 10 6c	WITH COUPON OXYDOL Large Box 14c (Limit 1)	ZINC OINTMENT 25c Size 7c
BORIC ACID POWDER 35c Pound 13c	CUTICURA OINTMENT 25c Size 14c	ASPIRIN TABLETS Pkg. of 100 6c	MULSIFIED SHAMPOO 8oz. Size 26c	SMITH BROS. COUGH DROPS Reg. 5c Boz 2 for 5c	PEROXIDE Pint Bottle 6c
WITH COUPON SINGLE-EDGE BLADES Gem-Type Reg. 10c Pkg. of 4 4c (Limit 2 Pkgs.)	WOODBURY'S Shave Cream Large 85c Size 11c (Limit 2)	DR. LYONS Tooth Powder 25c Size 9c (Limit 1)	WITH COUPON WOODBURY'S Shave Cream Large 85c Size 11c (Limit 2)	WITH COUPON DR. LYONS Tooth Powder 25c Size 9c (Limit 1)	HAIR CURLERS 2 for 5c 44c
WITH COUPON BORIC ACID POWDER 35c Pound 13c	WITH COUPON SINGLE-EDGE BLADES Gem-Type Reg. 10c Pkg. of 4 4c (Limit 2 Pkgs.)	WITH COUPON WOODBURY'S Shave Cream Large 85c Size 11c (Limit 2)	WITH COUPON DR. LYONS Tooth Powder 25c Size 9c (Limit 1)	WITH COUPON BORIC ACID POWDER 35c Pound 13c	WITH COUPON SINGLE-EDGE BLADES Gem-Type Reg. 10c Pkg. of 4 4c (Limit 2 Pkgs.)
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WITH COUPON BORIC ACID POWDER 35c Pound 13c	WITH COUPON SINGLE-EDGE BLADES Gem-Type Reg. 10c Pkg. of 4 4c (Limit 2 Pkgs.)				

DOLANS ... Where You Buy THE CUTS OF CHICKEN YOU PREFER

Breasts lb. 45c / Livers lb. 45c / Necks lb. 12 1/2c / Wings lb. 23c / Giblets lb. 19c / Legs lb. 35c

Milk Fatted **FOWL 19c**
For Fricassee or Salad

May Bone Smoked Skinless **HAMS 21c**
Whole or Shank Half

DOLANS 600 JEFFERSON AVE. cor. Bartlett Telephone Genesee 1417

Get Ready for WINTER BATTERY SALE!

39-PLATE 6-MO. GUARANTEE **\$2** EX.

39-Plate — 12-Mo. Guar. Ex. ... \$3
45-Plate — 18-Mo. Guar. Ex. ... \$4
45-Plate 24 Mo. Guar. Ex. \$5
51-Plate 36 Mo. Guar. Ex. \$7

Get Our Prices on 1941 **RADIOS** — Philco and Zenith — in ALL the newest models! **EASY TERMS**

Free Rental & Recharge During Guarantee Period

GOODYEAR ALL-AMERICAN TIRES

6.00 x 16 **\$5.95**
50c DOWN WEEKLY

First Line **WILLARD TIRES** First Quality

6.00 x 16	5.25 x 18	5.50 x 17	4.75 x 19
\$495	\$485	\$490	\$435

We Make the Guarantee and Stand Back Of It! Sale Prices Include Your Old Tires!

Tire Prices Climbing! **BUY NOW!** EASIEST TERMS!

KOMINZ TIRE CO.

445 Ridge Rd. W. At Dewey Ave. 9 A. M. - 9 P. M. Daily

182 Monroe Ave. At Seneca St. 8 A. M. - 9 P. M. Daily

417 Monroe Ave. At Averill St. 7:30 A. M. - 11 P. M.

EVER GLASS A KETTLE?

SLOW HOT WATER SERVICE IN EMERGENCIES

No Obligation To Buy

When you need it most—it seems to take the longest. So end anxious waiting. Pay only \$1 a month rent and the small amount for the Gas used. Removed FREE if you are not satisfied.

1 MONTH RENTS AN AUTOMATIC GAS WATER HEATER

Rochester Gas & Electric Corporation

For trouble and service calls Telephone Main 3968

Sales Dept. and personal calls Telephone Main 7678

BOWLING WITH ED RANDALL




I wonder how many of the oldest bowling clubs in the country is located right here in Rochester.

Probably very few are aware of the Germania Bowling Club which was organized long before most of us were even able to lift a bowling ball. The membership of the Germania Bowling Club reads like a copy of Rochester's "Who's Who" and its 17 members average 69 years of age.

Dean of these athletic oldsters is Edward Bausch, chairman of the board of Bausch & Lomb Optical Co., 36 years old. Joseph Fritsch, prominent local attorney, is the "baby" of the group, being only 52 years of age.

Other members include William Bausch, 78, V.-P. of Bausch & Lomb; William Deininger, 77, chairman of the board, General Baking Co.; James A. Gleason, 70, president and general manager of the Gleason Works; Charles F. Hutchinson, 64, Eastman Kodak executive; Dr. Carl A. Huber, 67; A. M. Spiehler, president of the Rochester Brewing Co.; William J. Kaelber, 63, architect and William C. Kohlmetz, County Judge.

Also in the group are Whiting Morse, 57, president of the W. B. Morse Lumber Co.; Charles P. Schlegel, 77, president of the Schlegel Mfg.; Oscar B. Spiehler, 63, bank director and president of the Big Elm Dairy Co.; Wm. G. Stuber, 75, bank director and Eastman Kodak executive who has been a member of the Germania Bowling Club for more than 45 years; Albert Will, 84, president of the Will Chemical Co.; Herbert J. Winn, 69, president of the Taylor Instrument Co. and Thomas J. Northway, 69, who practices regularly on his own Genesee Hall alleys to get in trim for the Germania "pot" games.

Here is a perfect example of the attraction bowling holds for those who love the game. I guess the slogan "Once a bowler, always a bowler" is true.

BOWLERS ARE TALKING ABOUT

The giant bulletin boards at Webber's Hall where the standings of all the teams in all the leagues are on display for the world to see... the large number of Ad Club bowlers which necessitated scheduling the league to bowl in two sections, one division rolling on Tuesdays and the other on Fridays at Genesee Hall... the big 3025 total compiled by Lou Maira's Webber's Hall team last week, 963-1056 and 1006 on new alleys against 3-pound f-nounce wood... the golfing bowlers who can't forget their stance and develop their bowling form... the amazing number of sponsors who are helping build up a record high number of sanctioned leagues this year.

Elm League

Team matches in the Elm League last week: Monroe Diner (2717) 3; W. A. Case & Son (2221) 0; Tommy Jenks (2524) 2; Bernard Held (2421) 1; Alexander Smith Rugs (2519) 3; Sealex Linoleum (2165) 0; McFarlin's (2654) 3; Hoisting Engineers Local 832 (2380) 0.

Better individual totals included Hill's 594, Gleichauf's 584 and Ivan Ames' 553.

Elm Ladies League

Millie Gabbey rolled 448 to top last Thursday's Elm Ladies League. L. Schwartz and G. Foley had 442, Beidack 437, M. Ricci 435, L. Donahue 443, Ahrens 424 and H. Konapko 420.

Team matches: Cobbe Hill Grill (1997) 2; Perry's Fortis (1780) 0; Moose Club (2090) 3; Bernard Held Company (1941) 0; Ryan Carling Company (2079) 3; Martin's Grill (1912) 0; Caruso's Restaurant (1922) 2; Hessler (2025) 1.

Rochester League

Al Faust topped last Monday night's Rochester League at Elm Hall with a good 646. Vern Warney had 616, White 603 and Dom Scherzi 600.

Team matches: Big Elm Cigar Store (2592) 2; Daw Drugs (2572) 1; Caruso's Restaurant (1941) 0; Ryan Carling (2079) 3; Town Talk (2577) 1; Hessler's Home (2025) 2; Big Elm Dairy (2479) 1; KAZ Jovity (2767) 2; Sarge's Smoke Shop (2722) 1; C. & W. Auto Parts (2804) 2; Little Kitchen Restaurant (2583) 0.

Buonomo League

Doctor Milton Rapp banged out one of the best, if not the best, total of the infant season in the Buonomo League on Monday night when he hit 700 on the nose with 244-265 and 191.

Russ Thomas had 644, Tony Buonomo 630, Leo Eckert 621, Petrillo 621, Bill Ehmann 613, Gifford 612, Jackman 609, Frank Wirtz 607, Oscar Muenster 607 and Pryor 604.

Team matches: Buonomo (2777) 3; C. & M. Forwarding (2371) 0; Community Gun Club (2568) 2; Rex Stevenson (2289) 0; Pure Grill (2832) 3; City Radiator (2163) 0; Schultz Beer (2648) 3; Decker's Dairy (2372) 0; Hefner (2266) 2; Cowen Amoco (2761) 1; Spike Wilson (2354) 2; Weppers (2390) 1; Webber's Hall (2791) 1; Bluey Blumbers (2721) 1; Joe Conners Insurance (2564) 2; Sauer's Diner (2280) 1; Westmans (2665) 2; Hessler Joe (2545) 1; Gamrod-Harmon (2797) 3; Imperial Beverages (2509) 0; Rochester Turners (2562) 2; Park & Sons (2542) 1; C. C. West Coal Co. (2481) 2; Grading Revestages (2414) 1; Moose Club (2315) 3; Dishard Storage (2566) 0; Judge Moran (2980) 2; Schlitz Tobacco (2486) 1; Cow Chevrolet (2365) 2; Clements Tauschner (2265) 1; Baumans (2679) 2; Calverta (2672) 1.

Her False Teeth Sparkle With Lustrous Beauty

Help to gain the smile that fascinates—dimple, murky, dull false teeth can spoil any smile—can taint the breath—can chatter a nuisance.

Here's a real tip—get a 30 cent bottle of Stera-Klean—drop a pinch in a half glass of lukewarm water—let your plate rest in this harmless solution for 10 minutes or as long as you wish—all night if you choose.

Then take them out and joyfully notice how they glisten with purity—how bright and lustrous they are.

And teeth are gone—simply made disappear—your teeth, plate and all are immediately clean—your mouth feels cleaner—breath should be sweeter—you'll be satisfied with Stera-Klean. Druggists everywhere—lasts for weeks.

FRIDAY SPECIAL

SCALLOPS ON THE ROUGH

EVERY DAY AS USUAL
The One—The Only
The Original
CHICKEN ON THE ROUGH
ALWAYS 40c

PUNK ROWE'S
1160 JAY ST.
Genesee 2301

Big free parking lot. Attendant in charge at all times.

SHE KILLED HER LOVER

Girls—Read the story Vera Street has written of her affair with her Nazi lover, Fritz Gebhardt. It's in the October True Story Magazine. Turn to page 27 and read "She Killed Her Fifth Column Nazi Lover." The October True Story Magazine is on sale at all newsstands.

Fanatic League

Team matches in last Wednesday's Fanatic League at Elm Hall: Yawman & Erbe (2203) 2; Big Elm Cigar Store (2320) 1; Regent Parking Station (2294) 2; Avery Restaurant (2392) 1; Klee (2228) 3; Schraders (1968) 0; Field Sanitarium (2420) 3; Staub & Son (2127) 0.

Genesee Ladies League

Keithell Brown was the leading lady in last Monday's Genesee Ladies League with 542. Florence Mandel had 535, Rose Hilbert 528, Dot Martin 515 and Edna Smith 505.

Team matches: Pure Grill (2414) 2; Roast Beef Tavern (2290) 1; Lincoln Printing (2186) 2; Genesee Pire (2176) 1; Soldi Spaghetti (2149) 3; Cahills (1879) 0.

ENTERTAINS CLUB

Miss Sara Harris of Baden St. entertained the Y. M. Club at her home on Sunday.

PIONEER COAL

STOVE or NUT **\$9.95** TON

EGG **\$10.45**
PEA **\$8.65**
COKE **\$9.25** STOVE or NUT

PRICES GOING UP SOON!

PHONE MAIN 815

Pioneer Coal Co. OFFICE and YARD 350 Exchange St.

Mrs. Augusta Hintz, 33 Mapledale St.

SMOOTH AS SILK
but not "HIGH HAT"

KESSLER'S
AMERICA'S GREATEST WHISKEY VALUE

MR. HAT—HOW DOES KESSLER'S BAT IN SALES COMPARED TO OTHER BRANDS?

MR. HAT—26 MILLION BOTTLES A YEAR—THAT'S WHERE KESSLER STANDS!

KESSLER'S PRIVATE BLEND—A BLENDED WHISKEY. 75% Neutral Spirits distilled from Grain. 90 Proof. Julius Kessler Distilling Co., Incorporated, Lawrenceburg, Indiana.

Where To Go For Entertainment

23 Games, Cash Prizes! 25c
Every Monday Evening, Starting Sept. 30 at 8:30 P. M.
GLIDE HALL
GLIDE ST., cor. JAY
Come and Have a Good Time You May Be Lucky!
Door Prizes—Entertainment

PARTIES AT CAPITOL THEATRE HALL
85 W. Main St.
WEDNESDAY 8:15 P. M.

PARTIES WEST AVE. MANOR
165 West Ave.
Wed. Nite—8:30 P. M.
Mon., Tues., Thurs., Fri.—1:30 P. M.

BINGO CARPENTER'S HALL
50c | 115 N. Fitzhugh St.
23 Games—Double Board

NORM'S BINGO PARTY
CHILI RECREATION HALL
509 Chili Ave.
Monday, 8:30 P. M.
All Are Welcome

GLADYS—BINGO
142 GENESEE ST.
Sun. Afternoon 2:30 Sharp
Door Prizes—Free Games
Also Monday at 8:30 P. M.

PARTIES UNION LEAGUE HALL
Sunday and Monday, 8:15 P. M.
Wednesday and Saturday 1:30 P. M.
290 Gregory, at South Ave.

BINGO at CHILI Recreation Hall
Every Friday Night 8:15 p. m.
\$5.00 each for the 23 games
Mon. and Wed. 1:30 p. m.
Tues., Thurs., Fri. and Sat. 8:15 p. m.
509 Chili Ave. at Thurston

BINGO PLYMOUTH CHURCH HALL
Plymouth Ave. at Troup
25 DOOR PRIZES
Admission 20c
Every Sat. 8:30 P. M.
Door Prizes—Jack Pot

BINGO HOLLYWOOD BINGO HALL
Show 7 p. m. Games 8 p. m.
Thurs., Fri., Sat.
35 PULLMAN AVE.

At Berghash

GET MORE FOR YOUR MONEY

WITHOUT SACRIFICING QUALITY

RON GRANDE

GOLD LABEL
PUERTO RICAN

From Puerto Rico's Best Rum House

\$1.95
4/5 Quart

86 PROOF
Compare \$2.50 Value

SAVE!

Imported French Wines
Vintage 1933

"Bordeaux Claret"
"Bourgogne Superior"
(BURGUNDY)

Compare! \$1.50 Value

Quantities Limited. Make Your Purchase of This Fine Wine Now!

99c
4/5 Quart

SAVE!

Farmbrook Gin
DISTILLED LONDON DRY

Grain Neutral Spirits
94.4 Proof

Try a Quality Gin at a Very Special Price!

Compare \$2.40 Value!

\$1.69
FULL QUART

SAVE!

Imported Scotch SPECIAL LIQUEUR CREAM
"THE FINEST SCOTCH WHISKEY THOROUGHLY MATURED"

Distilled 100% Blended and Bottled in Scotland

Scotch Whiskies
8 Years Old

\$2.99
4/5 Quart

SAVE!

BOTTLED IN BOND "FARMBROOK" STRAIGHT BOURBON WHISKEY

100 Proof

\$2.09
FULL QUART

Compare! \$3.00 Value!

A BERGHASH BARGAIN!

CREAM O'GRAIN—4 Yrs. Old STRAIGHT WHISKEY \$1.89
Full Quart

LE JOUR CREME DE COCOA \$1.70
Fifth

LONDON INN GIN 90 PROOF \$1.09
Fifth

BERGHASH
124 CLINTON AVE. S. MAIN 786
NEXT TO LOEW'S FREE PARKING OPPOSITE OUR STORE

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END OF MONTH SALE

724 Pairs of Ladies Shoes

REDUCED TO

\$1.77 Pair

Wood-Corver Heels!

Black Suedes
Blue Kids
Brown Patents
Wine Alligators

HOSE 44c

REGULAR 50c

KINNEY'S

74 Main St. E. near Front St.

-WANT ADS-

PERSONALS

WANTED home for male tiger kitten. 19 Amherst St. Monroe 3039.

RADIOS checked and tubes tested free. Free estimate and delivery service. RMA 3 months guarantee on all parts used. K. & L. Radio Service, 180 Carter St. Stone 9415.

GET your lucky number from Evelyn Tobin at the Brass Hall, from 2 to 3 P. M. Home appointments Store 4785-J.

FOR RENT

LARGE sleeping room — private home, closet, bath, den privileges, reasonable. 29 Mazda Terrace.

NEW FELT BASE RUGS

6x9 9x12
\$1.75 \$2.95

All colors suitable for living room, dining room and bedroom. Large assortment of Armstrong, Stone-Blanton and Pabco Rugs.

INLAID LINOLEUM, sq. yd. 58c

H. P. FAHRER

134 NORTH PLYMOUTH

LOVERS BEWARE

Eddie-LaVerne turned out to be on your side after all. If it hadn't been for her, your oil well would never have been discovered. Read the whole story in "Lovers Beware" on page 28 of the October True Story Magazine now on sale.

WANTED TO BUY

GRAY or white enamel combination and bungalow ranges. Will pay \$15.00 and up. Phone Mr. Carter, Main 8926.

MOVING 3 ROOMS \$5 FOR

4 Rooms for \$7.00
6 Rooms for \$12.00

Large refrigerators and heavy combination ranges extra. Large covered vans, plenty of pads, capable handlers. Old furniture, rugs, stoves, etc. taken as payment for moving.

Phone Mr. Carter
Certified Appraiser
MAIN 8926

EASY WAY AUTO INSURANCE

No Collectors No Brokers

11 weekly \$11 paid. Complete coverage on Liability, Collision, Theft and Fire. For details, Phone ST. 557

BUDGET PROTECTION

144 Lincoln Alliance Bank Bldg. Established 1916

Perhaps the easiest to way to clean small articles like scarfs, handkerchiefs, neckties, etc., is the "shaker method."

Simply place the articles to be cleaned in a mason jar, pour in about a glass of cleaning fluid, screw the lid on tightly and shake vigorously. Then rinse with fresh cleaning fluid and allow to dry.

23 CLINTON AVE. SO.

Is New Address Of

THE SPORT SHOP

(Directly Opposite Hotel Seneca)

THIS WEEK'S SPECIALS

Ladies' Complete **\$4.85** Ladies' Suede **\$4.95**

RIDING OUTFIT

INCLUDES:

• Jodhpurs, Jodhpur Boots
• Plain or Novelty Riding Shirts

SPORT JACKET

A \$6.95 VALUE

Rochester's Most Complete Line Of Sports And Riding Apparel For Men And Women

Irene Muntz gives valuable food hints and recipes to Rochester housewives each week

RUGS 9x12 \$1.00

CLEANED and STEAMED
Rugs, Seamed, Cleaned, Washed, Stained, Mott, Damp and Germ-proofed.

ELTER CO. Est. 1872
14 Wood 3466 - 44 Arthur St

WOMEN!

RELIEVE NEEDLESS SUFFERING

If functional periodic complaints make you moody, nervous and irritable, try CHI-CHESTERS PILLS for relief from irritable pain and discomfort. They are SAFE to take as directed. Contain no habit-forming drugs. Sold 50¢ at all druggists.

CHI-CHESTERS DIAMOND BRAND PILLS

Come In TONIGHT and SAVE!
ONLY A FEW DAYS LEFT OF BURKE'S FAMOUS

TRADE-IN SALE

Hundreds of Our Customers have Already Bought.

They've Thronged in... They've Looked... They've Examined, Compared and BOUGHT AS NEVER BEFORE!

Allowance Up To \$25

On Your Old Living Room, Bedroom and Dining Room Suites.

BELOW ARE SOME OF THE REASONS THE THRIFTY HAVE TRADED IN THEIR OLD FURNITURE ON OUR NEW, FASHIONABLE LIVING ROOM, BEDROOM AND DINING ROOM FURNITURE.

2-Pc. MODERN LIVING ROOM \$49

Save \$30.00 Reg. \$79

SAVE!
\$30 on 3-Pc. Frieze Weave Regular \$69
\$80 on 2-Pc. Chippendale Regular \$149
\$30 on 2-Pc. Leompoint Regular \$109
\$30 on 3-Pc. Sage Yarn Velour Regular \$129
\$30 on 2-Pc. Carved Frame Suite Regular \$119

Trade In Your Old Furniture and Save Still More

BEDROOM SUITES

SAVE!
\$30 on 3-Pc. Butt Walnut Bedroom Regular \$99
\$20 on 3-Pc. Maple Bedroom Regular \$59
\$20 on 4-Pc. Walnut Veneers Regular \$89
\$30 on 4-Pc. Suite with Chest Robe Regular \$119

Trade In Your Old Furniture and Save Still More

DINING ROOM SUITES

SAVE!
\$30 on 9-Pc. Duncan Phyfe Dining Room Regular \$129
\$20 on 9-Pc. Modern Dining Suite Regular \$109
\$20 on 7-Pc. Dinette Suite Regular \$99

Trade In Your Old Furniture and Save Still More

Nationally Known INNERSPRING MATTRESS \$14.95

Reg. \$19.95

PORCELAIN BREAKFAST SETS \$26.95

Reg. \$36.95

Budget Terms To Suit Your Convenience

Burke's FURNITURE OF QUALITY
34 SOUTH AVE.

WITH COUPON SWEETHEART SOAP 3 for 11c

Limit 3 KEY DRUG

WITH COUPON ADHESIVE TAPE 2 for 9c

1/2" by 5 Yds. Reg. 10c KEY DRUG

WITH COUPON DISH CLOTHS 5 for 11c

Pastel Shades Limit 10 KEY DRUG

WITH COUPON BRILLIANTINE 7c

3-Oz. Bottle 15c Value Limit 2 KEY DRUG

WITH COUPON FLY SWATTERS 3c

Reg. 10c Limit 3 KEY DRUG

WITH COUPON PICNIC PLATES 6c

Box of 12 Reg. 10c Limit 5 KEY DRUG

CLOTHES PINS 6c

Box of 40 Limit 4

HALIBUT LIVER OIL CAPSULES 69c

Box of 100

RUBBING ALCOHOL 8c

Pint Size

50c JERGEN'S LOTION and 25c Jergen Face Cream 39c

75c Value, Both for

Paradichlorobenzene Moth Crystals 29c

Lb. Can 4 for \$1.00

PALMOLIVE SHAVING CREAM 2 for 33c

Reg. 25c

470 N Goodman near Mah **92 E Main near Water**

546 Monroe near Goodman **457 Ridge Rd W near Dewey**

KEY CUT RATE DRUG STORES

Rochester's Modern

TODAY, TOMORROW, SATURDAY AND SUNDAY

Marlin

HIGH SPEED RAZOR BLADES 20-25¢

Double Edge

Guaranteed by The Marlin Pen Co.

FILMS DEVELOPED AND PRINTED 23c

Any 6 or 8 exposure roll

DETECTO BATHROOM SCALE \$1.77

Weights to 250 lbs. Reg. \$2.50

LUCKY TIGER HAIR TONIC 79c

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 50¢ size touchers only 79c.

A VALUABLE DOCUMENT

Your doctor's prescription is a valuable document. More than a piece of paper bearing queer words and odd characters, it represents his years of training, experience and skill applied directly to your individual case. As such, the prescription deserves the care and accuracy exercised by our registered pharmacists and the purity and uniformity of the prescription chemicals and drugs we dispense.

We use Merck Prescription Chemicals

5c BABY RUTH BAR and 5c Butterfinger Bar 10c Value, Both for 5c

Hremo Quinine 27c
35c size
Hinds Honey & Almond Cream, 1-lb. size 49c
Boraxo, large 2 for 21c
Lanning Jar covers porcelain lined box of 12 20c
Canning Jar Rubbers 3 for 11c
Large size
Fountain Pen Ink 4 oz. bottle reg. 15c 7c
Tincture of Iodine 3c
15c size
Rubber Gloves Extra heavy latex 50c value 23c
Wildroot Hair Tonic with all, 1-lb. size 59c
Colgate Tooth Paste 2 for 29c
Large size
Harlem Oil Capsules box of 25 reg. 35c 13c
Vicks Vapo Rub reg. 35c size 27c
Anacin Tab. bottle of 50 reg. 75c 59c

CLAPP'S BABY FOODS

STRAINED FOR BABIES CHOPPED FOR CHILDREN

3 for 19c 3 for 25c

ZIPPER BAGS

Sturdy Rubber Lined Water Proof

Regular \$1.00 **44c**

PACKETTE FOLDING SYRINGE \$1.75 Value 98c

Convenient Travel Set. Can be tucked away in luggage or medicine chest. Ideal for personal use.

PEPSODENT Specials

TOOTH PASTE 40¢ SIZE 33¢ TOOTH POWDER 50¢ SIZE 39¢

★ ANTISEPTIC GIANT 75¢ SIZE 59¢

WITH COUPON CHOCOLATE CORDIAL CHERRIES 21c

Lb. Box Reg. 40c Limit 2 KEY DRUG

WITH COUPON WOODBURY TOOTH PASTE 9c

25c Size Limit 1 KEY DRUG

WITH COUPON JERGEN'S TOILET SOAP 5 for 11c

Made By The Makers of Jergen Lotion Limit 5 KEY DRUG

WITH COUPON WAVE SET 7c

6-Oz. Bottle Limit 2 KEY DRUG

WITH COUPON CLOTHES LINE 13c

50 Ft. Reg. 25c Value Limit 2 KEY DRUG

Woodbury Shampoo 19c

Reg. 50c Size Limit 2 KEY DRUG

50c PROPHYLACTIC TOOTH BRUSH and 25c PROPHYLACTIC TOOTH POWDER 29c

75c Value, Both for

ASPIRIN TABLETS 6c

5 Grain Each Bottle of 100

NOXZEMA CREAM 49c

Boudoir Size, Reg. 75c

BARBASOL SHAVING CREAM 19c

50c Tube

BUSINESS ENVELOPES 2 for 5c

Package of 25

Luden's Cough Drops 2 for 5c

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Vol. III, No. 48

ROCHESTER, N. Y., THURSDAY, SEPTEMBER 26, 1940

PHONE STONE 6001

Events Of The Week

THURSDAY, SEPTEMBER 26

GIRL SCOUT TRAINING COMMITTEE—Training and Training Class; Scout Headquarters, 75 N. Water St.; 7:30 p. m.
FYM BUSINESS ASSOC.—Achievement Day Dinner; Lodge Room.
HAMILTON CHAPTER RAM—Meeting; Cathedral Hall; 7:30 p. m.
LAKEVIEW LODGE OF REBEKAHS—Election of Officers; IOOF Temple, 4361 Lake Ave.; 8 p. m.

FRIDAY, SEPTEMBER 27

FIRST UNIVERSALIST CHURCH—Cantata; 6 to 8 p. m.
CYRENE COMMANDERY, KT—Meeting; Cathedral Hall; 7:30 p. m.
EASTERN STAR PRESENT AND PAST DISTRICT DEPUTIES CLUB—Luncheon; Meeting; 149 West Ave.; 1 p. m.
MATIE A. NUSSLE OFFICERS CLUB—Meeting; Masonic Temple.
FELLOWSHIP CHAPTER OF EASTERN STAR—Annual Birthday Banquet; 143 West Ave.; 6:30 p. m.

SATURDAY, SEPTEMBER 28

RULING MASTERS ASSOC.—Barbecue; Elmer's Grove, Buffalo Rd.; from 2 p. m.
DEMOCRATIC WOMEN'S DAY
NU SIGMA ETA SORORITY—Anniversary Party; Home of Miss Lorraine Zagurski, 73 Sobieski St.
GENESSEE VALLEY COURT—Card Party; Home of Mrs. Katie Weep, 30 Jackson St.

SUNDAY, SEPTEMBER 29

MASONS FELLOWSHIP CLUB—Cantata; Churchville Park; 1:20 p. m.
LEAGUE OF WOMEN VOTERS—Lecture by B. S. Bercevic; Chamber of Commerce Auditorium.
SOCIAL UNIT OF MOOSE—Annual Cantata; Point Pleasant.

MONDAY, SEPTEMBER 30

YWCA LEISURE TIME SCHOOL—Rally; 7:30 p. m.
SUNSHINE CHAPTER OF EASTERN STAR—Card Party; Masonic Temple; 8:30 p. m.
MONROE COUNTY LADIES AUXILIARY, YWV—Dinner; Odenbach's; 6:30 p. m.

TUESDAY, OCTOBER 1

LADIES AUXILIARY, KNIGHTS OF THE ALHAMBRA—Bridal Luncheon; Mivale Country Club.
SACRED HEART ROSARY SOCIETY—Benefit Card Party; Church Hall; 8 p. m.
KINGDOM MISSION CIRCLE—Lecture by Mrs. Esle T. Handall; Salem Evangelical and Reformed Church; 8 p. m.

WEDNESDAY, OCTOBER 2

BUSINESS GIRLS LEAGUE—Meeting; YWCA.
ROCHESTER HOSPITAL LIBRARY COUNCIL—Round Table Forum; Academy of Medicine.

Final Month Brings Rush for Fair Tours

With but a little more than four weeks remaining before the doors are closed forever, interest in the New York World's Fair is mounting, rather than diminishing. Officials of the huge show attribute this upsurge in interest to the realization in thousands of people's minds that if they are ever to see the most talked of spectacle of the age, they must do so now, without further delay.

In Rochester, this upward trend is noticeable in the mounting number making reservations for the week-end economy tours arranged by the Rochester Sun for its readers. Each week in September, the previous week's mark has been shattered. And this week is no exception.

Rochesterians feel that now is the ideal time to visit the fair with cool weather prevailing.

In the tour which the Sun is offering to its readers at 14 dollars each, round trip railroad fare is provided in air-conditioned comfortable coaches which speed travelers to New York in slightly more than seven hours. Also included in the tour is a room with private bath at the Hotel Commodore while in New York, admission to the Fair and several concessions, including Billy Rose's Aquacade, also a breakfast at the Arcadia Restaurant and a trip to the Observation Tower of Radio City. Complete details, descriptive folders and ticket reservations are available at the Sun office, 420 Burke Bldg., 5 St. Paul St. each day from 9 a. m. to 5 p. m.

Reservations for this week's tour which leaves the N.Y.C.R.R. station tomorrow at 11:30 p. m. are still available.

Auto Show To Open New Civic Exhibits Building

Rochester's 33rd annual Auto Show is scheduled for October 12 through October 19, at the Civic Exhibit Building (formerly the Duffy-Powers Building.) Edward C. Schoen, Show Manager and Secretary of the Rochester Automobile Dealers' Association, announced recently.

The show will occupy the entire ground floor and second floor of the Civic Exhibit Building. Outside ramps will be erected to facilitate access to the second floor. Considerable enlargement of both exhibition floors will be achieved by removal of many partitions with

(Continued on Page 5)

Coupon Corner Returns to Sun

Back to the columns of the Sun today comes The Coupon Corner, in which are offered some of Rochester's most unusual values. Coupon clippers will remember this feature for its money-saving offerings last Spring. Included in today's offering is a special on sheet music, flowers, lamp bulbs, coffee, toothpaste and paint.

To those who appreciate super-values we advise your turning to the coupon corner now.



ROY BUSH

Active Campaign Planned For Sheriff Post

Opening a special headquarters in the Hotel Seneca for Roy F. Bush, their nominee for sheriff, Monroe County Democrats predict the drive to be made for him until the general election will parallel in intensity any of the campaigns which made him the party's outstanding vote getter of recent local history.

Bush, for six years Monroe County clerk, will have the backing of an organization reaching into every election district in the county, according to leaders.

Four years ago when Bush was elected to his second term as county clerk his majority led that of President Roosevelt by approximately 7,000 votes.

When seeking a third term last November Bush led his county ticket by 19,000, and carried the city by 3,000 in the face of a general sweep that virtually overwhelmed the party.

It is said that Bush will make his campaign for sheriff on his (Continued on Page 5)

Face Lifting!

More indicative of the purpose and aim of the Rochester Sun is the new vignette, or namplate, displayed at the top of this page today. For, first of all the Sun is Rochester's Shopping News. Today their stores' newest offerings, their best values and other shopping information is vital news of primary interest to thousands of home makers in this city.

Therefore, readers and advertisers alike agree that the Rochester Sun most adequately portrays Shopping News.

We trust that you will continue to look to the columns of the Sun for Rochester's best buys from Rochester's best stores.

John B. Kennedy To Address N.Y.S. Architects Meet

John B. Kennedy, foreign news analyst whose forceful delivery is heard regularly over the NBC network, will address the Third Annual Banquet of the N. Y. S. Architects Association tomorrow.

In a three day session at Hotel Seneca, the convention has attracted several hundred of the leading architects from all parts of the United States, according to an announcement released through the Rochester Convention and Publicity Bureau.

Mr. Kennedy's talk, entitled "What—After the War?" will climax the second day of the convention and will be presented before an audience of many outstanding men and women not only of the architectural profession but of other professions as well.

L. A. Weasdrop is local chairman of the conclave. (Continued on Page 2)



GEORGE B. KELLY

Magazine Endorses Idea Contained In Kelly's Bill

When George B. Kelly represented the 38th district in Congress, one of his tasks was the preparation and introduction of a bill pertaining to our business relations with South American countries.

Last week, Collier's magazine featured an editorial pleading for better mutual understanding between the two continents. Kelly's bill called for just that.

The bill would make mandatory the teaching of Spanish in all high and preparatory schools in our country and he had the assurance of South American representatives in Washington that if we would require a knowledge of their language among U. S. students, they in turn would require universal teaching of ours.

It is Kelly's belief that a (Continued on Page 2)

Report Shows County Crime Total Drop

A twenty-six percent decrease in crime complaints accompanied by a four-percent increase in case clearance by arrests was the August record credited to Monroe County's policing units working under the Sheriff's cooperative set-up.

The sheriff's police division and the ten cooperating town and village police forces reported a total of 101 crime complaints last month as against 138 in August 1939. The reports also show that 69 arrests last month cleaned up 68 percent of the cases while in the corresponding month last year 92 arrests cleared 64 percent of the cases.

Traffic arrests for the month showed a 40 percent increase, jumping from 80 a year ago to 113 last month. Of the 182 total arrests last month 14 were women while in August 1939, of the 172 arrests, 23 were women.

Four cars were reported stolen in the county last month; four were recovered and one arrest was made for auto theft. Value of lost or stolen property last month totalled \$1665.06 of which \$1470 was recovered.

Daylight time ends officially at 2 a. m. Sunday morning, Sept. 29, but, as is the usual custom, most folks will turn the clock back one hour when retiring Saturday night. The others will get to church an hour too early on Sunday. Better set it back for sure Saturday, then you'll keep on schedule.

Minor changes in arrival and departure time of trains will go into effect on Monday.

NO BETTER
Whiskey
IN ANY
BOTTLE

WILSON
"THAT'S ALL"

Blended whiskey, 50 proof.
70% grain neutral spirits.

WILSON DISTILLING CO., INC., BRISTOL, PA.

WIN THIS 1941 CHEVROLET

To Be Given Absolutely Free To Some Customer Of WEGMANS

ON NOVEMBER 11th

NO WORK TO DO, NO SKILL REQUIRED, NOTHING TO WRITE.

SHOP WEGMANS
TOMORROW
Start Saving Tickets!

AND 100 GALLONS
OF AMOCO GASOLINE

Start Saving Now, To Win This
BEAUTIFUL BRAND NEW 1941
DE LUXE CHEVROLET SEDAN
WITH RADIO, HEATER and 100 Gallons Of AMOCO

A completely equipped Special Deluxe Chevrolet Town Sedan in your choice of standard colors. Fully guaranteed by Siebert-Chevrolet. The grand drawing will be held on November 11th in front of the Wegmans East Main Street Store under the jurisdiction of a committee of disinterested judges. The winning customer need NOT be present at the drawing... SO START WEGMAN TICKET SAVING RIGHT NOW!

*Wegman employees and their immediate families, of course, are not eligible to win.

Wegmans

HOME OWNED FOOD MARKETS

SEVEN BIG STORES

Just Save the Free Wegman Automobile Tickets!



Tickets will be given with purchase of 25c or over at all Wegman Food Markets. ALL YOU HAVE TO DO is jot your name on the ticket stub and deposit it in the "Auto-Box" in any Wegmans store. Keep the main part of the ticket for identification. You need have only one ticket... but REMEMBER the more tickets you have the better your chance to win!

WATCH THE WEGMAN ADS EVERYDAY for "Extra" tickets given with specially featured items... they'll be announced in every ad. TURN TO PAGE 6 RIGHT NOW and look over the dozens of money-saving and extra ticket bargains. Tickets will be given away everyday through November 9th, STARTING TOMORROW MORNING!



Republicans To Open Fall Campaign Tuesday

Republican candidates will fire opening guns in their local campaign next Tuesday evening when the Union League Club stages its annual Candidate's Night at the Gregory St. clubhouse, County Chairman Arthur Lochte announced yesterday.

Representatives Joseph J. O'Brien and James W. Wadsworth will be on hand to give their campaigns a send-off.

Other speakers will include

District Attorney Daniel J. O'Mara, State Senators Rodney D. James and Karl K. Bechtold, Sheriff Albert W. Skinner, Assemblymen Frank J. Sellmayer Jr., Abraham Schulman, George T. Manning, Pat E. Provenzano and William B. Mann, County Judge William C. Kolmetz and Coroners David H. Atwater and Richard A. Leonardo.

Lochte has announced that

in the event Monroe receives a place on the state ticket at the White Plains convention tomorrow, the candidate will also be a speaker.

Lochte has temporarily discarded the plan, suggested earlier, to have all Republican ward and town clubs meet simultaneously to hear a radio address opening the campaign. The plan, which is said to have worked out successfully in Erie

County, may have a local try-out next year, he indicated.

However, the joint meeting plan will be carried out as an experiment by Republican women when they celebrate Willkie Day on October 8. Ward and town groups will meet in their respective areas in the afternoon to hear Willkie's speech and afterward discuss it.

Adult Schools Begin Sessions

Formal instruction began Monday night for those registered in adult evening classes in eight of Rochester's High Schools, two grade schools and 25 civic centers, according to Verne A. Bird, Adult Education director for the Board of Education.

Registrations will also be taken this week, and will continue where classes lack the minimum registration required.

Classes will be held on Tuesday and Thursday evenings at Charlotte, Benjamin Franklin, Junior Vocational, Jefferson High and No. 9 Schools. Classes will be conducted five nights a week at Monroe, East High School and School No. 27. Registration may be made on these nights from 7 to 10 p. m.

Nearly 100 subjects in cultural, vocational, commercial and homemaking are being offered this year.

V. F. W. Post To Present Flag To Scout Troup

On Friday, October 4th, the Troop-Emerich Post, VFW, will present a flag to Boy Scout Troop 103 at Lutheran Concordia Church, Helena and Putnam Sts.

The Post will be assisted by the Auxillary and the Post's Junior Drum and Bugle Corps. Monroe County Council, Chaplain Wallace Ocorr will make the presentation and give a talk outlining the history of the flag.

ANNIVERSARY PARTY
Members of the Nu Sigma Eta sorority will hold their first anniversary party on Saturday at the home of Miss Lorraine Zagurski, 73 Sobieski St.

ENTERTAINS COURT
Mrs. H. L. Katie Wesp, 50 Jackson St., will entertain members and friends of the Genesee Valley Court at a card party in her home on Saturday.

Kelly Bill . . .

(Continued from Page 1)

mutual knowledge of each others' language would lead to closer western hemisphere unity and be instrumental in preventing misunderstandings that might allow a foreign enemy to gain a foothold in the Americas.

Upon the principle that if you and your neighbor speak the same language the spirit of the

street will be better so, says Mr. Kelly will be the feeling between the peoples of the new world.

If Mr. Kelly is elected to his former position in Congress this fall his first bill, he says, will be this language bill to make the good neighbor policy of the present administration really effective. He is planning an air trip to several Latin-American Capitals before the opening of Congress in January.



Sea Foods are Always at Their Best at

ODENBACH'S

Delicious oysters, on the half-shell or in stews . . . fresh broiled lobsters . . . shrimp, crabmeat or clams . . . temptingly served as you like them. You'll enjoy our Special Shore Dinners with steamed clams too!

Delicious Food—Moderately Priced

Deluxe Entertainment this Week!

- John Booth, magician
- Karen Torrey at the harp
- Harold Vincent and his band
- Mona and Marino Dancing Stars
- Eleanor Bowers, song stylist

Projansky

Month --- End Sale of 114 One-of-a-Kind Fur Coats

Remarkably Reduced for Immediate Clearance

Out of the stocks that made early Fall selling by far the greatest in Projansky history, we have taken these 114 Fur Coats and offer them at prices at which they would not ordinarily be marked until the end of the season. Coats from our own work room . . . sample coats . . . and discontinued numbers . . . grand bargains for thrifty minded women.



- \$75**
- Northern Seal
(Seal Dyed Coney)
- Mendoza Beaver
(Beaver Dyed Coney)
- Raccoon
- Caracul *(Brown and Grey)*
- Muskrat
- Mouton Lamb

- \$100**
- Caracul *(Black or Brown)*
- Raccoon
- Muskrat
- Grey Kid
- Pony
- Blaq-Roz Seal
(Seal Dyed Coney)

- \$125**
- Persian
- Persian Paw
- Caracul
- Hudson Seal
(Hollender Dyed Muskrat)
- Mink-Dyed Muskrat

- \$150**
- Persian
- Sable-Blend Muskrat
- Leopard Cat
- Caracul
- Squirrel
- Hudson Seal
(Hollender Dyed Muskrat)

Fur Jackets
Whose Season of Wear Begins in September

\$39 to \$395



★ Charge Accounts

★ Budget Accounts

Custom Furrier and Tailor to Gentlemen

39 East Ave.



Of Course They're Pleased — It's A Karastan from Lauer's

Startling beauty . . . Magnificent colors . . . and authentic Persian designs are blended to make Lauer's Karastan rugs the outstanding Domestic Orientals in America today. Woven from rich worsted yarns with front to back designs, they are truly beautiful . . . And you'll think you're walking on clouds when you tread on the thick deep pile that cushions your footsteps. Lauer's new Karastan rugs invite your closest inspection. Come and see our gorgeous display in our 5th floor Rug Department.

There Is A Karastan to Fit Your Room

9' x 12' . . . \$169.50	12' x 14' . . . \$265.00	10'6" x 12' . . \$200.00
9' x 15' . . . 215.00	12' x 16' . . . 300.00	10'6" x 14' . . 230.00
9' x 18' . . . 255.00	12' x 18' . . . 340.00	10'6" x 16' . . 265.00
12' x 12' . . . 230.00	12' x 20' . . . 375.00	10'6" x 18' . . 295.00

BUDGET TERMS—SIMPLY ADD 6% YEARLY

Lauer's

50 STATE ST.

Store Open Every Friday Night, Til 9 P. M.

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Across The Bridge Table

by ASA SPADES

A bid of six diamonds which was doubled and redoubled was played recently and it brought in a top score. Several teams bid and made six diamonds but only one team was fortunate enough to have it doubled and redoubled.

N	E	S	W
H A K 6 2	W 8	H A 9 7	H J 7 3
D A K Q 2	W 8	D J 6 4	D J 6 4
C A K Q	W 8	C J 4 3	C J 4 3

A NEW KITCHEN

for only \$298 with

ACME QUALITY Interior Gloss Finish
The washable finish for interior walls and woodwork.
That's all it costs to buy enough Acme Quality Interior Gloss to refinish the average size kitchen completely—with choice of colors for walls, woodwork and ceiling. Acme Quality Interior Gloss is the washable finish for kitchens, bathrooms and all interior walls. Dries quickly—imparts a moisture-proof, steam-proof washable surface to which dirt, dust and grease do not readily adhere. Your choice of 14 charming shades. See us today.

Acme Quality **GRANITE FLOOR ENAMEL**
Gallon Half Gal. \$3.15 \$1.70
Acme Quality **'New Era' HOUSE PAINT**
1 Gal. 5 Gal. Kits \$2.98 \$2.89
HADLOCK PAINT CO., INC.
466-470 CENTRAL AVE. STONE 1968

This famous name stands for quality—

Mount Vernon

For this superb bonded whiskey is the "patrician of American ryes"

Deli-cious in flavor and enriched by tradition, Mount Vernon is gaining new friends daily, who drink it with relish on terrace or with party.

100 PROOF

\$2.69 4/8 L. (21.6 oz.) \$1.69 1/2 L. (10.8 oz.)

Mount Vernon
BOTTLED IN BOND STRAIGHT RYE WHISKEY

Movie Guide

All Pictures Listed Now Playing Except As Noted:
*Starts Friday
**Starts Saturday
*ROCHESTER — "The Howards of Virginia"; Cary Grant, Martha Scott; "The Lady In Question"; Brian Aherne, Rita Hayworth.
*PALACE — "Spring Parade"; Deanna Durbin, Robert Cummings; "I'm Still Alive"; Kent Taylor, Linda Hayes.
*CENTURY — "Gold Rush Male"; Ann Sothern, Lee Bowman; "Queen Of Deceit"; Anna Nagle.
*REGENT — "Brigham Young"; Tyrone Power, Linda Darnell; "Mogie"; Micaela Ayer, Nan Grey.
*CAPITOL — "Maryland"; Walter Brennan, Fay Bainter; "River's End"; Dennis Morgan, George Tobias.
*RIVIERA-DIXIE — "My Love Came Back"; Olivia DeHavilland, Jeffrey Lynn; "Fugitive From Justice"; Roger Pryor, Lucille Fairbanks.
*STATE LIBERTY — "King of the Lumberjacks"; John Payne, Gloria Dickson; "Scatter Brain"; Judy Canova, Allen Mulberry.
*MADISON-MONROE — "Ann Of Windsor"; Anne Shirley, James Ellison; "Turnabout"; Adolphe Menjou, Mary Astor.
*CAMO-WEST-END — "Immortal Story"; Margaret Sullivan, James Stewart; "Trene"; Anna Neagle, Ray Milland.
*GRAND — "Susan and God"; Joan Crawford, Frederick March; "Girl In 317"; Florence Rice, Kent Taylor.
*11TH FLOOR — "The East of Chicago"; Edward Arnold; Selected Short Subjects.

Lodge Group Plans Clambake

Annual clambake of the Peanuts, an active social unit of Rochester Lodge of Moose, will be held next Sunday afternoon at Pt. Pleasant. Advance sale of tickets indicated that it will be one of the largest ever held by the organization. President Joseph A. Paduano announces that the festivities will start at 12 o'clock and will continue until late in the evening. The first serving of the bake will be at two o'clock and hot sausage, cold cuts and other refreshments will be served all day. Secretary Harry Germain, with the aid of other members of the committee, has arranged a program of sports and other entertainment calculated to keep all Peanuts busy from noon until night. The bake will be a strictly stag affair.

A two-bid should never be made without at least four honor tricks and usually five or more are required. An opening two-bid in a suit is the strongest bid in bridge and is forcing to game. West opened the bidding with two diamonds, holding six honor tricks plus.

East's first response of two no trump was a negative, holding less than 1 1/2 honor tricks and no raise in diamonds. West then showed his second biddable suit, hearts, hoping for a raise from his partner. East is unable to raise the heart bid, so responds with four diamonds, showing more help in the first bid suit, and knowing that the bidding must be kept open until a game is reached.

West then went to six diamonds, which South doubled. West figured that with his powerful hand and a little help from partner, the contract was assured, and he redoubled.

The opening lead by North was a small spade, which was taken with the ace in dummy. Jack of diamonds was played from the East hand and then small diamond was played and declarer cashed the ace, king and queen of diamonds, exhausting South's trumps.

The heart suit was the next to be established. Declarer led small heart from his hand and North won the trick with the queen. The king of spades was the next lead and declarer ruffed with a small diamond. He then played a small heart to the board, winning with the jack. A heart was returned from dummy and declarer took his ace and king of hearts and cashed the three club tricks, making the contract of six diamonds redoubled for a score of 1,730 points.

For complete powder protection for milady after she is clad in her best frock, a rubber cape that she slips around her neck and drapes over the shoulders will do the job. This also catches dandruff while combing and stray hairs which may gather on her shoulders and may give an effect of untidiness.

Sibley, Lindsay & Curr Co.

Now! America's No. 1 **SPEECH COURSE**
Less Than 1/2 Original Price!
Better Speech Institute's 15-Lesson Course
The Original \$5 **\$1.85**
Edition, Revised

Perhaps you saw this amazing offer advertised in this week's "Life" magazine. Certainly you remember the "Better Speech" radio programs of some years back. The same famous course of lessons—to give you charm, poise and ease in conversation, to make up for neglected English education—is your now for about one-third the cost thousands have paid.

Order by Mail or Phone Stone 6500
BOOKS, AISLE K

Sibley, Lindsay & Curr Co.
STONE 6500

17 Good Reasons For Shopping In Sibley's Big Grocery Center!

Whole or Shank Half, FLAV-O-RICH
Hams lb. 25c
Our exclusive brand of delicious tender hams and callals! Rockless, surplus fat and skin removed.

FLAV-O-RICH Long Island
CALLAS Ducklings
5 to 7 lbs. each, lb. 17c
8 1/2-lbs. each, extra fancy, lb. 19c

Fancy California Valencia **ORANGES 3 doz. 69c**
Fancy Home-Grown **POTATOES 15 lbs. 20c**
Rich, Sudy Quick Arrow **SOAP FLAKES pkg. 19c**
Toilet Bowl Brush Included With **SANI-FLUSH 2 cans 37c**
Domino Pure Cane Granulated **SUGAR 25 lb. bag \$1.23**
1-Lb. Can or Vacuum Glass, OUR BREAKFAST **COFFEE 23c**
Platonic Ware Dinner Plate With Gold Medal **OATS pkg. 27c**
Unsweetened Florida Gold Grapefruit **JUICE No. 2 can 9c 3 cans 25c**

Phone Stone 6500, as early as 8 A. M.

Charge Purchases the Balance of September Will Not Be Billed Until November 1st!

Sibley, Lindsay & Curr Co.

A Carload of Brand New Evidence to Prove We're Western New York's Headquarters For **UNFINISHED FURNITURE!**
\$1.99 to \$6.99

At prices like these, you might expect flimsy, orange crate affairs,—but certainly not at Sibley's! There's not a carelessly-made piece in a carload of our unpainted furniture! Every book case, vanity, chest of drawers is built of stout white pine, fashioned, joined and sanded with precision. Shellac them, wax them to bring out the beautiful grain... or paint them your favorite color... here's your chance to get exactly the effect you want. Yes ma'am, we're proud of our unfinished furniture,—and so's everybody who ever bought a stick of it!

A. Modern Book Case in "step" style, 30 inches high, 30x9 1/4 inches. \$2.99
B. Flat Top Book Case of clear Ponderosa pine; 42" high, 21x7 1/2". \$2.99
C. Open Top Book Case of Ponderosa pine, 47 inches high, 18x17 1/2". \$2.99
D. Knotty Pine Dressing Table, 15 1/2 x 29 inches, 1 drawer, swing arms. \$1.99
E. Ponderosa Pine Dressing Table, 18x34 1/2 inches, 1 drawer, swing arms. \$2.99
F. Knotty Pine Chest of Drawers, 30 inches high, 13 1/2 x 11", 4 drawers. \$1.99
G. Chest of Drawers in Ponderosa pine, 35 1/2" high, 17 1/2 x 14 1/2", 5 drawers. \$5.49
H. Ponderosa Pine Chest of Drawers, 29 1/2" high, 17 1/2 x 14 1/2", 4 drawers. \$3.99

Sectional Book Cases
With that expensive built-in look! Buy the whole unit, or pieces separately. The individual pieces are capable of almost endless combinations to suit your room and purpose. See the illustrations below:

A. Right or Left End Case, \$5.99
B. 3-Shelf Case, \$3.99
C. Divided Case, \$4.49
D. Corner Case, \$5.99
E. Extra Wide Case, \$6.99
F. Divided Case, \$4.99

Housewares, Fourth Floor

★ IN THE SPOTLIGHT ★

By DAVID O. ALBER

There are screen families in Hollywood now. Olivia De-Havilland and Joan Fontaine, who are sisters, are both doing well. The Barrymores, John and Lionel, are as active as ever. Priscilla, Rosemary and Lola Lane are often featured in the same pictures. Frank and Ralph Morgan are brothers, as are Noah and Wallace Beery. Loretta Young and Sally Blane are sisters. Incidentally, Joan Bennett's sister, Constance, seems to be devoting more time to her perfume business than to the screen.

FILMDOM FANCIES: Judy Garland was ordered by her studio not to wear earrings given her by Dave Rose in public—so she wears 'em to bed.

Linda Darnell, her studio announces seriously, taught three turtles to swim in her bathtub—as though swimming turtles had never been ordained by nature! . . . 19 kittens, we are told, gambol around the Gable-Lombard ranch. . . Cary Grant and Barbara Hutton may be married, the report runs. If Babs agrees to let Cary listen to his favorite radio programs Sunday night.

Mr. and Mrs. Franklin D. Roosevelt, Jr. were MGM studio visitors recently. When their limousine stopped at the gates, the kids who hang around caught sight of the former Ethel Du Pont and raised a hue and cry. "There's Deanna Durbin!" they shouted, and milled around the car, demanding autographs. When they finally escaped, Mrs. Roosevelt remarked: "It's easier being the President's daughter-in-law than a movie star."

Leith Stevens, the orchestra conductor, who had spent the summer in a quiet Detroit suburb convenient to his Ford Sunday evening broadcasts, dropped into New York to see Edward G. Robinson and to talk over the new "Big Town" series for which Stevens is musical director. For the first two days, Stevens could get no more than 10 minutes with the movie star. The third day, however, they took a long drive into the country and talked to their hearts' content.

Twentieth Century-Fox, like other studios, welcomes a vehicle calling for display of girls en masse, and visualized a golden opportunity in Brigham Young, the Mormon leader who had 27 wives. Casting them was about completed when the studio decided maybe it was taking advantage of a good thing and cut the number of wives down to six. At that, it hoped there would be no kick-back. To their amazement, the only complainer turned out to be Salt Lake City, the Mormon stronghold—because of the polygamy theme. For that reason, when the film was premiered there, 22 minutes of it was cut.

RECORD NOTES: Victor has collected the eight most popular symphonic movements into one album of four records under the title of "The Heart of the Symphony" . . . Decca pays tribute to the late Chick Webb by gathering some of his best records into an album. . . Sammy Kaye will once again record for Victor, now that the black label has been reduced in price. . . Roy Eldridge's wailing trumpet is a feature of Billie Holiday's Okeh recording of "Tell Me More" . . . Although record sales have just begun to boom after a lengthy depression, hillbilly platters never lost their popularity and still enjoy a wide market.

Johnny Green, the pianist-composer-handleader, wrote "Body and Soul" in 1930. Since then, it has been recorded as often as a classic. And now Alec Templeton goes to town on it for Victor, giving it both concert and popular treatment. . . Bea Wain, who sings on the Hit Parade, recorded four tunes for Victor this week.

Application of a coat of sizing on a plastered wall surface before painting is a wise procedure. A good preparation for sizing may be purchased from any paint dealer or may be made up of varnish thinned with turpentine and colored with a little of the wall paint. Walls may be sized and painted with funds obtained from qualified lending institutions under the modernization credit plan of the Federal Housing Administration.

PAINTING PLASTERED WALLS

Application of a coat of sizing on a plastered wall surface before painting is a wise procedure. A good preparation for sizing may be purchased from any paint dealer or may be made up of varnish thinned with turpentine and colored with a little of the wall paint. Walls may be sized and painted with funds obtained from qualified lending institutions under the modernization credit plan of the Federal Housing Administration.

Sophisticated Black, as usual, will be the color leader this Fall. The sophistication of line will be expressed in asymmetrical dress patterns such as "side-saddle" drapery; buttons strung out on one side of the dress, without being "echoed" on the other side; purposely uneven necklines; hats perched over one eye with flowers or feathers sprouting from an unconventional place such as the nape of the neck.

KIENER'S UNTRIMMED COATS

A perfect background for your luxurious furs. Smart worn alone as "go-everywhere". These coats are ever in demand than ever this fall; more smartly styled; more cleverly detailed than ever!

THIS WEEK ONLY \$15.00 Reg. \$19.95

Tweeds and Zip-In-Linings also included. Terms To Suit Your Budget

KIENER'S 599 HUDSON AVE. COR. CLIFFORD

CELEBRATING 25 YEARS OF SERVICE TO AMERICAN HOUSEWIVES...

AMAZING OFFER



JUST SEND 35¢ AND LABEL FROM A PYREX DISH

What a grand offer! This smart new Table-Saver, made from the same famous glass used in Pyrex brand ware, was designed by the noted New York stylist, Lurelle Guild. Attractively inscribed with your own initial. It holds steaming hot dishes, has a dozen other handy uses. Easily washed, can't get shabby or worn. Remember, the Pyrex Table-Saver is not for sale! There's just one way you can get it. Mail 35¢ and the label from a Pyrex Ovenware or Flameware dish to Pyrex Table-Saver Headquarters, Box 34, New York, N. Y. Hurry! Offer limited! Clip coupon now as a reminder when you shop!



BE A BETTER COOK WITH PYREX OVENWARE AND FLAMEWARE



5-piece "Economic" (417) set. Bake, serve, and store with this great Ovenware set! Includes the 8 1/2" pie plate, 8 1/2" bread loaf and covered measure, and six 4 1/2" covered hard eggs with handy wire rack. Packed in gift box. 79¢

Double-Duty Casserole Cooker serves as an 8 1/2" pie plate, 4 slices to 3 qt. 50¢

Flameware covered saucepan with straight sides, wide flat bottom, 3 sizes, 1 qt. capacity. Hands! 1 qt. capacity. \$1.65

HERE'S ALL YOU DO!
1. Go to your store. Select one of more than thirty Pyrex dishes from the big 25th Anniversary display.
2. Break off label and mail to us with coupon and 35¢.
3. If you are not quite sure, you can have all the Table Savers you want. Just include 35¢ and a label for each. Offer good in U. S. A. only and subject to state regulations.

CLIP COUPON TODAY!
Pyrex Table-Saver Headquarters, Box 34, Dept. C-2, New York, N. Y. Please send me . . . Pyrex Table-Saver free of postal charges. I am enclosing 35¢ and 1 Pyrex ware label for each Table-Saver ordered. Print initial desired. . . Name . . . Street Address . . . State . . . City . . . This Coupon Expires Oct. 26, 1940

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Edward's

For Brighter Rooms And Less Eye Strain!

Every Lamp Bears the I. E. S. Tag (Approved By the "Illuminating Engineering Society").

I.E.S. Approved Floor LAMPS 10.95

Each Lamp Complete With Silk Shade and 3-Way Bulb

Our collection of lamps at 10.95 is just one prize after another. No matter what your furnishing scheme, no matter what your tastes, you're sure to find just what you want. So many beauties to pick from, you'll have a hard time choosing the ones you like most!



6-WAY FLOOR LAMPS With 6 Degrees of Light SWING ARM BRIDGE With 3 degrees of Light

Your Finishes: Flemish—Empire Ivory and Gold Colonial—Bronze EDWARDS—Second Floor



FRIDAY AND SATURDAY CURTAIN and DRAPERY REMNANTS 50% to 75% OFF

We've taken every remnant in our stock, regardless of its intrinsic value, and marked from 50% to 75% off its regular price. All colors, all types. . . in fact every kind of remnant you've ever seen in a drapery department is offered in this sale! Suitable pieces for cushion covers, chair covers, small draperies, etc. Shop early for the best buys.

EDWARDS—Fourth Floor

LAY-AWAY SALE The Gift Every Little Girl Wants

24 Inch Tall DOLL 2.19 Reg. 2.95 Value

Give her a doll like this. . . then watch her mother it. No matter how big her "family", this is the one she'll scold and spank and love the most! A life-like doll that cries and sleeps. . . An open mouth shows teeth and tongue. Flannel coat and hat with maribou trimming on the hat or organdy dress. Cotton filled.

Order Now—A Small Deposit Will Reserve Your Doll 'til Dec. 15th EDWARDS—Second Floor



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At Savings Up to 1/3

29.97 26.97 18.97

Backed by 94 Years of Mattress Making

- Weight-Balanced Spring Unit
- Non-Sag Seat Edge Border
- Insulo Cushion Pads
- Inner Roll Construction
- Woven Stripe or Panel Damask Tickings
- All Standard Sizes

NO DOWN PAYMENT—\$1 WEEKLY

EDWARDS—Seventh Floor



Two days' pay—stolen by "REGULAR" PAIN!

WHY WOMEN WHO MUST STAY UP AND ACTIVE THROUGH TRYING DAYS RELY ON MIDOL Today, millions of women use Midol to make their "dreaded days" more comfortable—to keep active in those times when Nature used to cry "rest." Don't hesitate to try it. Midol is a new formula developed for its special purpose, to ease the functional pain of menstruation. It contains no opiates. One comforting ingredient is prescribed frequently by countless doctors. Another ingredient—exclusive to Midol—is of great aid in reducing spasmodic pain peculiar to the menstrual process.

Unless you have some organic disorder requiring medical or surgical treatment, Midol should give you relief. If it doesn't, consult your doctor. Get Midol at your druggist's. Five tablets—more than enough for a convincing trial—only 20¢; 12 tablets in a trim aluminum case, 40¢.



BELIEVES FUNCTIONAL PERIODIC PAIN

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Vol. III, No. 49

KOCHESSTER SUN, THURSDAY, OCTOBER 3, 1940

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

Events Of The Week

THURSDAY, OCTOBER 3
LADIES' AUXILIARY OF ST. JOSEPH'S CHURCH — Card Party and Style Show, 51 Franklin St., 8 p. m.
LADIES' AUXILIARY K. OF C. — Business Meeting, Columbus Civic Center, 8:30 p. m.
ZONTA CLUB — Publicity Committee Meeting, Home of Dr. Mary Saxe, W. Main St., 7:30 p. m.
GIRLS' CLUB OF CONCORDIA CHURCH — Play, "The Mystery of the Masked Child", Parish, Helena St., 8:15 p. m.
FRIDAY, OCTOBER 4
ROCHESTER ART CLUB — 56th Annual Exhibition, Public Library, Rundel Gallery.
HOCHSTEIN MEMORIAL MUSIC SCHOOL — Beryl Rubinstein, Pianist, 12 Hoitinger St., 8:30 p.
OAK LEAF CHARITY CLUB — Public Card Party, Edward's Auditorium, 2 p. m.
SATURDAY, OCTOBER 5
LADIES OF ROTARY — Supper, Bridge, Sunnyside Camp, 6:30 p. m.
BUSINESS AND PROFESSIONAL WOMEN'S CLUB — Annual Dinner, Sagamore Hotel.
SUNDAY, OCTOBER 6
ROCHESTER CAMERA CLUB — Outing, Webster Park.
MONDAY, OCTOBER 7
THEATER GUILD — "The Philadelphia Story" with Katherine Hepburn, Auditorium.
CIVIC MUSIC ASSOC. — Annual Meeting, Chamber of Commerce Bldg., Noon.
VOLUNTEER MOTOR SERVICE — Card Party and Tea, Rochester Country Club.
RED CROSS UNIT — Sewing Class, School No. 46, Newcastle Rd., 9 a. m. to 2:45 p. m.
O. E. S. GERMANIA CHAPTER — Sauerkraut Supper and Bazaar, Star Dining Hall, Masonic Temple.
TUESDAY, OCTOBER 8
11TH WARD REPUBLICAN WOMEN'S CLUB — Card Party, Hall, Joseph Ave.
THEATER GUILD — "The Philadelphia Story" with Katherine Hepburn, Auditorium.
AMERICAN INSTITUTE OF BANKING — Fashion Show, Sagamore Hotel.
HOME BUREAU JEFFERSON UNIT — Project Meeting, School No. 4, Jefferson Ter., 1:30 p. m.
WEDNESDAY, OCTOBER 9
NAZARETH COLLEGE GUILD — Membership Luncheon and Bridge, Odenbach's Banquet Room, 1 p. m.
FELLOWSHIP OF SONS AND DAUGHTERS OF ST. GEORGE — Meeting, Home of Mrs. Alexander Johnston, 237 Oriskany St.

High School Football Makes Bow Tomorrow

Tomorrow afternoon will see the fulfillment of a dream, long nourished in the hearts of a group of local high school football enthusiasts.

For the new combined six-team high school grid circuit makes its bow on three fronts tomorrow.

Edison will face Jefferson-Vocational at Edgerton Park, while the Monroe-East team will stack up against the Marshall-Charlotte aggregation at Marshall and Franklin meets Madison-West at Franklin. All games are scheduled to start at 2:30 p. m.

Last year, two teams, representing schools of the east and west sections of the city played a series of three games, with the Eastiders copping the verdicts. Huge crowds were attracted to the contests and, on the basis of those performances, plans for this season were laid.

However, last season the games were played at Red Wing stadium. The first on Saturday afternoon and the other two were night games. However, this year, it is expected that spectators will consist largely of high school students as the Friday afternoon date will not prove as popular with adults.

Pre-game dopesters are "up against it" for predicting winners in the opening games. From drills to date, there is no one outstanding team. But Franklin's pigskinners are expected to go through the season at, or near the top of the list.

CARD PARTY PLANNED
 Kappa Delta Phi Sorority will hold a card party tomorrow evening at the home of Miss Melvin Schlauser on Ardmore St.



BISHOP BURTON

Plans Made For 1000 Churchmen To Hear Bishop

More than 1000 laymen of the Episcopal Church are expected to meet at Rochester Sunday evening for the annual dinner and mass meeting of the Bishops' Men of the Episcopal Diocese of Rochester.

The guest speaker will be the Rt. Rev. Spence Burton, S. S. J. E. D. D., suffragan bishop of Haiti.

Dr. William A. Eddy, president of Hobart College, will preside. The Rt. Rev. Bartel H. Reinheimer, bishop of Rochester, and the Rt. Rev. David Lincoln Ferris, retired bishop, are honorary presidents of the Bishops' Men. H. Earl Newman is chairman of the committee arranging for the annual dinner and mass meeting which will be held in Masonic Temple.

Flower Display To Lend Color To Auto Show

"The most beautiful Auto Show ever!" That's what Rochester automobile dealers are already calling the 33rd annual Auto Show, now that it has been definitely decided that it will include an elaborate Fall Flower Show as well as floral decorations throughout both exhibition floors of the Civic Exhibits Building.

The Show, which opens in the Civic Exhibits Building Saturday, October 12, will be the products of the co-ordinated efforts of both the Rochester Automobile Dealers' Association and the Floral Trades Association of Rochester.



A far cry from the old Iron Steeds are the new streamlined trains now in service on the New York Central. Rochester Sun World's Fair tours are all made by New York Central trains.

Fair Tour Maintains Popularity

World's Fair-bound Rochester Sun tourists will get "a lucky break" this week-end. Instead of the Commodore Hotel, Sun tourists will make their New York home at the Roosevelt, because of a large convention which has booked all available Commodore rooms. The Commodore is justly famous as one of New York's finest hotels. But it just so happens that the Roosevelt is even better. In fact, regular rates are somewhat higher than in the Commodore. This, however, will not affect Suntourists, as the tour fare (Continued on Page 4)

Dancer To Feature Philharmonic Program

Once again the nimble feet of Argentinita, most beloved of living Spanish dancers, will be a feature of the annual concert series of the Rochester Philharmonic Orchestra.

The felicitous combination of Argentinita and her ensemble, dancing to music conducted by that other famous Spaniard, Conductor Jose Iturbi, filled the Eastman Theatre to capacity last season.

That is the principal reason the Civic Music Association officials decided to bring her back again this season for the annual all-Spanish program. Argentinita is, however, only

one of the six stellar attractions on the Philharmonic list. In addition to her appearance, there will be concerts with the following soloists:

Alexander Kipnis, Metropolitan Opera basso; Zino Francescatti, French violinistic sensation; Rose Pauly, leading dramatic soprano of the Metropolitan Opera; the world-renowned Westminster Choir, and the brilliant Master Piano Quartet, consisting of Harold Bauer, Rudolph Ganz, Charles Neagele and Eugene List.

phonic programs, to be conducted by Jose Iturbi and his associate, Guy Fraser Harrison, are being offered in series form at the Eastman Theatre box-office

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Whiskey
 IN ANY
 BOTTLE
WILSON
 "THAT'S ALL"
 BLENDED WHISKEY
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Lauer's
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 REG. \$5.75
BROADLOOM
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Solid patterns... stripes... tone-on-tone leaf designs. — Cut any size to fit your room perfectly, wall-to-wall or room size. Lauer's repeat this sale of fine broadloom to save you more than 30%. Burgundy, Rosequartz, blue, green, turquoise colors.

Any Size Rug To Fit Your Room

Reg.	NOW
\$52.85—9'x9'	\$37.65
59.60—9'x10'	41.60
71.10—9'x12'	49.50
88.35—9'x15'	61.35
105.60—9'x18'	73.20
94.10—12'x12'	65.30
117.10—12'x15'	81.10
140.10—12'x18'	96.90

Members of the 19th Ward Women's Democratic Club will conduct a rummage sale at Main St. W. cor. Broad St. tomorrow and Saturday.

Mrs. Nela Campbell, club president, has named Mrs. Elizabeth Henry chairman for the sale, assisted by a large committee.

Across The Bridge Table

—by ASA SPADES—

A double of an opening preemptive bid of three or four in a suit is an optional double and partner should leave it in for penalties with a very weak hand. For a double of an opening three bid, the hand should contain about four honor tricks. Today's hand was played in a rubber bridge game. North and South were vulnerable.

3 H Dbl. Pass Pass
N E S W
N 10 4 2 W 5 3 1886
D 3 3 2 W 8 D 4 K 5
C 3 2 1 C 8 3 2

North was the dealer and opened the bidding with three hearts. East's hand was strong and could support any suit partner chose to bid. West's hand was worthless, and she passed, hoping that her partner's honor strength would defeat the contract.

East's opening lead was the nine of hearts, won by the declarer's jack. North played the ace and king of hearts, drawing the opponent's trumps. East discarded two small clubs. North next led the five of spades and East cashed the ace. The next play was very important. For if East played the ace and king of diamonds there would be two good cards on the board and declarer would probably make her contract. A lead from the major ten-ace holding in clubs would be disastrous. So East chose to lead the six of spades. King was played from the board and a club discarded by North. Declarer next played the three of diamonds and East won with the ace. The king of diamonds was played, and held. Then the ten of spades was led. West discarding a club and North ruffing.

Declarer now holds the king and one club and is forced to lead into East's tenace. The contract is set one trick, for 200 points.

Registration Mounts At Evening School

More than 2,000 persons have already registered at Monroe Evening School for joint W. P. A. — Board of Education adult evening classes, according to William E. Hawley, principal. Nearly 100 schools make up the evening school curriculum with classes being conducted five nights a week from Monday through Friday. Registration will continue where classes lack the minimum registration required by the Board of Education.

O. E. S. Group To Have Sauerkraut Supper

Germania Chapter, Order of the Eastern Star, will conduct its annual sauerkraut supper and bazaar, next Monday, in Star Dining Hall, Masonic Temple.

A card party will be held in the evening. There will be a prize for each table and door prizes.

Floor Show Featured In Benefit Party

Cards, bingo, floor show, refreshments, and dancing are all on the program to be sponsored by the Women's Democratic Auxiliary of the 22nd Ward and the North Democratic Club tomorrow evening at the O. K. Hall, 560 Portland Ave.

The party is given annually to raise funds for the welfare committee, with the entire proceeds being turned over to the fund for social work during the winter months.

Mrs. Patrick Grimes and Mrs. Leo Bellanca head of the Women's Auxiliary committee while Sam Pandino is chairman of the North Democratic unit. A smart revue, headed by talented youngsters, has been arranged by entertainment chairman, Miss Gladys Bliss. Novelty dancing and musical comedy will be highlighted in a 45-minute floor show by youngsters from her dancing school. Music for dancing will be directed by music chairman, Gene Leonard.

Community Choir Makes Drive For New Members

The annual "New Member Campaign" of the Community Choir of Rochester is now in progress and will continue for the next four weeks, according to Cornelius M. Maquelin, director.

Members are looking forward to an interesting fall and winter program consisting of a banquet in the near future, radio programs, concerts, parties and other social events.

Therefore the group extends a cordial invitation to all who like to sing—to join its membership. No fees, dues or training are necessary.

Red Cross Unit Opened At School

Volunteers throughout the city are giving their time and attention to the work of the Red Cross. Knitting is carried everywhere—to the hairdresser's as well as to bridge luncheons.

In the Browncroft area the work centers at the Charles Carroll School No. 46 on Newcastle Rd., where regular classes started today, open not only to the mothers, but also to anyone willing to help the Red Cross. Sewing classes are to be held there every Monday and Thursday from 9:00 a. m. to 3:45 p. m.

Mrs. Frank Enos is the volunteer supervisor. She has suggested that workers bring their own scissors and thimble. Mrs. Howard Wackerman is chairman of the school P. T. A. Red Cross Committee. Number 46 is a distributing center for the entire district and yarn is available there for anyone who wishes to apply for it.

Columbian Squires Plan Fall Activities

Bishop O'Hern Memorial Circle No. 115, Columbian Squires, are preparing for the Fall and Winter seasons. Last evening new officers were elected and committees appointed.

Counselor Michael Guider, in charge of the physical program, is planning for both intramural and inter-circle basketball, a swimming team and gym classes.

The religious and civic program, under the guidance of Counselor Howard Baglin will arrange for the annual retreat, communion breakfasts and a well-balanced program of civic affairs. Counselor Robert J. Brady, with the social and cultural committees under his leadership, including public speaking glee club, and novelty dances.

A class of new candidates is now being formed, with the date of initiation tentatively set for October 20th. All Catholic boys between the ages of 14 and 18 years are eligible for membership. Full information may be obtained from the Knights of Columbus office, 50 Chestnut St.

RHEUMATIC PAIN WHAT TO DRINK

Rheumatic pain may result if kidneys do not regularly eliminate excess acid and other waste. Drink fruit and vegetable juices, milk and soft water. Coffee, tea, alcoholics sparingly. Help kidney elimination back to normal. Use a kidney evacuant. Ask any druggist for BUCKETS. Your 35¢ back if not pleased. Locality at Largest Drug Stores.

Make Faded Curtains Like NEW with easy, easy Tintex CURTAIN ECRU Perfect Results! In 10¢ & 15¢ sizes at Drug, Dept., and 5¢ & 10¢ Stores. 10¢ & 15¢ sizes. Tintex Saves you Money.

Save Money and Get Better Seats for the **ROCHESTER PHILHARMONIC** By Series Purchases NOW !!!

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Rose Pauly . . . Alexander Kipnis . . . Argentinita Dancers . . . Westminster Choir . . . Zino Franciscatti . . . Master Piano Quartet, including Harold Bauer, Eugene List, Rudolph Ganz and Charles Naegle . . .

JOSE ITURBI, Musical Director
Guy Fraser Harrison, Associate Conductor

Series Prices—Orchestra: \$15, \$16, \$17; Loges: \$16; Mezzanine: \$17; Balcony: \$10, \$11, \$12

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Fresh Chicken Cuts, Chickens, Fowl, Ducks, Turkeys—any size or quantity. Clams, Clam Bags, Bar-B-Q Roast Beef; Every item you need to make the outing a grand success!

Fresh Milk-Fattened FOWL 18¢	Home-Dressed, Boneless, Rolled Roast Of VEAL 23¢	Small PORK LOIN 19¢
Cherry Stone Clams 100 for 1¢	BEEF ROASTS 21¢	

CHICKEN BREASTS . . . lb. 45¢
CHICKEN LEGS . . . lb. 35¢
CHICKEN LIVERS . . . lb. 30¢
CHICKEN NECKS . . . lb. 10¢
CHICKEN WINGS . . . lb. 17¢
CHICKEN GIBLETS . . . lb. 17¢

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During the bowling season, 5,000,000 men and women spend \$450,000,000 for the thrill of making strikes and spares.

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PRESSURE ON THE ARCH OF YOUR FOOT CAN IT "TAKE IT"?

This comparatively frail arch takes 200 tons of weight every time you walk a mile! Don't wait 'til it breaks down—get proper shoes NOW. If your feet are in serious condition see your doctor first. He will recommend HEALTH SPOT Shoes after his treatment.

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PEA COAL \$8.95
EGG COKE \$9.25
EGG NUT or STOVE \$10.75 TON

Cash Prices Per Ton Shovelled Oil

ROCHESTER FUEL
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OFFICE & YARD - 1525 CLINTON AVENUE NORTH

9 OUT OF 10 AGREE*

Looks as if it might not be "duck soup" for all concerned. Seriously, though, why duck facts—especially about whiskey? Here they are:

*110,533 out of a total of 124,295 people (9 out of 10) who tasted Green River, liked it. Hence our claim that it is "America's Smoothest Whiskey".

9 out of 10! That makes it sure as shooting, you'll like Green River too. Certainly worth a try—today.

AMERICA'S SMOOTHEST WHISKEY
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Green River Blended Whiskey, 86 Proof, 75% grain neutral spirits. Green River Distilled Dry Gin, 85 Proof, 100% distilled from American grain neutral spirits. Diethylene Glycol Corporation, N. Y.

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BEECH-NUT COFFEE lb. 25¢

BEECH-NUT SOUPS 2 cans 27¢
6 cans 75¢

BeechNut Tomato JUICE No. 10 Can 43¢

Beech-Nut Peanut BUTTER Lge. Jar 25¢

RIVAL DOG FOOD 3 cans 29¢
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Kraft Macaroni DINNER 2 pkgs. 19¢

EXTRA FANCY Home-Dressed FOWL lb. 23¢

SOLID MEAT OYSTERS pt. 19¢
Extra fancy standard oysters, a real treat!

Tower Brand SAUSAGE Pure Pork Meat lb. 19¢

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Fresh Baked Hermit COOKIES doz. 19¢

Come in and Try a Sample of Our **NEW FANCY ASSORTED TEA WAFERS** rich with butter, Lb. 69¢

Fancy High Score BUTTER 2 lbs. 61¢

BAKED HAM, that delicious Virginia Style! Lb. 63¢

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Sunkist California ORANGES 3 doz. 69¢

SUNKIST LEMONS, big and juicy! Dozen . . . 35¢

SWEET POTATOES 10 Lbs. 25¢

The Rochester Sun

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THE PHILADELPHIA STORY
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Eves, Orch., 3.30-2.75
Loge: 2.75 Bal.; 2.20; 1.65; 1.10
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Sale CUSTOM MADE SLIP COVERS

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CHAIR . . . \$6.44
DAVENPORT \$10.88

THE ABOVE FABRICS ON SALE
Formerly 69c - Now 49c yd.

MILL END SHOP 71 Clinton Ave. So. Opposite J.E. Thompson Co.
STONE 4787

FREE 100-WATT BULB

With every Purchase of this Handy Home Assortment of 6 Mazda Bulbs.

Regular Price 82c

1—100-Watt
1—75-Watt
2—60-Watt
2—40-Watt

PLUS a FREE 100-Watt Bulb

Replace burned-out bulbs, fill up empty sockets and get an extra carton to keep on your pantry shelf. Be sure to bring the coupon below. It's your ticket to a FREE 100-Watt bulb.

CLIP THIS COUPON

FREE BETTER SIGHT LAMP BULB

Present this coupon at any Rochester Gas & Electric Corporation or Mazda lamp dealer's store. It entitles you to one 100-Watt Mazda bulb at no extra cost with the purchase of each Handy Household Package of Mazda lamp bulbs regularly priced at 82c.

Fill in Your Name and Address Below

I hereby certify that I am an electric meter customer of the Rochester Gas & Electric Corporation and that I have purchased a special package of lamp bulbs and received FREE one 100-watt bulb.

YOUR SIGNATURE

ADDRESS

OFFER EXPIRES NOVEMBER 2, 1940

Rochester Gas & Electric Corporation

'First Night Suspense' Warded Off By Katherine Hepburn

Suspense, in which the element of gamble is involved for the individual, apparently affects human nature in many different ways. Some suffer agony, some congeal with dread, and some act as though they didn't know what suspense is.

Katherine Hepburn, on the day of the opening in New York of "The Philadelphia Story," the gay comedy by Philip Barry which is coming to the Auditorium Monday and Tuesday evenings, October 7 and 8, with a Tuesday matinee, gave the appearance of bearing herself, under the circumstances, with something like nonchalance.

True, she took steps to create that state of mind, for she could not be unaware of what the evening meant. She had fought back her contract in pictures,

giving up her salary for the work on two titles to come, in order to do this play.

A play that runs to crowded houses for a full year is called a "smash hit" and "The Philadelphia Story" was a smash hit. But Miss Hepburn could have only intuitions on the Sunday before the opening. She could also, like most young actresses at these times, be terrified. How she acted in a side-light on the sort of person she is.

While on the train to New York, she decided to forget all about the Broadway opening and that, for most, would take a deal of will power. Instead of going directly to her home, she went to a hotel, because she had rehearsed in her home and did not want to be reminded.

As it happens, the opening of the comedy harmonizes perfectly with the psychological game the actress was playing. It does not give the dynamic personality of the screen star one of these grand and stunning entrances, that built-up high expectation which greeted the Bernhardt or Leslie Carter in the plays of yesterday. The curtain rises and Miss Hepburn at once fascinates all the more because her "entrance" is simplicity itself.

Card Party Planned By Y. W. C. A. Group

Newcomer's Club of the Y.W.C.A. will sponsor a dessert bridge at the Y.W.C.A., Franklin St. next Wednesday at 1:30 p.m.

Mrs. H. C. Cox has been appointed chairman of the prize committee. Mrs. J. T. Treadway is in charge of the arrangements, assisted by Mrs. D. D. Kitzmiller, Mrs. W. A. Tesclone, Mrs. C. R. Holman, and Mrs. T. H. Banks.

Others who are active on committees include: Mrs. F. C. Perse, Mrs. L. J. Keiser, Mrs. E. Morgan, Mrs. M. Bader, Mrs. Arthur Kane.

Also Mrs. R. J. Schutz, Mrs. A. J. Maloney, Mrs. W. Geiser, Mrs. E. L. Judd, Mrs. G. C. Gerling, Mrs. E. H. Smith and Mrs. W. J. Phillips.

Movie Guide

All Pictures Listed Now Playing Except As Noted:

*Starts Friday

*ROCHESTER—"Strike Up The Band," Mickey Rooney, Judy Garland; "The Secret Seven," Florence Rice, Barton MacLane.

PALACE—"Rhythm On The River," Bing Crosby, Mary Martin; "Laddie," Tim Holt.

CENTURY—"The Great Profile," John Barrymore, Mary Beth Hughes; "Public Deb. No. 1," George Murphy, Brenda Joyce.

REGENT—"Spring Parade," Deanna Durbin, Robert Cummings; "I'm Still Alive," Kent Taylor, Linda Hayes.

CAPITOL—"Unlabeled," Ray Milland, Patricia Morison; "Man I Married," Anna Sten, Otto Kreis.

*RIVIERA-DIXIE—"Young People," Shirley Temple, Jack Oakie; "Golden Gloves," James Cagney, Richard Denning.

*STATE-LIBERTY—"My Love Came Back," Olivia De Havilland, Jeffrey Lynn; "Fugitive From Justice," Roger Pryor, Lucille LaBan.

*MADISON-MONROE—"Captain Is A Lady," Charles Coburn, Virginia Grey; "You're Not So Tough," Nan Grey, Dead End Kids.

CAMBO-WEST-END—"Ghost Breakers," Bob Hope, Paulette Goddard; "Babies For Sale," Clet Ford, Rochelle Hudson.

GRAND—"My Favorite Wife," Irene Dunne, Cary Grant; "Ghost Breakers," Bob Hope, Paulette Goddard.

*LAK—"Moral Storm," Margaret Sullivan, James Stewart; "Phantom Raiders," Walter Pidgeon, Florence Rice.

*WEBSTER—"Four Sons," Don Ameche, Mary Beth Hughes; "Sporting Blood," Maureen O'Sullivan, Robert Young.

*LITTLE—"The Great Waltz," Louise Rainer, Fursand Gravet; Latest March Of Time.

-WANT ADS-

WANTED TO BUY

GRAY or white enamel combination and bungalow ranges. Will pay \$15.00 and up. Phone Mr. Carter, Main 8926.

FLOOR SANDING

WE FINISH new floors and refinish old floors like new. Stone 3172.

BLACK chiffon evening coat, white bunny evening cape, 36 inches. One chinchilla shoulder cape and muff to match. Stone 4785-X.

PERSONALS

GET your lucky number from Evelyn Tobin at the Brass Hall, from 2 to 5 P.M. Home appointments. Stone 4795-J.

WHY miss all those good programs this winter? We'll check all your tubes and test your set free. Let us cure your radio of that hanger-of-bygone-years. Parts and service guaranteed. H. & L. Radio Service, 180 Carter St. Stone 6413.

NEW FELT BASE RUGS

6x9 9x12
\$1.75 \$2.95

All colors suitable for living room, dining room and bedroom. Large assortment of Armstrong, Sloan-Bibson and Pabco Rugs.

INLAID LINOLEUM, sq. yd. 68c

H. P. FAHRER
134 NORTH PLYMOUTH

MOVING

3 ROOMS FOR \$5

4 Rooms for \$7.00
6 Rooms for \$12.00

Large refrigerators and heavy combination ranges extra. Large covered vans, plenty of pads, capable handlers. Old furniture, rugs, stoves, etc. taken as payment for moving.

Phone Mr. Carter
Certified Appraiser

MAIN 8926

No. 33 PTA Unit To Hear Judge Wilder

Judge Arthur L. Wilder will be the principal speaker at a meeting of the PTA of Audubon School No. 33 in the school

auditorium next Tuesday at 8 p.m. Judge Wilder will speak on "Our Responsibility for the Security of Youth."

A short business session will be held prior to Judge Wilder's address. Later refreshments will be served under the direc-

tion of Mrs. Lewis Nohle. Mothers of eighth graders will act as hostesses.

DOLANS... Where You Buy

THE CUTS CHICKEN YOU PREFER

Breasts lb. 45c | Livers lb. 45c | Necks lb. 12 1/2c
Wings lb. 23c | Giblets lb. 18c | Legs lb. 35c

Milk Fatted **FOWL 19c**
For Fricassee or Saute

Genuine Spring **LAMB 21c**
or Boneless Lamb Roasts

DOLANS 600 JEFFERSON AVE.
cor. Bartlett Telephone Genesee 1417

Miss Regina Heid, 137 Mulberry St.

FREE! COME IN FOR A FREE FOOT BALANCE TEST... NO OBLIGATION WHATSOEVER.

MUSEBECK HEALTH SPOT SHOES

Do You Know!

Health Spot Shoes are so made on the inside that, when worn, they straighten up weak, tired feet. The inside of the shoe is shaped to follow natural curves on the bottom of the foot. You have plenty of toe room in Health Spot Shoes, yet get a snug fit in the heel. All this means shoe comfort for you. We firmly believe, once you wear Health Spot Shoes, you will not be satisfied with any other shoes.

HEALTH SPOT SHOE SHOP
320 E. MAIN STREET

You Can Dress A Boy Very Well For Very Little... At The National

Here's a Group of Basement Values That Covers
All The Really Important Boys' Fall Apparel

Boys' Campus Coats

\$4.95

Big, warm, husky coats, styled the way lads like them. Double-breasted model with generous storm collar. Made of fine heavy all-wool or mohair fabrics and warmly interlined with plaid wool lining. Sizes 8 to 20.

Leather Sleeve Jackets

\$3.95

This season's most-wanted jacket style. All wool body in blue, maroon, green and brown with leather sleeves. Full zipper front, plaid lining, knit bottom, cuffs and collar or with self collar. Zip breast pocket. Sizes 8 to 20.

Wool or Corduroy Pants

Boys' trouser values that you'll find it difficult to equal. Fine quality, wear-tested wools and corduroys. All full cut, all durably tailored and all styled the way boys' want them. A huge variety of new patterns.

KNICKERS—\$1.55 • SLACKS—\$1.95

- Flannel Plaid Shirts 59c
- Boys' Flannel Pajamas 79c
- Zipper-Front Sweaters \$1.59
- Boys' School Sox 2 for 25c

The NATIONAL
East Main at Stone

In The Basement

Give-in to 'REGULAR' PAIN? ... NOT ME!

REBEEB THOSE LOST DAYS FOR ACTIVE LIVING... WITH MIDOL!

What confidence it gives, to go through the month without dread of "regular" pain. And what comfort not having to give-in when trying days come!

Midol, a new formula developed for its special purpose, relieves the functional pain of menstruation for millions of women. Why not try it? It contains no opiates. One comfort ing Midol ingredient is prescribed frequently by thousands of doctors—exclusively in Midol—further fortifies its relief by helping to reduce spasmodic pain peculiar to the menstrual process.

If you have no organic disorder calling for medical or surgical treatment, you should find Midol effective if it doesn't help you, see your doctor. All drugstores have Midol. Five tablets—more than enough for a convincing trial—29¢; 12 tablets, 49¢.

MIDOL
RELIEVES FUNCTIONAL PERIODIC PAIN

WEEK-END SPECIALS

SCHLEIF BAKE SHOP
17 CLINTON AVE. SO. NEXT TO OENBACH'S A STEP OFF MAIN

FRIDAY ONLY

Old Fashioned **APPLE BUTTER BUNS 24c ea.**

Chocolate Fudge **TRIANGLE CAKE 22c ea.**

FRIDAY and SATURDAY
Fruited Butterscotch Cookies **2 doz. 29c**

SATURDAY ONLY

Old Fashioned **CHOCOLATE LAYER CAKE 29c**
Gold Cake with Chocolate Fudge Frosting

PECAN COFFEE RING 24c
Rich, Tender Coffee Cake topped with Pecans.

WEEK-END COMBINATION SPECIAL

1 Maple Leaf Cake . . . 25c
6 Robin Hood Buns . . . 15c
6 Clover Leaf Rolls . . . 9c
6 Assorted Cookies . . . 10c

ALL FOR 39c

VALUE 59c

Just two days left—Friday and Saturday—to enroll for the FREE drawing on Valuable Prizes. Just stop in and fill out a card. One for each member of the family.

Drawing At 5 P. M. This Saturday

Sibley, Lindsay & Curr Co.

GIGANTIC SALE OF Fabrics

2000 Yards of \$1.87 to \$2.39

American Silk Prints

Cheney! Mallinson! Truhu! America's Best Brands!

98c Yd.

Every thread pure silk! You save 89c to \$1.41 a yard on these beautiful materials usually found only in high cost ready made merchandise. Many of-a-kind prints! Glorious florals, monotonics, checks, stripes, dots and tailored types for afternoon or evening dresses, blouses, housecoats, and gift items.

3000 Yards of \$2.29 to \$3.50

FINE WOOLENS

Juilliards! Forstmanns! Stevens! Pacific Americans!
54" Wide All Wool for Coats, Suits and Dresses!

\$1.69 Yd.

Scores of colors and patterns to choose from! Every weight and type of fabric for a complete wardrobe at hard to believe savings! Rich new tweeds! Choiceplaids! Novelty weaves! Smart nubby boucle weaves! Buy for your immediate needs! Buy more for use later.

FABRICS, MAIN FLOOR

The Bedroom Beautiful

A really smart modern and attractive bedroom is always so possible. Give it that pleasing color atmosphere with

ACME QUALITY NO LUSTRE FINISH

Velvety is the one word that describes its soft, rich texture. Use it on walls, ceiling and woodwork.

Covers in 12 beautiful pastel shades. Get 4 other shades today.

\$2.35 per gallon

Acme Quality **GRANITE FLOOR ENAMEL**
Gallon Half Gal.
\$3.15 \$1.70

Acme Quality **'New Era' HOUSE PAINT**
1 Gal. 5 Gal. Kils.
\$2.98 \$2.89 Gallon

HADLOCK PAINT CO., INC.
466-470 CENTRAL AVE.
Phone Stone 1968
For Name of Nearest Dealer

LONG THE SIGN OF A Royal Welcome

When you serve Mount Vernon, you pay a signal honor to your guests. For this superb whiskey is "the bond of friendship"—rich in prestige and delicate in flavor... truly, the "patrician of American eyes."

Mount Vernon
BOTTLED IN BOND
Straight Rye Whiskey

100 PROOF

\$2.69 \$1.69 PER 1/2 GALLON (16 oz.)

NATIONAL DISTILLERS PRODUCTS CORP.

18th Ward Women Democrats To Have Card Party

The Women's Democratic Club of the 18th Ward will sponsor a card party next Monday evening in the Grand-Web-

ster Hall, 26 Grand Ave. Special prizes and table prizes will be awarded. Mrs. Mary Mahoney is honorary chairman.

WHISKEY FLAVOR FINER THAN EVER

Three Feathers, Now "Clari-fined," Lauded by New York

ROCHESTER, N. Y. — That whiskey has edged into current conversation may be attributed to the compliments Three Feathers Whiskey has been receiving since it was Clari-fined, an exclusive method of protecting the flavor of whiskey after blending. Flavor at its very peak, plus light as a feather mildness! No wonder Three Feathers is the "talk of the town" everywhere.

Try THREE FEATHERS DISTILLED LONDON DRY Gin
90 proof • 100% neutral spirits distilled from grain. Old-time Distillers Corp., N. Y.

buy THREE FEATHERS
IT'S CLARI-FINED (FLAVOR PROTECTED)
the whiskey that's light as a feather

World's Fair . . .

(Continued from Page 1) remains the same—14 dollars per person, including round trip rail fare, admission to the Fair, Billy Rose's aquacade, one other concession, the Observation Roof of Radio City and a hearty breakfast at the

LOVES SPECIAL 'Til Sunday Night!
Roasted Fresh Daily Crisp, Crunchy
SALTED MIXED NUTS
29¢
Love's Confections sold only at Love's Stores.

Arcadia Restaurant in Grand Central Terminal. A special feature of the World's Fair this week-end is National newspaper day which will be celebrated on Sunday. Several novel features have been arranged for the day. Tour reservations are being accepted at the Sun office, 420 Burke Bldg., 5 St. Paul St. each day from 9 a. m. to 5 p. m. Reservations for this week's tour which leaves the N.Y.C. R.R. station at 10:20 p. m. tomorrow night will be made until 5 p. m. tomorrow.

Complete details of the tour may be had at the Sun office or by calling Stone 6001. Donald F. Lippincott, a Penn football candidate, is the son of a world's 200-meter sprint champion and 1912 Olympic star.

Re-decorating Days Here Again

Feminine Eyes Focused On Kitchen

Lazy summer days are past, and with the coming of fall, women are in their glory — all hustle and bustle getting homes ready for entertaining. Down go the rugs — up go the drapes — closets get a thorough "going over" — and husbands do a disappearing act until everything is set so wives won't call upon them for assistance with hundreds of jobs that "take just a minute."

Certainly, there is no room in the house that women love to freshen up more than the kitchen—and no room that can so easily and inexpensively be transformed into a gay, light-hearted place. Crisp, fresh curtains for the windows, a potted plant for the sill, particularly new colorful shelving in the closets, and — presto, your kitchen puts on a bright, shiny face for visitors. With economy the watchword in particularly every household, it is not surprising that so many thrifty women are turning to ROYLEDGE SHELVING when beautifying closets and cupboards. They find that ROYLEDGE has everything they want in a shelving — beauty, durability, and low price. Shelving brightens up every spot where it is used, whether it is in the kitchen, the linen closet, the dish cupboard, or the nursery shelves. There are so many new fall patterns and color-combinations that it's a cinch for a woman to match any decorative color scheme that her little heart desires. It is said that many of the patterns have been designed by famous decorators.

Due to a scientific improvement — (a patented, double-thick, embossed edge) — Royledge wears for months, does not become limp but hangs straight and firm during its whole lifetime. The glossy surface won't become a catch-all for dust — and an occasional brush-off with a damp cloth will keep it fresh and clean.

In next week's issue of The Sun, watch carefully for a special presentation and offer by the makers of Royledge. In this edition, we will bring to you a variety of actual swatches of ROYLEDGE, so that you can try the different patterns and colors on your shelves and select the one that you like best and that is just right for your fall decorative plan. We advise you to study your closets now, and then be on the lookout for next week's Sun, which will contain so many helpful suggestions for glorifying your shelves.

Shelving brightens up every spot where it is used, whether it is in the kitchen, the linen closet, the dish cupboard, or the nursery shelves. There are so many new fall patterns and color-combinations that it's a cinch for a woman to match any decorative color scheme that her little heart desires. It is said that many of the patterns have been designed by famous decorators.

Recreation Classes Begin Formal Instruction Monday

No. 27 Evening School will open the first semester of recreation extension classes next Monday evening. Many new classes will begin this term, in addition to those of last year. Eleven different health-building subjects will be taught.

A new feature of the program sponsored this year by the Recreation Division of W. P. A. and Board of Education will be operation of classes the entire week instead of the Tuesday and Thursday evening schedule of last semester.

An added attraction in the program this term is the addition of the boy's and girl's after-school clubs. This group of clubs organized in various schools under the direction of the Recreation Division meets from 3:30 to 5 p. m.—DJM.

THANKS EXPRESSED

The family of Clyde B. Cole wish to express their appreciation for the many kindnesses shown them in their recent bereavement. The many beautiful floral tributes were also appreciated.

Benefit Card Party And Style Show Planned By St. Joseph Women

A benefit card party and style show sponsored by the Ladies' Auxiliary of St. Joseph's Church will be held tonight at 8 p. m. in the auditorium of the Catholic Young Men's Association clubhouse, 51 Franklin Square.

Included among the models for the Style Show are: Mrs. Charles Snell, Miss Joyce Miller, Miss Jane Curran and Junior Model Miss Peggy Kalb. Miss Lillian McDowell, president of the Auxiliary, has invited all members to act on the reception committee, and the younger married members and their husbands as patrons and patronesses.

There will be useful table prizes, as well as several door prizes.

Home Bureau Unit Plans Busy Season

The Jefferson Unit of the Rochester Home Bureau meets each Tuesday at 1:30 p. m. in the basement room of School No. 4, Jefferson Ter. entrance. The group, under the direction of Mrs. Maurice P. Dunn, is planning a project in glove making and leather craft work. Small silver articles such as bracelets, napkin clips and costume jewelry are also listed on the work program. Women of the community are invited to attend these sessions.

EDWARDS—Second Floor

Edwards ANNIVERSARY SALE SPECIAL
White SEWING MACHINES
All Electric
ANNIVERSARY SALE PRICED . . . \$39.50
NO DOWN PAYMENT EASY TERMS
EDWARDS—Second Floor

weis & fisher's At ROCHESTER And GENEVA STORES

The New, Deeper *Beautyrest* with ACE Spring



A Miracle of Sleep Comfort

OPEN FRIDAY EVENINGS TILL 9 P. M.

- Beautyrest -- Ace FAMOUS COMFORT PAIR**
- Beautyrest --**
- * Deeper, More Comfortable Coils
 - * Each Coil Operates Individually
 - * Six Picot Edges
 - * 10 Year Guarantee
 - * Handsome New Covers
- Ace Spring --**
- * Platform Top
 - * 99 Deep, Double Deck Coils
 - * Controlled Resiliency
 - * Stabilizers
 - * Striking Aluminum Finish

30 NIGHTS FREE TRIAL ON THE FAMOUS SIMMONS BEAUTYREST

It is hard to imagine that the Beautyrest mattress could be improved . . . yet that is exactly what Simmons has done. The new Beautyrest is deeper, yet more comfortable than ever before. You'll get a real thrill when you crawl into bed and settle down on this luxurious new Beautyrest! Quickly you drowse off to sleep . . . next morning you awaken rested and refreshed from the deep, healthy sleep that only Beautyrest can give. Try it for 30 nights at our expense. If at the end of that time you do not like it, we will call for it AND DESTROY IT!

P. S. Use the new Beautyrest with the famous Ace Platform Spring . . . Ace was designed expressly for use with an inner-spring mattress . . . you have the assurance of the finest sleeping comfort from your new Beautyrest and longer life for the combined equipment. The Simmons Ace has the platform top and controlled resiliency so important for inner-spring mattresses. The deep, double deck Ace coils, and stabilizers, provide the perfect support.



Each Beautyrest pocketed coil works independently like the keys on a piano . . . each coil is in a separate cloth pocket. You get Beautyrest's famous sleeping comfort, no matter what your weight . . . no matter what your sleeping position.



In test made by U.S. Testing Company, Hoboken, N. J., the Beautyrest stood up 3 TIMES AS LONG as any other mattress tested. It was rolled, and crushed, 480,000 times without any sign of breaking down. The new Beautyrest is now GUARANTEED for 10 YEARS.

weis & fisher's
"rochester's showplace of furniture fashion"

The Submarines Missed These!

MEN! A new shipment of the famous John B. Ellison woollens has just come in after a hazardous journey from the British Isles.

If you're looking for something fine—something outstanding in a suit—these woollens are just what you want. Included in this shipment are Scotch Bannockburns, Scotch Donegals and Sandhurst Tweeds. When they're made up into an individualized suit, hand-tailored to your measure by SHULMAN — you have clothes you'll be proud to wear... a value you can't beat!

\$75

There Is No Substitute For Custom Tailoring

Louis SHULMAN Co.
72 EAST AVENUE
OPPOSITE CHESTNUT ST.

Mrs. Milton Manwaring, 189 Hampden Rd.

Edwards SPECIAL FOR FRIDAY and SATURDAY!
EXCLUSIVE PANTRY SHOPPE

One Pound JAR PRESERVES

Reg. 25c Jar **19¢** 10 Fruit Flavors

- 10 luscious flavors—all sealed in fancy glass tumblers with beaded edges . . . You can use these handsome tumblers for many purposes. Remember, these are pure fruit flavors with NO PRESERVATIVE.
- * Strawberry
 - * Orange Marmalade
 - * Pineapple
 - * Cherry
 - * Grape Jam
 - * Pineapple
 - * Apricot
 - * Blackberry
 - * Damson
 - * Peach



EDWARDS—Street Floor

ROCHESTER'S LARGEST
POPULAR PRICED STORE

Edwards



Now Ready For A Tremendous Friday & Saturday!

ANNIVERSARY SALE

Here Are the TOP Fashions You Want at the BOTTOM Prices You Like to Pay!



Hundreds of the Season's Newest DRESSES

Regular 16.5
Vales **13.88**

Regular 10.95 & 12.95
Value: **9.88**

Steel-rib heads! Lace trims! Metal trims! They're all here in an exciting collection as you've ever seen for anywhere near 1.88. Hurry in for the best values in the group.

MATERIALS: Crepes — Wools — Velvets

COLORS: Black — Chatterbox Red — Smoke Grey — Plum Wine Raspberry — Alpine Green — Soldier Blue Black — Nutria

SIZES: 12 to 20 — 38 to 46 — 18½ to 26½

Here they are—the season's most popular styles offered at savings you see only in an Edwards Anniversary Sale!

Styles: 2-Pc. Effects Jacket Types Trumpet Dresses Jerkins Pinafores Jumpers
Materials: Velvetens Velvets Rayon Crepes Failles Silk Corduroys And Many More!
Colors: Promenade Soldier Blue Beaver Teal Plum Wine Black

Sizes 9 to 17; 12 to 20; 38 to 52; 18½ to 26½

EDWARDS—Third Floor



Save Up to 11.75 on Your Winter Coat
FUR TRIMMED Sports and DRESS Coats

Made to Sell for \$45 to \$50
\$38

Regular \$65 and \$69.75
\$58

Edwards never tires of surprising you with extra-good coat value... and during our Anniversary Sales we take real joy in overwhelming you with coat values that no one ever dreamed of seeing. Rich fabrics, luxurious furs—yours at unbeatable savings.

THE FURS: Persian, Silver Fox, Mink Beaver, Skunk, Leopard, London Dyed Squirrel, Natural Grey Squirrel (Civet Cat at \$58 Only)

COLORS: Black, Green, Tan, Como Blue, Congo Brown, Wine.

SIZES: For Juniors, 9 to 17; for Misses, 12 to 20; Extra Sizes, 33 to 49½

EDWARDS—Third Floor

In Our Sports Shop!
Sweaters and Skirts
Sweaters: Look for the fine detailing on these sweaters—many of them couldn't be duplicated for considerably more money. Slip-ons, cardigans and bulky knits in pastels and high shades. Sizes 34 to 40.
SKIRTS: Flannels! Shetlands! Novelties! Flared or pleated models in rich plaids plus autumn's high shades. Our complete selection of skirts is included. Sizes 24 to 32.

Sale Priced 2.78 Ea.

The All Purpose
Reversible SPORT COATS
Regular \$10.98
Sale Priced 9.88

All-purpose coats for rain or shine. Wool fabrics lined with water-repellent cotton gabardine. Natural, plaids or high shades.

EDWARDS—Sportswear, Third Floor

Regular \$2 Value!
SPECIAL PURCHASE
DAYTIME DRESSES 1.88

A truly outstanding group of dresses worthy of a much higher retail price. We shopped high and low for them, and in all modesty we can say that you've never seen anything like them at 1.88! Choice of spun rayon, spun covert or French crepe.

Prints—Football Colors—Autumn Tones
Sizes 12 to 20; 38 to 44

EDWARDS—Third Floor and Street Floors



2,000 NEW FALL BAGS **94c**

Every wanted type in tailored and dressy styles. Simulated leathers in smooth calf, alligator grain. Also fawnette, camelsuede or silk crepe. They're rare values at anywhere near 94c!

Black — Brown — Wine — Soldier Blue — Red



Beautiful 2.95 **2.58**
FALL BAGS

Such linings and fittings are found only in higher priced bags! Genuine calf, genuine cape, suede, broadcloth, faille silk or grained cowhide in top handle, top zipper or underarm styles.

BLACK — BROWN — WINE



1000 Prs. Leather Trimmed
Doubly Woven Fabric GLOVES **68c**

They ordinarily sell at \$1 and they're worth every penny of the price! Made of doubly woven cotton fabric with leather applique designs on the backs. Get several pairs at 68c a pair!

Black—Brown—Wine
SIZES 6 TO 8
EDWARDS—Street Floor



300 Prs. Reg. \$2 Novelty
Fine Kidlike Leather Gloves **1.78**

So kid-like in feeling and appearance you'll think they're the real thing! Slip-on styles in neatly stitched patterns. Exceptionally fine fitting. Remember just 300 pairs at this price!

BLACK — BROWN
SIZES 6½ TO 7½
EDWARDS—Street Floor

Roasted Meat Favorite For Outstanding Meal

Meals may come and meals may go, but the ones that are long remembered are those where a tender, juicy roast of meat was the center of attraction! Primitive woman, doing her roasting over an open fire, had to keep close watch to see that the little shaver turning the spit, kept it rotating so that the meat cooked evenly. A slow tedious job and a hot one, and with the fat and juices dripping into the fire—a wasteful method of cooking. But then housekeeping was extremely simple there was little necessity to save time and meat was all around for the taking.

Today time and money are at a premium with most home-makers and when we pay good money for a piece of meat we want to get the most out of it. So up through the years improvements have been made in the methods of roasting meat, which help us save time and which minimize the food losses that are inevitable in cooking. Strangely enough we still use dry heat as did the primitive woman but with these differences:

add any water. Do not sear, do not baste. Roast allowing required minutes per lb. If exceptionally tender meat or poultry is roasted, the length of time may be reduced 5 to 10 minutes per lb.

N. B.—If less than 3 lbs. of meat is to be roasted an extra hour should be allowed. The smaller the piece of meat the more minutes per pound will be required to roast the meat. A rack and open pan are used for all meat.

GRAVY—Measure drippings from roast, add same amount of flour, cook until smooth and foamy. Add 1 c water for each 2 1/2 flour, salt and pepper to season. Cook 5 min.

GIBLET GRAVY—Cook giblets in boiling water to cover. Put through food chopper. Add to gravy.

Notice that the recommended temperature is never higher than 350 degrees F. It is this low temperature cookery that insures meat that is tender, juicy and evenly rare, medium, or well done throughout. Recent experimental work has proven that there is less shrinkage of

If used frequently cook books or colored oil-cloth, then they are bound to become soiled and greasy, cover them with white water and soap and save you the necessity of continually having to recover them besides adding to the life of the book.

ACKNOWLEDGEMENT

Thanks for the swell turn-out at our Children's Party and Opening last Saturday. We're pleased that you enjoyed it, but the way you bought up our merchandise was astonishing... beyond our fondest dreams! We hope you'll continue to find Left's Service, merchandise and prices to your liking. If you don't... KICK.



FOR THOSE WHO COULDN'T
MAKE IT LAST WEEK

LEFT'S OPENING SALE CONTINUED— LEGGING SETS... \$5.49

THREE PIECES LEGGING, COAT AND HAT
SIZES 3 TO 6. COLORS: Brown and navy for boys; wine, green, rust, steel blue, and gray for girls.

LARGER SIZES \$7.99 - \$13.99
SIZES 7 TO 12. All wool. All colors.



TOTS' DRESSES 59c
Prints, solids, wash dresses. Sizes 1 to 6. Regularly 89c.

SWEATERS Girls' 49c
Boys' 49c
Sizes 3 to 6. Slip-ons. Regularly 89c.

SILK DRESSES 99c
Rayon, taffeta, and wash dresses. Values to \$3.49. Sizes 1 to 16.

CARDIGANS Boys' 59c
Girls' 59c
With zippers. Girls' and boys'. \$3.49 values.

GIRLS' COATS 5.49
Velvet trim, French Beaver trim. Diagonal stripes, tweeds, and solids. Regularly \$7.99.

Boys WASH SUITS 59c
All colors. Prints and plain.

MISSSES' COATS 8.99
Plain or trimmed in velvet or French Beaver. Regularly \$12.95. All materials.

ETONS & SAILORS 99c
to \$2.49
SIZES 1 to 6. Navy, brown, and steel blue.

Open Every Friday and Saturday 'Til 9 P. M.

You're Right When you Buy at --
LEFT'S
126-128 CLINTON AVE. S.



NAME	POSITION IN PAN	TEMPER. F. in Degrees	APPROXIMATE LENGTH OF TIME	INTERNAL TEMPER. F. in Degrees
Pork	Fat side up			
Lamb	On rack	350	35 min. lb.	180
Veal	On rack	300-325	35 min. lb.	175-180
Smoked Ham	On rack	325	18 min. lb.	170
			25 min. lb. (old process)	178
Beef standing	Fat side up, 300-325		2 1/2 min. lb.	148
	No rack		30 min. lb.	164
	needed		35 min. lb.	185
Roiled Beef	On rack, fat 300-325 side up.		Add 10 min. lb. to time for standing beef	
Roast Chicken	Breast down 350		35 min. lb. (weight after stuffing)	185
Roast Turkey	Breast down 350		30 min. lb. up to 10 lbs.	
	On rack		18 min. lb. up to 15 lbs.	
			15 min. lb. up to 20 lbs.**	

*Roast Meat Thermometer temperature.
**For turkeys of 20 lbs. and over, 5 hours roasting is usually sufficient. If the turkey is very tender after roasting 2 hours, reduce temperature to 325 degrees F. and complete roasting at this temperature.
TO ROAST MEAT—Arrange meat or poultry on rack in open roasting pan. Do not cover or

meat roasted at low instead of high temperatures. The roast you place for your husband to carve can be cooked to perfection and so be approximately the same weight as when you placed it in the oven. Just follow the new low temperature method of cooking, and be assured of eating the meat you pay for.

Party And Sale Mixed In Novel Childrens Store Opening

Fun for the kids! Bargains for the mothers! That is the novel and informal way Left's Children's Store in the Rochester Theatre Bldg. got acquainted with the public last Saturday their formal opening date. The affair was termed a real success with both children and escorts, by Harry Left, mgr.

Because Left feels that a great many people who would like to have taken advantage of his opening prices were unable to do so, he has announced that greater values are being offered this week. Elsewhere in today's Sun an announcement of these values will be found.

FUR COATS
From Factory To You
Every kind of Fur at lowest prices! SPECIAL! Striped, Mink-Dyed Cooney.
\$28.95
This Week Only
1283 Clifford Av. Main 474
CLIFFORD FUR CO.

WIN a new 1941 STUDEBAKER CHAMPION!
Read full particulars in TRUE STORY Magazine, November Issue Out Now
TUNE IN the popular new True Story Broadcast
"I'LL NEVER FORGET"
Monday Wednesday - Friday
WSAY (Rochester) 1 P. M.

NO "Look-of-the-Month League" FOR ME!
Not since I've found that CHI-CHESTERS PILLS help give women safe relief from functional periodic pain and discomfort. Safe—because they contain no habit-forming drugs or narcotics—because the CHI-CHESTERS CHEMICAL COMPANY has been serving the women of America for over half a century. and up
50c
CHI-CHESTERS DIAMOND BRAND PILLS



Quality First—Why?

Quality is recognized as a symbol of good taste; appreciated by your guests in flavor satisfaction.

You WANT friends to admire your judgment and taste. It is pleasant to be complimented upon these character qualities. Important, too. You will be wise to select good liquors in a store where fine quality is FIRST, at a fair price.

Bush-Zoller staked their success on the belief that you wanted and appreciated such a store; they have been gratified at the whole-hearted approval of their customers in this, their first year of business. The friends they have made thru their policy of honest dealing in fine quality and fair prices are more valued than profits.

If you are not a connoisseur of bouquet, dryness, etc., Bush-Zoller will be glad to make expert suggestions. In fact, you can't go wrong if you buy your liquors there. Courteous, immediate delivery, anywhere in the city.

Name Whatever Brand You Want . . . Bush-Zoller's Prices are RIGHT

Bush-Zoller
682 PARK AVENUE
PHONE Mon 5807 TO-DAY
FREE City-Wide Delivery

SAVE Wegnan's Automobile Tickets To Win A New 1941 Deluxe CHEVROLET



With every Wegnan purchase of 25c or over you'll receive a free Automobile Ticket. Deposit the ticket in any Wegman's Store at the main part of the Ticket. Every Week, 5XTRA TICKETS will be 5XTRA specially featured items such as listed in this adv.

Check This List For Extra Free Automobile Tickets . . .
And Start Saving Right Now! Remember The More
Tickets You Have, The Better Your Chance To Win!

Widmers Concord
GRAPE JUICE
1 extra ticket with each bot. **10c** pt.

Olde Homestead Sweet
Pineapple Dee-Lite
3 extra tickets with each jar **19c** lb.

Clark's Favorite
SWEET PEAS
2 Cans **25c**
1 extra ticket with each can

14 oz. Bottle Rich
Snider's Catsup
2 for **25c**
1 extra ticket with each bot.

No. 2 Can Dr. Phillips
GRAPEFRUIT
1 extra ticket with each can **10c** can

Meisenzahl's Fresh
EGG NOODLES
1 extra ticket with each pkg. **11c** lb.

Tomato & Vegetable
Phillips Soups
6 Cans **25c**
3 extra tickets with six cans

Clapps Scientifically Pure
Chopped Foods
2 Cans **19c**
2 extra tickets with two cans

Red Heart Nourishing
DOG FOOD
3 Cans **25c**
1 extra ticket with each can

12 oz. Bottles Hires
ROOT BEER
6 for **25c**
3 extra tickets with six bottles

Fresh Crispy Crackers
Ontario Clubs
3 extra tickets with each pkg. **17c** lb.

French Dressing
WILCORS DIET-AZE
1 extra ticket with each bot. **19c**

Ontario Fresh Tasty
Honey Grahams
3 extra tickets with each pkg. **17c** lb.

Double Action With New
Sunbrite Cleanser
3 Cans **14c**
3 extra tickets with three cans

1/2 lb. pkg. Orange Pekoe
FOOTES TEA
3 extra tickets with each pkg. **33c** pkg.

Ingersoll's Rich Meaty
Chicken Fricassee
3 extra tickets with each can **29c** can.



FRESH and SWEET

IN ALL KINDS OF WEATHER
Because it's churned from SWEET (not sour) CREAM

LAND O'LAKES SWEET CREAM BUTTER **33c**
Pound Roll

Wegman's
HOME OWNED FOOD MARKETS
FREE PARKING FOR CUSTOMERS



They're Tearing Up Union St.—

WE'RE TEARING DOWN PRICES

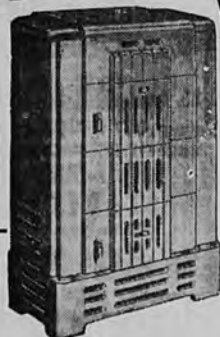


The city double-crossed us in the height of our busy fall season. We are caught with carloads of new merchandise. With all our North-South traffic shut off we must take

drastic steps to pay our bills. We are offering 50% price slashes on many items in induce you to come a block or two out of your way. Never before in our history have prices been so low.

ANNOUNCEMENT
Our selection of jewelry has been enlarged to a complete department. Stop here for best buys in all kinds of jewelry at lowest terms.

STOVES



Every Standard Make
TIRES
NOT 12 Weeks, but 52 WEEKS
TO PAY. Buy 1 to 4.

GAS RANGES, COAL STOVES,
BUNGALO STOVES, OIL
HEATERS.
Oil Attachments For Your
Stove. As Low As **\$6⁹⁵**

**Cogswell
CHAIRS**
\$29⁵⁰



A Variety of well known
brands—all dramatically
slashed.
Reg. \$49⁵⁰ NOW

**FIRST COME
FIRST SERVED**

RADIOS 50% OFF

RCA TABLE MODELS \$8.95

And Seven Others As Listed Below

- TOM THUMB Reg. \$15.95 Leather Suitcase Model \$9.65
- R. C. A. 40x51 Reg. \$19.95 \$9.75
- REMINGTON Reg. \$14.95 \$8.45
- R. C. A. 9Tx33 Reg. \$19.95 \$9.45
- R. C. A. Victrola Reproducer. Reg. \$14.95, \$6.95
- R. C. A. T55. Reg. \$27.95 Push Button Tuning \$15.00

Reg. \$1.50 END TABLES 79c

HASSOCKS Marked Down 50% 79c

DRESSER SETS 89c
Mirror, Comb, Brush, Supply Limited.

Rollfast ROLLERSKATES 89c
Reg. \$1.39 Close Out at

Save As Much As \$10 On
BOYS' and GIRLS' BICYCLES

High, Chrome Kitchen Stools 99c
Should Be Priced At \$2.00

SMOKERS - Reg. \$1.39 79c
Chrome and Enamel

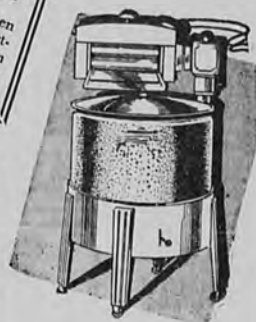
WASHING MACHINES

AS LOW AS

\$29⁹⁵

What you have always wanted at a price you can afford to pay!

\$50 Down, 50c Week



**CHROMIUM
KITCHEN
SET**
\$27⁴⁵

Compare them with those you have seen at twice the price.

**5-Pc. MAPLE
DINETTE SET**
\$19⁵⁰

Sturdy Table and 4 chairs Beautiful, natural maple.



**WILTON-ORIENTAL and
AXMINSTER
RUGS**

up to

**50%
OFF**

Come in while selections are complete.



We sold HUNDREDS of these modernistic suites at \$69.50. Terms to suit YOU.

\$39⁵⁰

Variety of Colors Styles and Coverings. This Week

VACUUM CLEANERS

Regular \$69.50

\$39⁵⁰

THIS SALE ONLY

DOWN 50c WEEK

something you NEED at a BARGAIN

**SET of 3
LAMPS**



**SET OF 3
\$9⁹⁵**

INDIRECT LIGHTING

Now you can light those shadowy corner and increase the useful size of your rooms at night. Includes BRIDGE LAMP, TABLE LAMP, FLOOR LAMP.

OPEN EVENINGS UNTIL 10 P.M.

OPEN SUNDAYS UNTIL NOON

**UNION
TIRE COMPANY**
MAIN STORE
286 EAST AVENUE

286 East Ave.—Rochester ★ 2 BIG STORES ★ 114 W. Commercial St. E. Rochester

Veterans Group To Hold Banquet
ANNA P. CLEARY TENT, D. O. U. V. will hold a banquet for members and their friends at Odenbach's, 7 Clinton Ave. S., next Wednesday evening to celebrate their 30th anniversary ad to honor Mrs. Marguerite Axmacher, Department Council Member.

PARTIES AT WEST AVE. MANOR
165 West Ave.
Wed. Nite—8:30 P. M.
Mon., Tues., Thurs., Fri.—1:30 P. M.

PARTIES AT Capitol Theatre Hall
85 W. Main St.
WEDNESDAY 8:15 P. M.

BINGO EVERY THURS NIGHT CARPENTER'S HALL
50c
113 N. Fishguth St.
23 Games—Double Board

NORM'S BINGO PARTY CHILI RECREATION HALL
509 Chili Ave.
Monday, 8:30 P. M.
All Are Welcome

GLADYS—BINGO
Sun. Afternoon 2:30 Sharp
142 GENESEE ST.
Tues. and Thursday, 2 P. M.
170 CADY ST.

BINGO BLACK AND JORDAN
8:30
Sunday — Tuesday — Thursday
GLIDE HALL ADM. 25c
Door Prizes Entertainment

BINGO PARTIES at BEELEY'S
Tues. Fri. 8:15 P. M.
Sat. 1:30 P. M.
142 GENESEE ST. IN REAR

23 GAMES 25c
Every Monday Evening, Starting at 8:30 P. M.
GLIDE HALL
GLIDE ST., cor. JAY
Come and Have A Good Time
You May Be Lucky!
Door Prizes — Entertainment

PARTIES UNION LEAGUE HALL
Sunday and Monday, 8:15 P. M.
Wednesday and Saturday 1:30 P. M.
290 Gregory, at South Ave.

BINGO PLYMOUTH CHURCH HALL
Plymouth Ave. at Troup
25 DOOR PRIZES
Admission 20c
Every Sat. 8:30 P. M.
Door Prizes—Jack Pot

BINGO at CHILI Recreation Hall
Every Friday Night 8:15 p. m.
\$5.00 each for the 23 games
Mon. and Wed. 1:30 p. m.
Tues., Thurs., Fri. and Sat. 8:15 p. m.
509 Chili Ave. at Thurston

BINGO
Show 7 p.m. Games 8 p.m.
Thurs., Fri., Sat.

SPECIAL! GRAND OPENING
Wed. Nite Oct. 9th
JACK POT \$50.00
Full Card, \$5 on every game, \$20 and \$25 on Special Games. Paid off in SILVER DOLLARS.
The Best Place In Town.
Bring Your Friends to

HOLLYWOOD BINGO HALL
35 PULLMAN AVE.

BUDDY CLUB PRESENTS COUNT BASIE
And His Orchestra
K. of C. Sat. Oct. 5th 9-11
Miss Mary Redmond, 2 Bardin St.

Enjoy An Evening With The Originators of
BINGO
K. of C. DELUXE PARTIES
Run Solely by Knights of Columbus
\$5.55 CASH PRIZES
25—DOOR PRIZES—25
Admission 99c Tax Incl.
RAY FAGAN'S ORCHESTRA
Entertains from 8:00 O'Clock
Bingo 8:30 P. M. to 10:30 P. M.
DANCING AFTER GAMES
COLUMBUS AUDITORIUM
EVERY MONDAY NITE

Buonomo League
Cooler weather is beginning to bring out better scores in the strong Monday night Buonomo League. This week's competition saw well over a dozen big totals and many individual highlights such as Bill Ehmann's 290. Leading the list was the 667 of Ray Benzou, Danny Petrillo 660, George Abbeau 655, Russ Thomas 647, Jack Court 642, Bill Ehmann 636, Dr. Rapp 632, Dan Marsili 626, Baldy Knapp 623, Norm Wolk, 623, Joe Melvin 620, Frank Wirtz 607, Simmons 606, Joe Smarsh 603, Milt Woods 602 and Andy Devonis 600.

Elm Ladies League
Georgia Hubbell's 531 was the best individual effort in last Thursday's Elm Ladies League. Marie Radtke had 520, Evelyn Beideck 517 and Beulah Boyce 511.
Team matches: Ryan Cacting (240) 2, Moose Club (227) 1; Caruso's Restaurant (219) 2, Cobble Hill Club (187) 0; Buich Marcus (227) 2, Bernard Heid (210) 1; Hensler Jeweler (208) 3, Perry Floride (192) 0.

Elm League
Elm League bowlers were paced by Goldman with 655 last Wednesday night. Hasselwander had 638 and Hurvitz 619.
REOPENING
Friday, Oct. 4th, 4:15 P. M.
Community Dancing School
Classes for Ballet—Tap—Jazz—Acrobatic
STONE 5398L
Community Hall, Culver Rd.

G. & E. League
Beuckman's 606 was the best in the Gas & Electric League at Elm Hall last Tuesday night. Pete Versprille had 605 and Bond 604.
Team matches: Office Maintenance (202) 2, Order Dept. (231) 0; General Construction (208) 2, Gas Distribution (201) 0; Appliance Service (215) 2, Office (225) 2, Steam (249) 3, Collection (231) 0; Inventory (224) 2, Electric Meter (233) 1; Meter Reading (248) 2, Electric Lab. (222) 0.

Fanatic League
Gottorf's 612 led last Wednesday's Fanatic League at Elm Hall.
Team matches: Field Sanitarium (212) 1, Regns Parking Station (217) 0; Big Elm Cigar Store (222) 3, Schirners Sausage (196) 0; Avery Restaurant (242) 3, South & Son (243) 0; Elms (246) 2, Y. & E. Sales (210) 1.

LOVES SPECIAL
7th Sunday Night!
Roasted Fresh Daily
Crisp, Crunchy
SALTED MIXED NUTS
29c
Love's Confections sold only at Love's Stores.

MAJESTIC FURNITURE CO. 204 COURT ST. OPEN EVERY EVENING

\$79 Sample 3-Pc. LIVING ROOMS \$39 An unrivalled opportunity! Honor built! Superior inner construction. A splendid selection of coverings.	\$85 Modern 5-Pc. BEDROOMS \$42 Your choice! Mahogany, walnut or maple finish gum with veneered sides. Drawers of vanity, bed, chest of drawers, table and bench included.	\$149.50 Nationally Known COMBINATION STOVES \$89 Pay only \$3.00 Down	\$14.95 Innerspring MATTRESS \$7.77 50c Down 50c A Week High-tempered resilient steel coils cushioned with foam pads and layers of felt. Neva-wet processed covers. All sizes.	\$18.95 Genuine Lane Walnut Cedar Chests \$10.95 \$1 down and \$1 a week. Free storage until Christmas.
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HUNDREDS OF ITEMS AT COST! DOZENS BELOW COST!

MAJESTIC'S BIG 7TH ANNIVERSARY SALE!

If you need anything at all in the line of home-fixings, this is your sale... this is your big chance of the year to save. Like the Canadian mounties, we followed every trail all over the country to track down unusual bargains for you. No factory was too small, none too big, no distance too great for us to overlook a single source of money-saving value. Don't delay! The merchandise on this page speaks for itself, and it's nothing more than a hint of the hundreds of other splendid values. You can see how we've slashed prices... they're far below what present wholesale costs warrant. Many samples. Many few-of-a-kind items. Many things we cannot possibly duplicate at any price. BUY NOW... IT PAYS!

GAS RANGES \$69 Enterprise \$79 Riv. Top \$32 3 Burner Top with broiler
\$44 \$48 \$18.95

REG.	LIVING ROOMS	SALE	REG.	BEDROOMS	SALE
\$59	3 Pc. Modern Tapestry	\$32.00	\$69	3 Pc. Walnut (1 only)	\$31.00
95	3 Pc. Velour (color choice)	54.00	99	5 Pc. Modern Waterfall	49.00
169	3 Pc. Modern Mohair	95.00	210	5 Pc. Mahogany Chippendale	139.00
129	2 Pc. Frieze Suite	63.00	149	4 Pc. Jamestown Quality	89.00
119	Simmons Bed Davenport	59.00	169	4 Pc. French Walnut	97.00
199	3 Pc. Velour Suite	124.00	210	6 Pc. Gr. Rapids Swed. Moderne	140.00
295	3 Pc. Kid Loompoint	195.00	134	3 Pc. Prima Vera (light finish)	84.00
45	Odd Davenport	29.00	229	18th Century Mahogany	159.00
139	Simmons Tuxedo Bed Davenport	80.00	95	5 Pc. Rock Maple	54.00
179	3 Pc. Velour Living Room	119.00	69	3 Pc. Maple (3 only)	44.00
69	2 Pc. Tapestry (color choice)	47.00			

ODD PIECES

\$ 1.19	Unpainted Kitchen Chairs	\$.69
5.95	Occasional Chairs	2.95
12.95	Walnut Student's Desk	6.95
7.95	Coffee Tables	3.95
8.95	6-Way Junior Lamps	3.95
29.50	Lounge Chairs	12.00
69.50	Mahogany Breakfast Sets	37.50
8.95	Large Round Mirrors	3.75

WASHING MACHINES
Save one-third on all popular makes. To protect other dealers we are forbidden to mention names of manufacturers. But you'll instantly recognize the famous makes.

\$59	7 lb. capacity washer	\$37.00
89	8 lb. capacity washer	54.00
49	6 lb. capacity washer	29.00

There's Nothing To Keep You From Buying What You Want! YOU DON'T NEED CASH!

SMALL DOWN PAYMENT

UP TO 2 YEARS TO PAY
NO PHONE ORDERS

EXTRA HOURS TO SHOP!
OPEN EVERY NIGHT TO **9 P. M.**

FREE PARKING
At Bill and Son's Station, diagonally opposite our stores.

REFRIGERATORS
NORGE AND OTHER WELL-KNOWN MAKES. SOME FLOOR SAMPLES. ALL BRAND NEW BOXES MANY IN ORIGINAL CRATES.
\$149—Norge (floor sample) \$79.00
189—Brand No wNorge \$149.00
219—Norge Refrigerator \$169.00
THREE YEARS TO PAY

\$54 Tabletop Porcelain GAS RANGES \$29 \$1 Down—\$1 A Week	\$49 Nationally Known WASHING MACHINES \$29 1 Yr. supply of Rinson free!	Eureka, Royal And Other Rebuilt VACUUM CLEANERS \$6.95 50c down. Fully guaranteed.	\$14.50 Maple, Walnut or Mahogany GATELEG TABLES \$6 \$1 down—Choice of finish.	Reg. \$33 STUDIO COUCH \$16.50
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This Sale At Majestic Furniture Co. - 204 Court St. Between Clinton Ave. S. And Stone St.

Here's Proof Of Berghash Values...
BERGHASH CUSTOMERS Are SATISFIED Customers

TRY THESE FINE LIQUORS For YOURSELF...And SAVE!

THIS WEEK ONLY...
PINEBROOK
THIS WHISKEY IS **4 YEARS OLD** \$1.95 Full Quart
STRAIGHT BOURBON WHISKEY
This whiskey is distilled from fully ripened and matured grains.

THIS WEEK ONLY...
Under U. S. Government Supervision
BOTTLED IN BOND \$2.09 Full Quart
GLOBE 100 PROOF
STRAIGHT WHISKEY

THIS WEEK ONLY...
RON PUERTO RICO CLUB RUM \$1.69 4/5 Quart
COMPARE \$2.50 VALUE

HERE are a few of our REGULAR Extra Values—

Cream O'Grain	4 YEAR OLD WHISKEY	\$1.89
London Inn Gin	90 PROOF	\$1.29
Imported Scotch	"QUEEN VICTORIA"	\$2.54
Mon Valley	SLOE GIN	\$1.49
Renault SWEET Wines	3 Fifths	\$1.00
Nuyens American Dry	Vermouth	84c
Gordon's	MARTINI Cocktail	\$1.69
Bottled In Bond	PEACH BRANDY	\$1.95
Paul Nevins-All	4 YEAR OLD WHISKEY	\$1.00
Gold Cross Slo Gin	Satisfying and Smooth	89c
McDowell's	STRAIGHT RYE	\$1.89

BERGHASH
124 CLINTON AVE. S. MAIN 786
NEXT TO LOEW'S FREE PARKING
ROCHESTER THEATER OPPOSITE OUR STORE

MOOSE DRILL TEAM DANCES
Every Thursday 9 'Til -
OLD AND NEW DANCES
BILL SERVIS CALLING
Wegmans Hall - 375 Main E.
FREE PARKING

Next year Cornell plays Navy in football for the first time. The game will be played in Baltimore, Oct. 18.
Two of Cornell's greatest stars, Mort Landsberg and Vince Eichler, are candidates for the same job, fullback.

Yellowjackets In First Start Under De Groot Saturday

Rejuvenated, reorganized, pepped up and ready, the University of Rochester football team will make its 1940 debut facing Oberlin College Saturday in the Ohio City.
After a dismal season last year, the Yellowjackets sent all the way to the Pacific coast to bring Dudley DeGroot to Rochester to teach the lads how to play winning football. DeGroot is the chap who coached San Jose College through an undefeated season in 1939.
Perhaps it's too much to expect an undefeated year up at the River campus in 1940, but if the locals can win a few of their games, it will be progress.
The U. of R.'s squad is numerically small and DeGroot has had to play the part of a magician, as well as a football coach in getting together a winning combination. Whether or not he has accomplished the task set out for him will be shown Saturday. And that doesn't mean that Rochester has to win this game. Even if they look good in losing it, they will be better off than they were last year.

In 58 years of football the Bucknell Bisons have engaged in 41 tie games.
Temple University's squad of 35 football men contains 25 sophomores.

LOVE'S SPECIAL
7th Sunday Night!
Roasted Fresh Daily
Crisp, Crunchy
SALTED MIXED NUTS
29c
Love's Confectionery sold only at Love's Stores.

INDIGESTION RUGS 9x12 \$1.00
CLEANED and STEAMED
RUGS, Stained, Cleaned, Washed,
Sized, Moth, Damp and
Germ-Proofed
ELTER CO. Est. 1872
Wood 3466 - 44 Arthur St.

CASH for your CHECKS
IMMEDIATELY!
You won't have to rap on your neighbor's door to inquire if he can cash your check or lend you a five spot 'til tomorrow. Rush right into our office with your check. You can receive cash immediately.
Open From
9 A. M. to
8 P. M. Daily
Your Purchasing Co.
204 Wilder Building
Nominal Service Charge

Plain DRESSES or Men's SUITS Cleaned and Pressed **49c**
WINTER COATS Cleaned and Relined With Pure Silk Crepe **\$5.50**
Clip this ad, receive 5% discount on cleaning and relining coats.
LOMBARDO DRY CLEANER
Call MAIN 2714 For Call & Delivery
PLANT 67 FORD ST. STORES 492 MAIN ST. W. 499 LYELL AVE. 497 CHILI AVE.

23 CLINTON AVE. SO.
Is New Address Of
THE SPORT SHOP
(Directly Opposite Hotel Seneca)
This Week's Specials
Ladies' Complete RIDING OUTFIT **\$4.85**
Ladies LOAFER JACKETS OR BLOUSES **89c**
Rochester's most complete line of Sports and Riding Apparel for Men and Women.

Bison Slugger To Face Southern Tier Fighter In Elks Ring Monday

Claude Hale, popular Buffalo middleweight, returns to the local ring next Monday night, when he faces Ed Pagan of Binghamton in the feature bout of the Elks Club amateur fight card, now being rigged up by Johnny Burba, director of bouts for the lodge.
Hale scored some impressive K.O.'s in the Clinton Ave. ring last season, but he dropped a couple, too. Now, of course, he's anxious to win his opener this season and is expected to give the Parlor City boy a busy evening. On the other hand, Pagan is rated one of the leading 160 pounders in the central and southern sections of the state.
The balance of the card will be announced later in the week.

Rochester League

George Angevine provided the thrills in last Monday night's Rochester League at Elm Hall with a big 699. George put together games of 197, 289 and 213 to help Getzler Ice to 2963 and a good middle game of 1103. Caruso's Restaurant put on a good show with 924, 1024 and 1054 for 3002.
Johnny Auburn had 660, Dom Scherzi 651, Lou Crandall 638, Gordon 631, Ivan Ames 625, Ivan Ballou, 612, Weiner 601 and Russell 601.

Read About This "IMPROVED" FEMININE HYGIENE

"Cleanliness" should be the watchword of every girl and woman afflicted by discharge. And thousands have discovered regular douching with Lydia E. Pinkham's SANITARY WASH most effective.
Unlike many products, Pinkham's Sanitary Wash is NOT a harmful, burning germicide. Instead it's an excellent bacteriostatic (the modern term) which does not irritate, but encourages the growth and discourages infection. Verifying its delicate membranes. Especially pleasing and inexpensive for marriage systems.
For free trial bottle tear this out and send with name and address to Lydia E. Pinkham Medicine Co., 289 Cleveland St., Boston, Mass.

NOW OPEN!
NEW ROCHESTER BRANCH
Of One Of
America's Leading Vacuum Chains

NOW you can enjoy the same sensational values that have made this great organization of vacuum cleaner specialists famous throughout the eastern part of the United States. It pays to deal with folks who sell nothing but vacuum cleaners! The department of this store include sales, parts and service on new and rebuilt famous make vacuum cleaners. Remember this: Nowhere in town can our values be approached!

Electrolux
BEAUTIFULLY REBUILT
No Other Cleaner Like It
\$16.95
COMPLETE WITH ATTACHMENTS
FULLY GUARANTEED
LIBERAL ALLOWANCE ON YOUR OLD CLEANER
10-Day Trial Plan
MAIL ORDERS FILLED, SEND \$1 DEPOSIT
\$4.85
BRAND NEW FAMOUS MAKE HAND CLEANER
Great for autos, clothes, upholstery, mattresses, etc.

PENNY VACUUM STORES
30 SOUTH AVENUE
STONE 6747 OPEN 'TIL 9 P. M.

PETERSON'S OINTMENT 60c Size **29c**

VAPO-RUB VICK'S 35c Size **27c**

Milk of Magnesia PHILLIPS 50c Size **21c**

TOOTH PASTE SQUIBB'S 40c Size **2 for 59c**

BABY OIL MENNEN 50c Size **43c**

MURINE FOR EYES 60c Size **49c**

FEENAMINT GUM 25c Size **19c**

BAND-AIDS 25c BOX **19c**

FASTEETH 60c Size **49c**

WILLIAMS Shave Cream 50c Size **39c**

GLOVERS MANGE New Size **37c**

IPANA Tooth Paste New Size **21c**

PEPSODENT PASTE OR POWDER 25c Size **19c**

ADVERTISED BRANDS Week
A DRAMATIC DEMONSTRATION of the way the big DAW'S cut-rate drug stores save you money! Here are hundreds of famous brands... items known for quality the country over... and here they are at Daw's at the lowest prices in all Rochester!
DAW'S ORIGINAL CUT-RATE DRUGS
56 Clinton Ave. S. Opp. Temple Theater
31 Main St. E. Corner Aqueduct
353 Main St. E. 1st Floor from Sullivan
452 Ridge Rd. W. Corner Dewey
880 Main St. W. Bull's Head
473 N. Goodman Just Off Main
539 Monroe Ave. Near Goodman

McKesson Aspirin Tabs
NEW LOW PRICE
BOTTLES OF 100
2 for 49c

TOOTSIE Caramels
WITH COUPON
1-LB. BOX **19c**
(Limit 2)

HIND'S Honey-Almond Cream
50c SIZE
2 for 39c

DOLORES Castile Soap
WITH COUPON
15c Size **3 for 20c**
(Limit 3 Bars)

DANDERINE Hair Tonic \$1.00 size **62c**
NIPPLES Anti-Colic **5 for 23c**
BORDEN'S 1 LB. Chocolate Malted Milk **21c**
WILDROOT Shampoo, 50c size **29c**
FROBER Hair Tonic, \$1.00 size **79c**
PABUM Meads, new size **19c**
HYGIEA, Reg. 20c Translucent Nipples **11c**
GRAY'S GLYCERIN Tonic, \$1.50 size **91c**
PETROLAGAR All Types, \$1.25 size **89c**
TONSILINE Throat Gargle, 35c size **26c**
LESTERINE 25c Tooth Paste **3 for 49c**
DR. LYON'S Tooth Powder, \$1.00 size **59c**
POLIDENT 60c Powder for Plates **24c**
WOODBURY'S 50c After-Shave Lotion **23c**
CADUM 35c Ointment **24c**
REVELATION Tooth Powder, 50c size **29c**
WHEAT GERM Found Package **18c**
CARTER'S LIVER PILLS, Large 75c size **57c**

VANILLA FLAVOR
WITH COUPON
Large 25c 6-oz. Bottle **8c**
(Limit 2 Bottles)

FITCH'S AFTER SHAVE Lilac Lotion
WITH COUPON
35c Size **13c**
(Limit 2)

WOODBURY TOOTH PASTE
WITH COUPON
Large 25c Size **8c**
(Limit 1)

RINSO
WITH COUPON
Large Box **14c**
(Limit 1)

POT CLEANER
WITH COUPON
Reg. 10c **2c**
(Limit 2)

LIFEBUOY Shave Cream
25c Size **2 for 33c**

The ZEPHAIR AIR-CONDITIONED PIPE
Featuring an ALL-ALUMINUM SHANK with an ingenious air-conditioning design that absolutely assures a dry, sweet, cool smoke!
FREE Regular 25c Pk. of MAYFAIR Smoking Mixture
As Advertised in ESQUIRE \$2.50
BOTH FOR 98c
MAIL ORDERS FILLED (Add 10c for Postage)

KESSLER'S PRIVATE BLEND
SMOOTH AS SILK but not HIGH HAT
MR. HIL - 26 MILLION BOTTLES SOLD!!! THIS YEAR HAS SURE BEEN BUSY!
MR. HATT - 26 MILLION!!! SUFFERIN' CATS - SUCH FIGURES MAKE ME DIZZY
KESSLER'S AMERICA'S GREATEST WHISKEY VALUE

Vol. III, Ev... W... THURS... DELTA SH... ROCHESTER... LECTURE BY... FRIDAY... MEETING... RUTH B... CHURCH... AVE. N... FRID... SOCIETY... CULIATE CO... HORTON... MOTHER'S... TRIOFF N... MEAS... P. M... 19TH WARD... CLUB - R... BROAD ST... DAUGHTER... DANCE... 19TH WARD... CLUB - R... BROAD ST... RUTH B... CHURCH - R... 10th Ave. N... SUND... VARIETAT... munion... Theresa Villa... MOND... JUNIOR LE... see Valley Cl... HOLY ROSA... TV - Baliga... Hall, 7:45 p... TUESD... ROCHESTER... Lecture by... Library Audit... E. G. MAR... Semi-Annual... 24 Court St... WEDNES... SCHOOL NO... Safety... 11:20 a... SCOTT JO... Luncheon Me... DIAMOND... PANIONS OF... Card Party...

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Vol. III, No. 50

ROCHESTER SUN, THURSDAY, OCTOBER 10, 1940

Your Copy Regularly PHONE STONE 6001
If You Do Not Receive

Events Of The Week

THURSDAY, OCTOBER 10
DELTA SIGMA KAPPA — Benefit Card Party, 461 Hills Rd., W. 8 p. m.
ROCHESTER PUBLIC LIBRARY — Lecture by Mr. Milroy Stewart, Main Library Auditorium, 8 p. m.
FRIDAY NIGHT CLUB — Dinner Meeting, Hotel Seneca Ballroom, 6:30 p. m.
RUTH BIBLE CLASS OF SALEM CHURCH — Rummage Sale, 230 Clinton Ave., N.
FRIDAY, OCTOBER 11
SODALITY OF OUR LADY, IMMACULATE CONCEPTION CHURCH — Meeting, 8:30 p. m.
MOTHERS' AUXILIARY SCOUT TROOP NO. 41 — Card Party, St. Mark's and St. John's Parish Hall, 8 p. m.
WALTHER LEAGUE — 8th Annual Dinner.
19TH WARD WOMEN'S DEMOCRATIC CLUB — Rummage Sale, W. Main and Broad Sts.
RUTH BIBLE CLASS OF SALEM CHURCH — Rummage Sale, 230 Clinton Ave., N.
WOMEN'S AUXILIARY OF CALVARY BAPTIST CHURCH — Opening Lecture, Church Auditorium, Genesee St., 2:30 p. m.
SATURDAY, OCTOBER 12
ROCHESTER AUTO SHOW — Civic Arts Bldg. (Continues for one week).
BUSINESS AND PROFESSIONAL WOMEN'S CLUB — Luncheon, Rochester Club, 1 p. m.
DAUGHTERS OF SCOTIA — Dinner Dance, Pipers Hotel, 6:20 p. m.
19TH WARD WOMEN'S DEMOCRATIC CLUB — Rummage Sale W. Main and Broad Sts.
RUTH BIBLE CLASS OF SALEM CHURCH — Rummage Sale, 230 Clinton Ave., N.
SUNDAY, OCTOBER 13
VARIETAS SORORITY — Communion Breakfast, Home of Miss Theresa Vils, Plymouth Ave., N.
MONDAY, OCTOBER 14
JUNIOR LEAGUE — Meeting, Genesee Valley Club 10 a. m.
HOLY ROSARY HOLY NAME SOCIETY — Religious Quiz Program, School Hall, 7:45 p. m.
TUESDAY, OCTOBER 15
ROCHESTER PUBLIC LIBRARY — Lecture by Maj. James W. Beers, Main Library Auditorium, 8 p. m.
E. G. MARSHALL W. R. C. NO. 37 — Semi-Annual Supper, City Hall Annex, 24 Court St.
WEDNESDAY, OCTOBER 16
SCHOOL NO. 49 P. T. A.—Discussion, "Safety and Health in Our Community," 11:20 a. m.
SCOUT MOTHERS' AUXILIARY — Luncheon Meeting, Century Club, 1 p. m.
DIAMOND CIRCLE NO. 413 COMPANIONS OF FOREST OF AMERICA — Card Party, 461 South Ave., 8:30 p. m.

Soon It's "Goodbye"



The approach of October 27, the closing date of the World's Fair in New York, is sponsoring a rush of visitors to the stupendous international exposition. From all parts of the nation people are coming to obtain their last look at what probably is the last World's Fair to be staged for many years to come.

Special Feature Offered Fair Tourists This Week

There's still time to see the wonder show of the ages—the New York World's Fair. But not too much time. Exactly two weeks from Sunday night, the fair closes forever, the buildings will be demolished and the last opportunity to view the spectacle will have passed.

To those who haven't yet visited the fair, the Sun extends an opportunity to do so at a minimum cost. At a cost of 14 dollars per person, the Sun's week-end World's Fair tour offers an outstanding travel bargain.

As a special Columbus Day feature, tourists this week are

Free Lectures Offered By Public Library

The free winter lectures of the Rochester Public Library have entered their second season with talks scheduled for every Tuesday and Thursday evenings, Director John A. Lowe recently announced.

Begun last year on a once-a-week basis, the new library service proved so popular that the addition of an extra lecture was justified, Lowe said. Both Tuesday and Thursday lectures will be held in the auditorium of the main library, 115 South Ave., at 8 p. m.

Milroy Stewart of the Rochester Academy of Science will speak this evening on an old but still unanswered question, "Rochester Weather: What Can We Do About It?" This talk is presented in cooperation with the Academy.

All Tuesday evening lectures will be broadcast over WSAY from 8:15 to 8:45 o'clock.

Speakers and subjects so far scheduled are: Oct. 15, Major Bernet W. Beers, acting recruiting officer for the Rochester area, "National Defense"; Oct. 17, Roy Duffus, Rochester Philatelic Association, "The Stamps of France"; Oct. 22, Dr. Donald W. Gilbert, economics professor at the University of Rochester, "Paying for War." Other speakers and subjects will be announced later.

No tickets are required for admission. Lowe pointed out, "The only thing that limits our audiences is the size of our auditorium," he said.

Irene Muntz gives valuable food hints and recipes to Rochester housewives each week in the Rochester Sun.

Pigskin Prognosticators Return



Sun Selectors To Pick Grid Winners

Headed by Johnny Sullivan, popular Aquinas pigskin mentor, the Rochester Sun's Board of Football Selectors swings into action again for the 1940 season.

Other members of the board, all well known football officials in Rochester, are: Donald (Bucket) Lyons and Emmett (Cap) Carroll.

Each week they will predict the outcome of the main games throughout the nation. Watch for their selections in the Sun.

An opportunity to win five dollars is again offered Sun readers each week for outguessing the Sun's board. Take the games listed here, choose the winners as you figure them, mail your selection to "Football Contest Editor," Rochester Sun, 420 Burke Bldg. To the first person sending in a list of winners more nearly correct than our board's choices, we will award a five dollar bill. The games listed today will be played on October 19. First winners

CARD PARTY PLANNED

Members of the Diamond Circle, No. 443, Companions of the Forest of America will conduct a card party at 8:30 p. m. next Wednesday at 668 South Ave.

Miss Inez Koenne and Miss Mildred Bennett have been named co-chairmen.

New Features, New Home For Auto Show This Year

"Something new; something different" is the slogan of the Auto Show this year more emphatically than ever before. Not only will the Show be in a brand new setting, not only will the Show combine a complete flower exhibition for the first time, not only will it run continuously for a full eight-day period including, but show officials declare that never before have the new models shown quite such drastic changes in mechanical and physical developments as they do this year.

The streamlining of body lines has been carried to an extent never before dreamed of. Chromium and stainless steel have been lavished on the exteriors of the cars and on the inside dash. Seats are wider. Visibility is greater. In general the new 1941 cars are a bigger, heavier, roomier, sturdier group than those of any previous year. The body finishes present a riot of color, with a

(Continued On Page 5)

**NO BETTER
Whiskey
IN ANY
BOTTLE**

WILSON

"THAT'S ALL"

BLENDED WHISKEY

Wilson Distilling Co., Inc., Bristol, Pa.

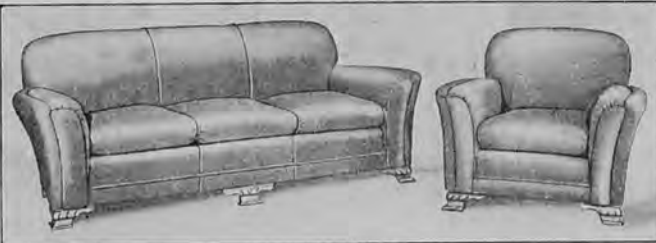
Starting To-day

MID-SEASON SALE

ON JAMESTOWN EXPOSITION FLOOR SAMPLES

Including Hundreds of Other Floor Sample Pieces Together with Bedroom, Dining Room, Lamp Tables etc., Savings from 30% to 60%

VERY
LIBERAL
BUDGET
TERMS



This two piece lounge chair suite exactly as photographed, covered in mohair-free guaranteed super sales construction with spring edge frame. Regularly \$108. Now

\$69.50

Living Room Suites & Odd Sofas

	Reg.	Sale
2-PC. KIDNEY SHAPE DAVENPORT AND CHAIR. — Normandy Rose Kid Mohair	\$210.00	\$119.50
2-PC. KNUCKLE ARM DAVENPORT & CHAIR. Kid Mohair Covering, Davenport, Rose, Chair Blue	218.00	\$148.00
2-PC. JAMESTOWN FEUDAL OAK. Sofa covered in Sage Green Imperial Loompoint, Chair in English Red Tapestry	225.00	\$128.00
2-PC. 18th CENTURY MAHOGANY. Covered in fine antique Red Loompoint.	235.00	\$168.00
2-PC. KNUCKLE ARM DAVENPORT & CHAIR. Blue Doe Skin Velvet	129.50	\$98.50
18th CENTURY LOVE SEAT. Down seats. Beautiful Brocade. Deep wine.	118.00	\$69.50
CHIPPENDALE LOVE SEAT. Spring filled seat—Wine Tapestry	79.50	\$49.50
CHARLES OF LONDON DAVENPORT. Rose. Novelty weave mohair.	148.00	\$98.00
KIDNEY SHAPE CHESTERFIELD. Extra large. Red Kid Mohair	180.00	\$108.50
SHERATON SOFA. Covered in Rose Brocade.	139.50	\$79.50
SEMI-MODERN SOFA. Covered in soft green novelty mohair.	119.50	\$69.50
KIDNEY SHAPE DAVENPORT in fine Brocade. Beautiful wine shade.	183.00	\$119.50

ODD CHAIRS

	Reg.	Sale
18th CENTURY MAHOGANY CHAIR. Covered in Blue Antique Velvet	\$59.50	\$29.50
ENGLISH LOUNGE CHAIR. Pillow back. Fine blue mohair covering	65.00	\$32.50
LOUNGE CHAIR. Gold Tapestry Down Seat	39.50	\$19.50
18th CENTURY WING CHAIR. Covered in Blue Antique Velvet	68.00	\$34.00
ROOMY COGSWELL CHAIR. Covered in Red Stripe Doeskin Velvet	35.00	\$19.50
ENGLISH 18th CENTURY BARREL CHAIR. Covered in Soft Green Brocade	59.00	\$28.00
ENGLISH LOUNGE CHAIR. Covered in Imperial Green Tapestry	58.00	\$33.00
LARGE WING CHAIR. Covered in Gold Blocked Linen	42.50	\$29.95

Space does not permit listing of the full line of chairs included in this sale. Stop in and see them for yourself. Remember—this happens ONCE A YEAR ONLY.

LAMPS

35 FLOOR & TABLE LAMPS, 50% REDUCTIONS		
TABLE LAMPS	\$4.75	\$2.00
FLOOR LAMPS	\$12-\$15	\$4.50

Mangurian's

Park Ave. at Meigs

Open Eves.

H. L. HUNTER FUR CO.

1 Clinton Ave. South

Specially Priced for
FRIDAY and SATURDAY!

Celebrating "Columbus Day" at Hunter's
With Two Great Feature Prices

FUR COATS

As in the past Hunters once again offers you an outstanding group of quality furs at savings that will amaze you.

REGULAR VALUES TO \$139

\$89

- Brown Caracul Paw
- Russian Cat Coats and Hats To Match
- Brown Kid Caracul Coats
- Hat and Muff to Match
- Laskin Mouton Coats
- Polar Region Beavers Dyed Coney
- Polar Region Seals Dyed Coney

Unconditional Guaranteed For 2 Years

Exceptional '89 Values

- SABLE BLENDED CONEY COATS
- MINK BLENDED CONEY COATS
- NORTHERN SEALS DYED CONEY
- PREMIER BONDED NORTHERN BEAVERS DYED CONEY

\$55

Individualized Budget Plans To Suit Every Customer

H. L. HUNTER FUR CO. 1 CLINTON AVE. SOUTH

The Rochester Sun

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RELIEF CORPS TO MEET
Next Tuesday evening members of the E. G. Marshall W.R.C. will meet at City Hall Annex for their semi-annual supper. The public is invited.

D.U.V.C.W. TO MEET
Clara Barton Tent No. 22, Daughters of Union Veterans of the Civil War, will meet at 8 p. m. tomorrow in the Odd Fellows Temple, 11 Clinton Ave. N.

Bankers' Night School Opens For Fall Term

The 1940-1941 educational program of Rochester Chapter of the American Institute of Banking has gotten under way at the R. B. I. with the opening of classes in bank organization and operation, economics, trusts, customer relations and analysis of financial statements.

On Wednesday, classes began in commercial law, negotiable instruments, money and banking, investments I, the Miller System of English, economics I, accounting, investments and public speaking.

Raymond B. Ward, educational director of the chapter, states that the enrollments indicate the widespread appeal the courses have for the members of the banking profession. Ward also announced that special provisions have been made for the refund of tuitions paid by any student who may be conscripted by the government for national defense.

The faculty includes Harry L. Edgerton, Alfred T. Stewart, L.L.B.; Nicholas E. Brown, L.L.B.; George W. Jaffray, B. S.; Edmund W. Randall, C. P. A.; Ogden Butler, James L. Rothwell, C. P. A.; B. S.; Frank R. Amon, Elliott W. Gumaer, L.L.B.; Arthur S. Carruthers, Ph. B.; James W. Gray, A. B.; Herbert L. Gaylord, B. S. and Miss Lula B. Coleman of the national staff of instructors in the Miller System of Correct English.

The banking students will spend one and three-quarters hours a week on each subject for an average of 25 weeks, to meet the requirements set up by the national administration of the banking institute.

No. 11 School P. T. A. To Meet Thursday

The regular monthly meeting of the P.-T.A. of Samuel A. Lattimore School No. 11 will be held next Thursday at 8 p. m. in the school auditorium. A musical skit, "The Sweet Family," will be presented. Mrs. Leon Jermy, president, will have charge of the meeting.

SAVE ON YOUR FUEL BILL BY ORDERING BEFORE PRICES GO UP!

PEA COAL \$8.65
EGG \$10.45

PIONEER

Pennsylvania
HARD
COAL \$9.95 TON
Stove or Nut

COKE \$9.25
Stove or Nut

PHONE MAIN 815
PIONEER COAL CO.
Office and Yard—350 Exchange Street

Mrs. Edw. G. Dinehart, 112 Midvale Ter.

SALE! CUSTOM-MADE SLIP COVERS



Selected Sun and Tub Fast Pre-Shrunk Dusstites and Crashes.—Cut and fitted to your furniture by experts.

There's no need to spend money on new furniture when we can make your present furniture look like new at a fraction of the cost. Our prices are low and our work guaranteed.

Chair \$6.44 Davenport \$10.88

Large selections of these Dusstites and Crashes in Floral Patterns, Stripes, and Solid Colors.

FORMERLY 69c-89c YARD... NOW

MILL END SHOP
71 Clinton Ave. So.
Opposite J.E. Thompson Co.

Radio Contract Offered By Firm In Drama Contest

A new method of finding talent for a radio show, and at the same time giving impetus to amateur dramatic units has been evolved by the Lauer Furniture Co., 50 State St.

A radio-drama contest is being sponsored by that organization over Station WHEC each Saturday from 7 to 7:30 p. m. Auditions for the series have been completed and for the next six weeks tryouts will be made over the air. At the end of that time accredited judges will determine the winning group of players, who will be awarded a 12-week contract to carry on the firm's radio-drama program. Cash awards have been announced for the organizations presenting the three best groups of players.

Participating in the contest are: The Playcrafters, The Aljo Players, The Rossner Studio Players, The Charles House Group, The Leoneric Players and The Little Dramatic Guild.

Interest among local thespians is high, since it is said this is the first opportunity accorded Rochester's amateur drama groups as a whole, to break into radio on a sponsored commercial program.

Announcement of the successful auditions was made at a banquet in honor of all the participating drama groups at the Hotel Rochester last week. More than 200 guests from the various groups were present.

Britishers To Meet Saturday

Members of the Rochester branch of the British Legion and Women's Section will hold executive meetings on Saturday at 7 p. m. in Union League Hall on Gregory St. Similar meetings will be held each Saturday thereafter, at 8 p. m.

Members of the women's section have been asked to report to Red Cross House at 9 p. m. on Tuesdays and Thursdays to aid in making surgical dressings under the supervision of Mrs. Kenneth Mees.

WEEK-END SPECIALS SCHLEIF BAKE SHOP

17 CLINTON AVE. SO. NEXT TO ODENBACH'S A STRIP OFF MAIN

FRIDAY ONLY
Rich, Flaky, Made with butter!
DANISH PASTRY Assorted Fillings and Toppings. REG. 30c 3c ea.
MAPLE WALNUT LOAF CAKE Chuck Full of Walnuts. REG. 23c 23c ea.

FRIDAY and SATURDAY CLOVER LEAF ROLLS REG. 18c doz. 15c

SATURDAY ONLY
FRUIT STOLLEN A delicious Coffee Cake filled with glazed fruit. REG. 30c 24c
Lemon Coconut LAYER CAKE Delicious white layers with lemon filling and boiled frosting. REG. 30c 29c

WEEK-END COMBINATION SPECIAL
1 Chocolate Fudge Loaf Cake 25c
6 Cinnamon Buns 14c
6 Butter Rolls 10c
6 Assorted Cookies 10c
ALL FOR 39c
Total Value 59c

YOU'LL SEE THEM AT \$3 TO \$5 MORE!

SALE! Untrimmed COATS Specially Priced!

\$9.99

Hundreds to Choose From!

- SMART TWEEDS
- HERRINGBONES
- CASHMERES
- NEW SWAGGERS
- COATS WITH HOODS
- REVERSIBLE COATS
- FITTED COATS
- BOXY COATS
- REEFER COATS

\$1.00 DEPOSIT RESERVES ANY COAT FOR 30 DAYS

Shop the whole town, you won't find better coat values anywhere!
SIZES 11 TO 20—38 TO 46

AVON SHOP
132 E. MAIN ST.

9 OUT OF 10 AGREE!

LOOKS LIKE NINE OUT OF TEN FAVOR THE WORD "ELEVEN". Well, here's what nine out of ten think of the same whiskey:

*110,533 out of a total of 124,198 people (9 out of 10) who tasted Green River, liked it. Hence one claim that it is "America's Smoothest Whiskey".

9 out of 10 like Green River. Sounds like an "All-American" line-up. Better try it yourself, today.

AMERICA'S SMOOTHEST WHISKY
GREEN RIVER
AN AMERICAN INSTITUTION

Green River Blended Whiskey. 40 Proof. 75¢ per bottle. Green River Distilled Dry Gin. 45 Proof. 80¢ per bottle. American grain neutral spirits. (Distilled by the Green River Distillers, Corp., N.Y.)

NEW LOWER GAS RATES

For Homes Enjoying

Automatic Gas Water Heating And Gas Heating

These two great conveniences are now available at new lower cost!

This reduction in rates means a saving to our customers of \$112,000 a year

GET THE FACTS — CALL MAIN 7070

ROCHESTER GAS & ELECTRIC Corp.

SCOUT MOTHERS PARTY
The Mother's Auxiliary of Boy Scout Troop No. 44 will sponsor their first fall card party tomorrow at 8 p. m. in the Parish Hall of St. Mark's

and St. John's Church. Proceeds from the affair will be used for advancement of the troop's activities.
Mrs. Leo Brown is general chairman of arrangements.

Lodge To Honor National Head

Honoring Grand Chief Daughter Agnes Moshier, Daughters of Scotia, classmen and friends at the Powers Hotel on Saturday for dinner at 6:30 p. m. Miss Moshier was recently elected to the highest office in the national organization.
Miss Ruth Milne, executive chairman, announces that plans for the dinner have been completed and arrangements to entertain delegations from New York and Cleveland have been made.
Toastmaster for the evening will be Thomas Connors of Clan McNaughton. David Harvard will direct the singing.
Following the dinner entertainment and dancing will be held.

Ward Democrats To Have Clambake

The Women's Democratic Clubs of the 11th Ward are sponsoring a clambake for all Democrats of the community and their friends on Sunday, Oct. 20, at Pittsford Inn at 6:30 p. m. General chairman of the affair is Mrs. Mary Giordano, wife of Rocco Giordano, Democratic ward leader. Assisting will be the executive committee women, Mrs. Minnie K. Rosenbach and all presidents of the clubs.
It is expected that prominent Democratic candidates will be present.

Leadership Training Stressed In New Fall Recreation Classes

By DON MATTARO

New registration for the fall and winter term of Adult Recreation classes is scheduled for this week at Marshall, Monroe, Charlotte, Franklin High Schools and Schools 20 and 27 under the sponsorship of the Board of Education and Works Project Administration.
Franklin, with a present enrollment of over 500 students, has scheduled eleven classes in physical education, archery, badminton and weight-lifting. Lists are now available at No. 9 School for recreation subjects offered at all schools for the 1940-41 terms. Registration is taken between 6:30 and 9:30 p. m. every night except Saturdays and Sundays.

Twenty-one new subjects will be offered by evening school No. 27, which is now open every night in the week. Training for recreation and coaching positions will be stressed according to School—W. P. A. officials. The program will include mass games, physical subjects, games, social dancing and sports for youths. Weight conditioning classes for women are listed according to James McManus, school director.

Church Lodge To Elect Officers

Nomination and election of officers for the Holy Apostles Ladies' Auxiliary, Knights of St. John, will be made at a meeting next Thursday evening. This meeting will take the place of the regularly scheduled Wednesday meeting.
Plans for the organization's fall dinner will also be made at next week's meeting. Date for the dinner has been set for Thursday, Nov. 7.

WHY PAY MORE For A Personal Loan?

At The Genesee Valley Trust
It Costs You Only

\$6.84

TO BORROW \$100 FOR A YEAR!

If you are steadily employed and need a loan of \$100 to \$2,500... SEE US FIRST. Our low rates will save you money! No collateral or co-maker required. Private rooms for discussion of your requirements. An application form will be gladly mailed at your request.



* Free Parking at 101 Exchange St.

GENESEE VALLEY TRUST COMPANY

Exchange and Broad

THE BANK OF PERSONAL SERVICE

Member of F.D.I.C.
Mrs. Grace Graham, 12 Elba St.



Columbus-Week Bargains For Boys
You'll Have To See Quickly!

Our Big Annual October Value-Event... In The Basement

Student Suits and Reversible Coats . . \$9.85

All brand new styles—all very well tailored. Fine durable tweeds and smooth-face fabrics. Coats are in tweeds with water-repellent gabardine reverse side.

Sale! Boys' Longee Suits . . . \$7.45

A swell chance to get that long pants suit for the young lad who has been begging for his. Size 12 to 18 junior longee suits. Good sturdy fabrics.

Sale! Boys' Knicker Suits . . . \$5.45

Every boy needs a good knicker suit for school and dress-up occasions. Get it now at a real saving. New Fall colors and patterns.

Sale! Boys' Mackinaw Coats . . \$3.95

All-wool and all good heavy weight. Newest plaid patterns. Fullcut, durably tailored. Double-breasted, full-belted styles.

Sale! Boys' Wool Jackets . . . \$2.95

Good, heavy, winter-weight wool jackets. Zipper front, zipper breast pocket. Contrasting sleeves. Exceptional values at this special price.

- Boys' Golf & Slack Hose, . 2 for 25c
- Boys' School Sweaters . . . \$1.00
- Flannellette Pajamas 79c
- Boys' Underwear 29c

CHARGE YOURS:



Pay 1/3 Nov. 10
Pay 1/3 Dec. 10
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EARLY BIRD SAY... No time like present to get Christmas presents—Have Your Gift Photograph Taken Now Before the Rush

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Sibley, Lindsay & Curr Co.
Basement Photo Studio, Aisle 15, Center

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Just as Red as It's Pictured!

Old-time red underwear—and not just funny, but practical, too. Try them if you're a ski enthusiast—if you go in for skating or tobogganing—if you're the warm-blooded sort whom a good brisk December wind reduced to shivers in no time at all! Long or short-sleeved shirts and ankle-length drawers, each piece. \$1.65

STORE FOR MEN, AISLE A

Sibley, Lindsay & Curr Co.

2 More Days of Our 53rd Semi Annual

Hosiery Sale

For Women, Men and Children

A full week, when your REGULAR Brands of Hosiery are marked at way below usual prices. Every pair is brand new, perfect, seasonable. The Hosiery you want and need NOW. Don't miss this sensational event. If you can't come in order by mail. Or Phone Stone 6500. Also in the sale is a Nationally known famous brand of silk hosiery which we have agreed not to mention by name.

WOMEN'S SILK HOSE

Foot of Escalators—Aisles J and K

- Manikin** Chiffons, silk three-threads. Four-thread with lisle plaited sole. Regularly 69c. **55c**
- LaSabelle** Proportioned Business Chiffons. Four-thread. Short, medium, long. Regularly 85c. **68c**
- LaSabelle** Proportioned three-thread Chiffons. Exquisitely clear. Short, medium, long. Regularly 85c. **68c**
- Manikin** Medium Service Silk. Lisle top and sole. For active wear. Regularly 85c. **68c**
- CREPE CHIFFONS**—Dull finish and snag resistant. Three-thread, extra sheer. Regularly 89c. **74c**
- NATIONALLY-KNOWN** Three thread "Proportioned" Chiffons. Extra sheer, clear. Short, medium, long. Regularly \$1. **79c**
- FAMOUS-BRAND** Flake and Budget "Proportioned" Chiffons. (Three lengths). Stop-run tops. Regularly \$1. **79c**
- NATIONALLY-KNOWN** Medium Service Silk with lisle top and sole. Run-stop hem. Regularly \$1. **79c**
- LaSabelle** "Kantun" All-Silk Chiffons. Specially knit so that they actually can't run! Regularly \$1.15. **95c**
- "TISSUES" CHIFFONS**. Extra-sheer, unusually fine gauge, two-thread. Regularly \$1. **79c**
- NATIONALLY-KNOWN** Chiffons with the famous two-way stretch top insuring perfect fit. Regularly \$1.15. **89c**
- NATIONALLY-KNOWN** Semi-Service Silk with famous two-way stretch top and plaited foot. Regularly \$1.15. **89c**
- ARTCRAFT** Town Proportioned Chiffons. Three-thread, with elastic stretch welt, run-stop top. Regularly \$1.35. **95c**
- ARTCRAFT** Travel Five-thread Proportioned Chiffons. Runstop top, elastic stretch welt. Regularly \$1.35. **95c**
- NATIONALLY-KNOWN** Heavy Service Silk, ten-thread, with lisle top and sole. Regularly \$1.15. **95c**
- GREPE PLUS '51's** made expressly for us. Three and four thread sheer Silk Chiffons of unusually fine 51 gauge. Regularly \$1.25. **\$1**
- FAMOUS BRAND** extra sheer Web Chiffons. Two-thread. Run-resist seal at heel and toe. Regularly \$1.35. **\$1**

Women's Extra Long Chiffons

- LA SIBELLE** Chiffons. 34 inches long. Regular 85c. **68c**
- FAMOUS BRAND** Chiffons. 34-inches long. Three and four-thread. Regularly \$1. **79c**
- NATIONALLY-KNOWN** Chiffons. 34 inches long, two-way stretch tops. Regularly \$1.25. **\$1.00**

Women's Short Length Chiffons

- LA SIBELLE** Chiffons. 28 inches long. Four-thread and ringless. 45 gauge. Regularly 85c. **68c**
- FAMOUS BRAND** Chiffons. 28 inches long. Three and four-thread, high twist. Regularly \$1. **79c**
- NATIONALLY-KNOWN** Chiffons. 28 inches long. Three-thread. Regularly \$1. **79c**

Women's "Outsize" Hosiery

- LA SIBELLE** Medium Service Silk, with plaited sole. Regularly \$1. **79c**
- TRIUMPH** Four-thread Chiffons and Medium Service Silks with lisle hem and sole. Regularly \$1.15. **95c**
- NATIONALLY-KNOWN** Service and Chiffon Silks. Two-way stretch tops. Regularly \$1.35. **\$1.10**

Women's Lisles

- MERCERIZED LISLE** with seamless foot. Shaped leg and foot. Regularly 50c. **40c**
- OUTSIZE Mercerized Lisle**. Seamless foot. Shaped leg and foot. Regularly 55c. **55c**
- FULL-FASHIONED** fine quality mercerized lisle. Regularly 75c. **60c**

MEN'S SOCKS

Aisle B and Special Counters

- Men's Plain-color Socks** Pure wool socks. Regularly \$1.50. This Week **\$1.20**
- Mercerized cotton and pure silk socks**. Regularly 35c. This Week **28c**
- Wool-and-cotton socks**. Regularly 50c. This Week **40c**
- Westminster "Triple Guard"** seamless silks. Regularly 50c. This Week **40c**
- Hollywood Silk** full-fashioned with cradle feet, black only. Regularly 75c. **60c**
- Westminster "Triple Guard"** silks. Regularly \$1.00. This Week **79c**
- 6x3 rib All-wools or silk-and-wool**. Regularly \$1.00. This Week **79c**
- Men's Fancy Socks** Rayon - and - mercerized cotton mixtures. Regularly 35c. This Week **28c**
- Rayon - and - mercerized cotton mixtures or wool mixtures**. Regularly 50c. This Week **40c**
- Silk - and - lisle mixtures**. Regularly \$1.00. This Week **79c**
- Full-fashioned French lises**. Regularly \$1.65. This Week **\$1.32**

Intervoven Sox Not Included

**Automobile Offered
In Magazine Contest**

Rochesterians are invited to participate in the current True Story Magazine contest which offers a 1941 Studebaker Champion as first prize.

Entrants are required to write of an unforgettable experience in their own words and mail the letter to True Story Magazine, 205 East 42nd Street, New York City, according to the published announcement.

Further details are available on the "I'll Never Forget" True Story Broadcast every Monday, Wednesday and Friday at 1:00 p. m. over Station WSAX. In addition to the major prize, cash awards of \$50, \$25 and \$10 are paid on each broadcast.

Julia:
Auto Show—
plus Fall Flower
Exhibition opens
in Rochester's New
Civic Exhibits
Bldg. Saturday.
Let's make it a date!

John
Incl. Thru
Oct. 19th
Incl. Sunday

**"BACTERIOSTATIC"
MARRIAGE
HYGIENE**

... regularly practiced by smart, refined women!

Many doctors recommend regular use of douches as a precautionary measure for women who want to be clean and healthy. But many products are harmful and hurt delicate tissues.

For this reason, Lydia E. Pinkham's SANITATIVE WASH is gaining great favor. Pinkham's SANITATIVE WASH is NOT a harmful germicide! Instead, it's an effective BACTERIOSTATIC (the modern trend) which not only discourages bacterial growth and infection but thoroughly cleanses, deodorizes, relieves irritations and discharge. Very soothing to delicate membranes. Especially pleasing for marriage hygiene.

For free trial bottle tear this out and send with name and address to Lydia E. Pinkham Medicine Co., 201 Cleveland St., Lynn, Mass.

**Across The
Bridge Table**

—by ASA SPADES

Today's bridge hand with analysis of bidding and play was given me by Howard Bennett of Schenectady, who recently published an excellent bridge book called "Better Bridge for Busy People."

The hand and bidding follow:

S—xxx
H—A10xx
D—x
C—A19xx

S—Jxx
H—Jx
D—KJ10xxx
C—xx

S—A10x
H—Kx
D—Qxxx
C—Q10xx

North dealer
N E S W
Pass Pass 1D 2D
Pass 2H 2S Pass
2NT. Pass Pass Pass

West's overall of two diamonds is decidedly unconventional, but the bid does cause difficulty to North, who decides to pass to see what will happen. After South's two spade bid, North comes in with a strong bid of two no trump, which is passed by South.

The play of the hand is very interesting. The opening lead of the queen of diamonds looks like a singleton, so declarer wastes no time in taking the trick with the ace. The best course seems to be to set up clubs. The king of clubs is played and the queen is finessed to East who now leads a spade. Dummy's king holds and small heart is played to the ace. The ace of clubs is now laid down disclosing the bad break. A small spade is led and East makes her mistake by not taking the ace and blocking North in the dummy. However, the queen takes the trick and the king of hearts is laid down. A small spade is led and taken by East's ace. East cashes the heart queen and returns a small heart, giving declarer two no trump. North got his break when East sidestepped with the ace of spades, and he took advantage of it by nice timing of the hand.

★ ★ PIERRE'S COOK BOOK ★ ★

SWISS STEAK "CREOLE"
THICK ROUND STEAK, 2 TBS. SPICED VINEGAR, 1/2 CUP FLOUR, ONION, GREEN PEPPER, 6 TBS. TOMATO JUICE, 2 TBS. SUGAR, 1 TB. SALT, 1/4 TB. PEPPER, CAYENNE

HAVE YOUR ROUND STEAK CUT ABOUT 2 INCHES THICK, POUR 2 TBS. OF SPICED VINEGAR FROM A BOTTLE OF SWEET PICKLES, BRUSH THE STEAK ON BOTH SIDES WITH THIS AND LET STAND 24 HRS.

MIX FLOUR, SALT, SUGAR, PEPPER, AND A PINCH OF CAYENNE. DUST STEAK WITH THIS SEASONED FLOUR AND POUND INTO BOTH SIDES WITH HEAVY WOODEN SPOON.

MELT 2 TBS. FAT IN HEAVY IRON KETTLE, ADD THICKLY SLICED ONION, PEPPER CUT IN STRIPS AND TOMATO JUICE. COOK TO DESIRED TENDRENESS—AND THE SAUCE WILL BE DELICIOUS WITH BOILED CORN RICE.

THAT'S AN IDEA FOR A MARINADE

**By Their Kuchens
Shall Ye Know Them**

By IRENE MUNTZ

In olden times, a good housekeeper was judged by the quality of fine white bread which she prepared in her kitchen once or twice a week. Nothing was of more importance than baking day. Times change and although many housekeepers have acquired the habit of depending almost entirely upon the baker for yeast products, it is a common fact that nothing tastes as good as freshly prepared homemade kuchens. Store made kuchens can never successfully meet the requirements set by homemade ones for their tastiness, texture, crispness, or color. Regardless of the trend that fashions or conventions follow, the delicious kuchens made from home-made doughs are always a specialty. I have in mind particularly a golden brown, attractively shaped, colorfully garnished Kuchen that will fill the air with that fragrance and aroma that only yeast doughs can give. There is a limitless variety of ways in which the dough can be made into price winning kuchens. With a twist here, a bend there, a roll here and a pinch there, any amount of unusual and clever results can be obtained from one batch of dough. The remainder of the dough can be stored in a refrigerator until the next time that you will be baking. As for when kuchens are the best, there's no secret about the fact that there is nothing that can replace that breakfast of a delicious "honey twist" with your morning coffee or a "swedish tea ring" for that bridge luncheon that you are giving next week; and what could be more apropos than an "apple Kuchen" for those good old "koffee klautches." So in the following paragraphs you'll find some quick, easily prepared and yet super-special Kuchen recipes to meet your needs in the near future.

HONEY TWIST
Temperature: 275 degrees F.
Time: 25 to 30 minutes.
1/4 c butter, 1 egg white, 2/3 c confectioner's T honey, 1/2 c sugar.
Mix ingredients until smooth and creamy. Shape some of the Sweet Roll dough into a long roll about 1 inch in diameter. Roll the roll in a buttered cake pan. Brush with honey mixture, cover and let rise until light. Add more topping. Bake in a preheated oven.

The next Kuchen for our special luncheons is a tricky variation resulting from clever manipulations of both our fingers. It will come as a complete surprise to your luncheon guests and provide "food for talk" all during the remainder of the luncheon.

SWEDISH TEA RING
Temperature: 375 degrees F.
Time: 30 to 40 minutes.
Roll Sweet Roll dough into an oblong sheet about 1/4 inch thick. Brush with melted butter, sprinkle with brown sugar, cinnamon and raisins. Roll up like a jelly roll and place on a buttered cookie sheet, pulling ends together to make a ring. With scissors, cut through ring from edge nearly to center, making a cut every 1 1/2 inches and turning each cut side up to show sugar and raisins. Brush with melted butter, cover and let rise until light. Bake in a preheated oven.

APPLE KUCHEN
Temperature: 375 degrees F.
Time: 25 to 30 minutes.
Roll Sweet Roll dough 3/4 inch thick and place in a buttered pan. Brush over with melted butter. Pare 3 or 4 large apples, core and slice. Press apples into the dough. Mix 1/4 c sugar, 1/2 t cinnamon and 2 T raisins and sprinkle over the apples. Cover, let rise until light and then bake in a preheated oven. This is delicious for dessert served with whipped cream.

SWEET ROLL (Refrigerator)
1 yeast cake, 1/2 c lukewarm water, 1 c mashed potato, 2/3 c shortening, Crumbling yeast and a d d water. To the potatoes, add shortening, sugar, salt and eggs. Cream well. Add milk and when lukewarm, add yeast. Add 3 c flour and beat well. Add enough of the flour to make a dough stiff enough to knead. Knead until smooth and elastic. Brush with melted butter, cover closely and store in an automatic refrigerator until needed for use. Shape into rolls or Kuchen, cover, let rise until light. Shape into rolls and Kuchen. Let rise until light and bake in a preheated oven.

When you have your dough already, here are the directions to follow for making your

Movie Guide

All Pictures Listed Now Playing Except As Noted:
*Starts Friday
*ROCHESTER — "The Westerner", Gary Cooper, "Ray Murder", Walter Pidgeon, Karin Verze.
*PALACE — "No Time For Comedy", James Stewart, "Requiem for a Fool", "Diamond Frontier", Victor McLaglen.
*CENTURY — "I Want a Divorce", Joan Blondell, Dick Powell, "The Quarterback", Wayne Morris, Virginia Dale.
*ROBERT — "Rhythm On The River", Bing Crosby, Max Martin, "Ladette", Tim Holt.
*CAPITOL — "Lucky Partners", Ronald Coleman, GINGER ROGERS, "The Great McGuy", Brian Donlevy.
*TEMPLE — On Stage, Blackstone; "I'm Nobody's Sweetheart Now", Dennis O'Keefe, Helen Parrish.
*RIVIERA-DIXIE — "Charlie Chan As the Wax Museum", Sidney Toler, Joan Valerie, "Untamed", Ray Milland, Patricia Morrison.
*STATE-LIBERTY — "Young People", Shirley Temple, Jack Oakie, "Golden Gloves", Jean Cagney, Richard Duning.
*MADISON-MONROE — "We Who Are Young", Lana Turner, John Shelton, "Cross Country Romance", Jess Raymond, Wendy Barrie.
*WEINSTEIN — "South of Pago Pago", John Hall, Frances Farmer, "You Can't Fool Your Wife", Lucille Ball, James Ellington.
*CAMERO-WEST-END — "You're Not So Tough", Nan Grey, Donnie Egan, "Ann of Windy Poplars", Anne Shirley, James Ellison.
*GRAND — "Lone Wolf Meets A Lady", Warren Williams, Jean Muir, "Abe Lincoln in Illinois", Raymond Massey, Ruth Gordon.
*LAKE — "New Moon", Jeanette MacDonald, Nelson Eddy, "Torrid Zone", Ann Sheridan, James Cagney.

SPICE TIPS

Here's a nice idea for inexpensive but dressy hors d'oeuvres. Cut Bell peppers lengthwise in eighths. Stuff the heavy end only with a mixture of creamed cheese and celery seed or snappy cheese and caraway or anise seed. . . This is the big season for the seed family. Don't forget that celery seed makes potato salad and also cole slaw. . . A teaspoon of mustard seed peeps up a mixed green salad. . . Take advantage of the plump and tasty avocados in the market now. Here's a party salad idea you'll be sure to like. Skin an avocado and remove the membrane and the seed. Put the halves together again with a mixture of anise seed and cream cheese or celery seed, paprika and cream cheese. Wrap the avocado in waxed paper, twisting the ends tightly. Chill in the refrigerator, then slice in rings and serve on watercress with paprika, French dressing. . . For a decorative and tasty touch for fruit salad, try this: make a mixture of cream cheese and anise seed. Stuff a fresh or pasturized date with the filling and garnish the cheese with chopped pistachio nuts. You'll find anise seed at your pharmacist's if it's not at your grocer's.

Kitchen Colors

A kitchen with a cool appearance has light green painted walls which harmonize with the ivory-colored paint of the cabinets and the slightly deeper green of the ceiling. The floor is painted a deep moss green with a band of terra cotta red enclosed by a border of black. Ivory colored ruffled curtains hang at the windows. The sash and other woodwork of the room is also ivory in tone.

Pork sausage requires slow cooking. If much fat collects, drain it off—to prevent greasiness. Pierce link sausage several times with a fork to prevent from bursting while cooking. To form a brown, crusty covering on sausage sprinkle them with flour just before they are cooked.

Wash dully-waxed furniture with a chamomile skin that has been rinsed frequently in warm water. Doing so will remove the dirt film. Then rub the furniture thoroughly with a soft cloth saturated in furniture polish. Afterward wipe the furniture dry with a clean soft cloth.

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Breasts lb. 45c | Livers lb. 45c | Necks lb. 12 1/2c
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Milk Fatted **FOWL 19c**
For Fricassee or Salad

Fresh **HAMS 17c**
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Mrs. Thelma Shippy, 1 Pierpont St.

FILL UP YOUR BIN NOW
PRICES WILL ADVANCE SOON

PENNSYLVANIA
HARD **COAL**

EGG STOVE \$10.70 Per Ton
NUT STOVE \$9.90 Per Ton

PEA COAL \$8.90
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Grade "A"

CASH SHOVELED OFF

LAKE Coal Co. Glen 538

MR. HI—THERE I GO AND WHIFF AGAIN! MY GOLF IS SIMPLY FRIGHTFUL.

MR. HATT—NEXT TIME WHIFF SOME KESSLER'S, PAL THE BOUQUET IS DELIGHTFUL!

SMOOTH AS SILK
but not "HIGH HAT"

KESSLER'S
AMERICA'S GREATEST WHISKEY VALUE

Kessler's Private Blend—A Blended Whiskey, 75% Neutral Spirits distilled from Grain, 90 Proof, Julius Kessler Distilling Co., Incorporated, Lawrenceburg, Indiana.

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THE MATTRESS

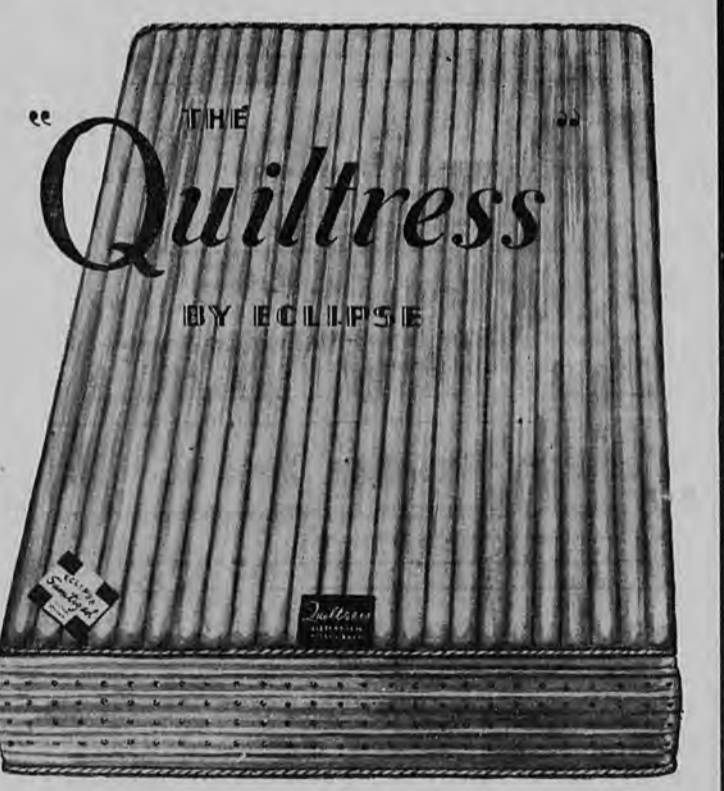
That's Different From All Others

Don't compromise with sleep... you can't afford to. Tired bodies, restless brains, irritable dispositions and aching nerves don't fit into the picture of modern life. Health authorities recognize the need of sound sleep. After sleepless nights... wakeful mornings are impossible. Furthermore, it is agreed that long periods of sleeplessness make it easy for debilitating body conditions to set in permanently. Here is your answer to good sleep... the Quiltress Mattress. 8 hours in its body comforting embrace and you are ready for the day's work that follows. Here is a mattress that we'll guarantee to give you better health-giving, dreamless sleep. Lauer's will prove this to your satisfaction. Come into the store... let us show you the interior construction of this superior mattress. Try it in your own home. When you are satisfied that the Quiltress is the answer to better sleep... better health, then pay us.

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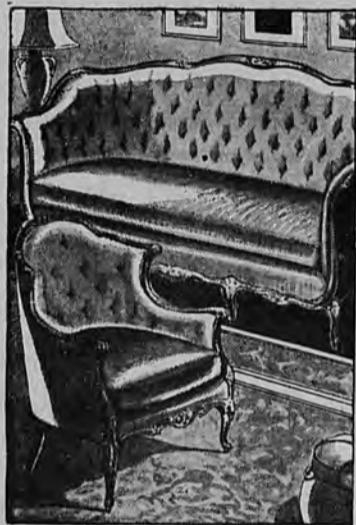
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SORORITY CARD PARTY at 461 Ridge Rd. W. were made at a meeting of the group last evening in the home of Miss Josephine Lyper of Fulton Ave.

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Local Thespian To Direct Drama Class

The Monroe Evening School class in dramatics will reopen for registration for the Fall-Winter Term next Monday.

Dr. Leonard G. Heech director of dramatic technique will conduct the class. It is said that Dr. Heech has had a wide experience in directing and acting in both the professional and amateur theatre. A former member of The Auditorium Players, he began his professional work as a "super" with The Philadelphia Civil Opera Company and has directed The Neisner Players, First Church Players, Salem Masque Club, The Workshop Players of the Community Theatre and many other local groups.

The course is designed to give training in the basic dramatic techniques and practices in the use of these methods.

The first period will be devoted to formal instruction in voice diction, acting technique, fundamentals of production including staging, lighting, costuming, and makeup; psychology of the actor and psychology of the audience. The second period will be devoted to practice work including exercises in speech and diction; reading and interpretation; characterization; presentation of skits, scenes and plays with constructive criticism and direction.

Two main projects of the course are to be an evening of three one act plays, and a three act play which will be presented to the public.

Legion Unit To Honor Officer

Delegations from Buffalo, Niagara Falls, Syracuse and other New York state points will come to Rochester on Thursday, October 24, as guests of the Monroe Salon No. 6, 8 at 40, for their annual dinner to be held in the Doud Post Home on Buffalo Rd. at 6:30 p. m.

Miss Ann Walter and Miss Millie Topel are co-chairmen for the affair which will honor the retiring officer, Miss Grace McCarthy.

Local, county and state officials of various American Legion organizations will attend as honor guests.

Auto Show . . .

(Continued From Page 1)

number of manufacturers going in for the two-tone effects.

The number of accessories furnished as regular standard equipment is greater than ever before, some of the models offering clocks, radios and even heaters in the same package.

Every manufacturer lays claim to new mechanical developments to promote greater ease of operation and safety. These range from automatic tops, to, in one case, a "gear-shifless" drive!

The Auto Shows opens Saturday and continues from 11 a. m. to 10:30 p. m. daily through Saturday, October 19.

ROCHESTER'S LARGEST POPULAR PRICED STORE
Edwards ANNIVERSARY SALE
FRIDAY & SATURDAY LAST 2 DAYS

Women's Smart New Fall Dresses
7.95 values. One piece, two piece, jumpers and jackets. Fall shades. Sizes 12 to 20. 38 to 48; 18 1/2 to 24. Edwards—Third Floor. **6.88**

Novelty Top 3 Pc. Metal Dresser Sets
Values to 1.69. Brush, mirror and comb. Black, brown, gold or rose. Edwards—Street Floor. **94c**

Women's Pure Silk Ringless Stockings
Sheer chiffons and utility service weight. Five fashion-right shades. (2 Pr. 1.10). Edwards—Street Floor. **58c**

Super Twist Woven Broadloom
9 ft. and 12 ft. Cedar, rose taupe, mahogany, light green, burgundy, French blue or coral. Edwards—Fourth Floor. **4.98**

One-of-a-Kind Table and Floor Lamps
Save on this special purchase. English scenes, French floral designs. Onyx or alabaster. Edwards—Second Floor. **\$5**

Size 23" to 36" Venetian Blinds
DuPont Venetian Blind enamel used. Attached fascia board. White or ivory slats. Edwards—Fourth Floor. **3.18**

3 Pc. Solid Maple Bedroom Suites
Warm-tone hard rock maple. Cabinet pieces made with dust-proof construction. Hand rubbed finish. Edwards—Fifth Floor. **\$48**

3 Pc. Standard Size Bed Outfit
Metal bed, semi-windsor type. Cotton mattress. Coil spring in orchid enamel. Edwards—Seventh Floor. **5.88**

Bargain hunters . . . read the money-saving items listed below . . . then grab a cab, a bus or even your car BUT, be here when the doors open at 9:30 A. M. to get your share of these marvelous Anniversary Sale values!



DUAL TISSUE
1,000 Sheets to Roll
10 rolls 85c

Super-soft and absorbent because all harshness has been removed from this paper by a special process. Sheets are generously sized, 4 1/2 by 5" each.
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Women's Beautiful Simulated Pearls
Beautifully graduated . . . and all have selected rhinestone clasps. Edwards—Street Floor. **1.68**

Women's \$5 Fall Fashion Shoes
Black suedes, black gabardines, black patens, blue gabardines. Many styles to choose from. X-ray fitted. Edwards—Third Fl. **3.90**

Women's Smart New Fall Bags
Tailored and dressy styles in calfs, grained cowhides, capes, suedes, alligator grained or simulated leathers. Edwards—Street Floor. **1.48**

Women's Pigskin Slip-on Gloves
Standard 225 value. Made of genuine Piccary pigskin. Sizes 6 to 7 1/2. Edwards—Street Floor. **1.88**

Misses' and Women's Skirts and Blouses
Skirts . . . flannels and shetlands. Blouses in many of our best-selling styles. Edwards—Street Floor. **1.78**

Misses' and Women's Cardigan Sweaters
Boxy crew neck with ribbon bound front. In new Fall colors. Sizes 34 to 40. Edwards—Street Floor. **1.78**

Look Men! Here's a Remarkable Buy!

1,200 Better Grade SHIRTS

Anniversary Sale Price
1.29
3 for 3.75

Values in the Group Worth Up to \$2

Please don't regard these as ordinary 1.29 shirts . . . they're actually worth much more. We're able to price them so low only because we placed our order for them months ago during the manufacturer's slack season!

Men's Reis-Tex Belt PAJAMAS . . . 1.29
3 for 3.75

Carried In Stock Regularly at 1.69 and 1.98! All are full cut! All are true to size. Novelty prints, sateens and broadcloths in notch coat or middy styles. Stripes, plains, two tones, or all-over designs. Sizes A, B, C, D.

- ★ Woven Madras
- ★ Woven Broadcloth
- ★ Slub Broadcloth
- ★ End-to-End Madras
- ★ Sizes 14 to 17
- ★ White—Fancy—Blue—Tan—Green—Stripes—Checks—Figures

EDWARDS—Street Floor



No Charge for Your MONOGRAM Order NOW for Christmas

You'll say Q.E.D.
[Quality in Every Drop!]

at your first taste of

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.

564 LAKE AVE.

ROCHESTER, THURSDAY, OCT., 10th

Phone Glen 3003

**23rd
ANNIVERSARY
SALE**

We Celebrate **OUR** Birthday With
A "Value Party" For **YOU!**
STOP! SHOP! SAVE!
ON THE FINE FOOD FEATURED AT THE
LAKE AVENUE FOOD MARKET

Fresh Churned
ARPEAKO BUTTER
In the Handy Rolls!
POUND **31c**

**Special Savings On
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This Year's 'Pen Fed' Crop of Fancy Young Hens
NORTH WESTERN TURKEYS 26c LB.
10 to 13 lb. avge. 

The Leanest, Tenderest, Tastiest Luncheon Meat Your Money Can Buy!
BRUNCH 23c CAN
A Can Serves From 6 to 8!

LILY OF THE VALLEY
GOLDEN BANTAM CORN 25c 3 CANS

GENUINE SPRING
DELUXE LEG O'LAMB 23c lb.

POT ROAST BEEF 19c lb. Arpeako Deluxe

LILY OF THE VALLEY
TOMATOES 25c 3 FOR 25c NO. 2 CANS

LILY OF THE VALLEY — SIFTED
Little Gem PEAS 25c 3 NO. 2 CANS

BONELESS Arpeako Deluxe Steer Beef
ROAST RUMP BEEF 29c lb.

ARPEAKO TENDERIZED Already Cooked
HAMS 26c lb. WHOLE OR SHANK

DOLE PINEAPPLE JUICE 19c 2 No. 2 Tins
21 1/2c 46-Oz. Tin

LILY OF THE VALLEY — NO. 2 1/2 CANS
SAUER KRAUT 29c 4 CANS

ARPEAKO Fresh Dressed 4 to 6 lbs.
ROASTING CHICKENS 25c lb.

FRESH DRESSED 3 1/2 Lb. Avg.
FOWLS 19c lb.

CROSSE & BLACKWELL 53-Oz. TIN
TOMATO JUICE 18c

FRESH FRUITS AND VEGETABLES

ARPEAKO Regular Links
PURE PORK SAUSAGE 29c lb.

OUR OWN SLICED Lean and Choice
BACON 19c lb.

PREMIER BRAND CANNED GOODS

FANCY—SNOW WHITE
MUSHROOMS 23c LB.

BONELESS BRISKET
CORNEB BEEF 25c lb.

ARPEAKO Fresh As Your Morning's Milk
BABY PORK LOIN 17c RIB END lb.

LARGE CALIFORNIA SUNKIST
ORANGES 19c DOZ.

DOMINO SUGAR 45c 10 POUNDS

LARGE RINSO 15c EACH

PREMIER Any Grind
COFFEE 19c LB.

CALIFORNIA TOKAY
GRAPES 5c 5 LBS.

SPECIAL! Ox-Heart PEANUT BUTTER 17c 1-Lb. Jar

SPECIAL! N. B. C. CRACKERS 19c Sky Flakes or Ritz BOX

SPECIAL! L & S ICEBOX JAR Strawberry & Raspberry PRESERVES 23c 21-Oz. Jar

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SUNBEAM 14-OZ.
CATSUP 23c 3 FOR

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POTATOES 17c PK.

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COCKTAIL 23c 2 CANS IN HEAVY SYRUP

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STRAINED 3 for 19c
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Don't let money to where the expensive want Rochandise h most store why this furniture
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High-tempered coils cushioned and layers processed covers
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MAJESTIC'S 7th Anniversary SALE Is Breaking All Records For Value

Don't let anybody tell you that you've got to pay a lot of money to get good furniture. Of course, if you like to shop where there are fancy rugs on the floor, beautiful lighting, expensive interiors, you'll be disappointed here. But, if you want Rochester's outstanding furniture values, honest merchandise honestly priced from 20 to 50 percent lower than most stores—come here today, tonight and see for yourself why this is Rochester's fastest growing popular priced furniture store.

\$79 Sample 3-Pc. LIVING ROOMS



Model Illustrated Slightly Higher **\$39**

An unrivalled opportunity! Honor built! Superior inner construction. A splendid selection of coverings! Others From \$22 to \$300

\$54 Tabletop Porcelain GAS RANGES

\$29

\$1 Down — \$1 A Week

\$149.50 Nationally Known Comb. STOVES

\$89

\$3 Down — \$1 A Week

\$14.95 Innerspring MATTRESSES

\$7.77

50c Down 50c A Week

High-tempered resilient steel coils cushioned with wool pads and layers of felt. Navy-wet processed covers. All sizes.

\$149.50 Nationally Known STUDIO COUCH

\$16.50

Reg. \$33

Save One-Half 85 Modern 5-Pc. BEDROOMS

\$42

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Your choice! Mahogany, walnut or maple finish gum with veneered sides. Dresser or vanity, bed, chest of drawers, table and bench included! Others \$31 to \$200

\$49 Nationally Known Washing Machines

\$29

1 Yr. Supply of Rinse Free!

Eureka, Royal And Other Rebuilt Vacuum Cleaners

\$6.95

50c Down. Fully guaranteed.

Reg. \$149 New NORGE REFRIGERATOR

\$79

Floor Sample But Brand New

Pay Only \$3.00 Down

\$18.95 Genuine LANE Wal. Cedar Chests

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\$1 down and \$1 a week. Free storage until Christmas.

Store Open Every Night To 9 SATURDAY INCLUDED

SMALL DOWN PAYMENT UP TO 2 YEARS TO PAY FREE PARKING AT BILL & SONS OPP. STORE

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Young Fashions For Young Fashionables



Blouse and Pinafore No. 3459, sizes 4, 6, 8 and 10. Size 8, 1 yard of 39-inch material for short sleeved blouse; 1 3/4 yards for pinafore; 7/8 yard for panties. Coats No. 3461, sizes 6, 8, 10, 12 and 14. Size 8, 1 7/8 yards 54-inch fabric for full length coat with collar; 1 1/4 yards for shorter length coat with hood; 1 1/2 yards 39-inch lining for either.

Send fifteen cents (15c), coin preferred, for each pattern. Write plain your name, address and style number. Be sure to state size you wish.

Get your children ready for school... prepare your wardrobe with the help of our new Fall and Winter Fashion Book, just off the press. Over 100 latest styles are shown in the latest new cut. Get a copy, 10c when ordered with a pattern.

Address Pattern Department, Rochester, N. Y., 121 West 19th Street, New York, N. Y.

Night Schools Offer Wide Choice Of Study Courses

Many opportunities are still available for those who wish to register for the Fall term of joint W. P. A.—Board of Education adult evening classes being held at Monroe Evening School according to officials of that institution.

The curriculum of general and cultural classes announced for the new term comprise the following subjects:

ENGLISH LANGUAGE: Business English, Continuity Writing and Microphone technique, Creative Writing, Debate Technique, Dramatics, English for Foreign Born, High School English, News Writing, Oral English and Grammar, Play Writing, Public Speaking, Short Story Writing, Speech Correction.

APPLIED AND FINE ARTS: Art Craft, Basketry, Cartoons, Commercial Art, Design, Freehand Drawing, General Photography, Interior Decorating, Metal and Leather Work, Oil Painting, Water Color, Modeling.

OTHER COURSES: Civil Service Preparation, Elementary School Subjects, First Aid, Lip Reading, Personal Grooming, Personality Development, Recreation Leadership, French, German, Italian, Spanish.

Classes are conducted Monday through Friday from 7 to 10 p. m.

RE-BUILD AND RECOVER YOUR Living Room Suite

\$39.50

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Quart Pint **\$1.35 75c**

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Gallon Half Gal. **\$3.15 \$1.70**

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1-Gal. 3 Gal. Kits **\$2.98 \$2.89**

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It's Brain, Not Brawn That Counts Says Kreisler

Musical technique, says Fritz Kreisler, is not a matter of muscular development, but of mental control. He backs up this statement by adding that he has often memorized a concerto on a train, and played it to an audience with little or no preliminary practice.

"It is like aiming a pistol," the great violinist explained. "You take aim, you cock the pistol, you put your finger on the trigger. A slight pressure of the finger and the shot is fired. Now the same thing should apply to technique on an instrument. You think before, and not merely as, or after you fire the note. Your muscle is prepared, the physical conception is perfectly clear in your mind, a slight flash of will power and your effect is achieved. But to rely on muscular habit, which so many do, in technique, is fatal. A little fatigue, a little nervousness, a muscle bewildered and unable to direct itself, and where are you? Technique is a matter of the brain."

Nor does the violinist believe that memorizing is best accomplished by endless repetition. Half an hour of intense concentration is better than a week of arduous physical labor, he asserts. "When I memorize a piece of music," he adds, "it is as if I engraved this music on a disk in my head. Once engraved, that disk will reproduce its record for years. Perhaps the record gets a little dusty or blurred. Well, in that case, I take it out and clean it, and put it back again to be used when I like."

These then, are the keys to the exquisite Kreisler technique and the phenomenal Kreisler memory — two attributes, which great as they are, are only secondary to the wonderful interpretative power of this artist who stands today among the great violin geniuses of all time.

Kreisler will be heard here Friday evening, October 18, at the Eastman Theatre as the opening event of the concert season.

MEET AT HOTEL.

Services at the Open Door Spiritualist Church will be held at the Seneca Hotel each Sunday hereafter. Other services during the week will be held at the home of the pastor, Rev. Leota Maxwell, 123 Union St. N.



Fritz Kreisler
George F. Anderson, an old California star, is the new track coach at Brown.

Religious Quiz On Holy Name Program

A religious quiz program will be featured at the opening fall meeting of the Holy Name Society of Holy Rosary Church, planned for next Monday in the school hall. Rev. Patrick J. Flynn will answer questions which members are to submit to officers of the group prior to the meeting.

Also at the same meeting will be showing of the American Airlines new sound moving picture "Flagships of the Air".

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- Sizes 34 To 38!

HERCULES OVERALLS and JACKET **\$1.29**

- ★ Heavy Blue Denim!
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- ★ Extra Deep Pockets!
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- Full Cut Boomy!
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With every Wegman purchase of 25c or over you'll receive a free Automobile Ticket. Deposit the stub in any Wegmans Store and keep the main part of the Ticket. Every Week, EXTRA TICKETS will be given with specially featured items, such as listed in this adv.



Widmers Concord
GRAPE JUICE
2 extra tickets with each bot. **23c** qt.

Clarks Diced or Shoenstring
BEETS and CARROTS
3 cns **25c**
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Dr. Phillips 46-Oz. Can
GRAPEFRUIT JUICE
2 extra tickets with each can **19c** can

No. 2 Phillips Cut
GREEN BEANS
4 cns **25c**
2 extra tickets with 4 cans

Red Heart
DOG FOOD
3 cns **25c**
1 extra ticket with each can

Lb. Ontario Toasts or
SALTINES
2 extra tickets with each pkg. **19c** pkg.

Snider's Old Fashioned
CHILI SAUCE
1 extra ticket with each bot. **19c** bot.

Clapp's Strained
BABY FOOD
3 cns **20c**
2 extra tickets with 3 cans

TWO EXTRA AUTO TICKETS
WITH EACH PURCHASE OF
GUARANTEED TENDER AND TASTY
**SHOULDER ROASTS OF
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21c lb.

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MACARONI or SPAGHETTI lb. **9c**

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FOOTES O. P. TEA tin **45c**

2 Tickets With 6 12-oz. Bottles
HIRES ROOT BEER 6 for **25c**

4 Extra Tickets With Each Bottle
WILCORS DIET-AZE qt. **49c**

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SUNBRITE CLEANSER 3 cns **14c**

1 Extra Ticket With Giant Can Ingersoll's
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1 Extra Ticket With Each Pkg. Staley's
CUBE STARCH 2 pkgs. **17c**

BOWLING WITH ED RANDALL

P. Lorillard Company has announced another Old Gold 5-Man Bowling Tournament. This is good news as previous Old Gold Tournaments were conducted strictly under ABC Rules and Regulations and provided Rochester keglers with an opportunity to compete for many excellent cash prizes.

In this year's tournament, 200 cash prizes, ranging from a first prize of \$500 to 100 final prizes of \$5 each, are offered. In addition, a sponsor's trophy donated by Jefferson Bowling Academy, where the finals are to be rolled, goes to the first place team. High single games from the 5-Man event will also rate cash prizes from \$50 to \$5.

Rules and regulations covering the event are posted in all bowling halls. Entries close March 4, 1941 and 1000 empty Old Gold wrappers will enter each team in the past. As usual, eliminations will be rolled in bowling halls from which teams are entered with this exception: Ten teams must be entered from any bowling establishment in order for that hall to hold an elimination tournament. In the event that the alley owner does not wish to hold eliminations or where less than the required ten teams are available, a special unit of teams will be formed and placed in groups by the tournament committee. These teams will bowl their elimination tournament at the halls having the largest number of entries in the district.

There are only 21 weeks between now and March 4 so that even if every bowler smoked a package of Old Golds every day he would fall short of the required 200 wrappers. Therefore, it behooves us all to start to work on our friends and have them save their wrappers.

PIN SPLINTERS . . . The All-Star aggregation of Russ Thomas, Marky Chafel, Butch Hoefner, Ray Benzon, et al., will hereinafter be known as the **EBONITES**. The boys really blew them down in Monday night's Buonomo League with a good 2980. Ray Benzon's 667 and Russ Thomas' 647 contributed to three consistent games of 1000-1040 and 940 . . . One of our undercover men, Operator 40, tells us that Bill Elmann laid in twelve perfect hits at Buonomos on a recent Monday night. The 10-pin stuck in the first frame so Will had to be contented with 290 . . . Those afternoon sweepstakes at Webber's Hall are sumpin' . . . We hear that Elm Hall manager George Angevine has had his amateur golf rating reinstated. Should be another threat for district honors next summer . . .

-WANT ADS-

WANTED TO BUY

GRAY or white enamel combination and bungalow ranges. Will pay \$15.00 and up. Phone Mr. Carter, Main 5026. Monroe A. Carter, 421, No. 4.

LAUNDRY WORK DONE

PLAIN curtains washed and ironed 25c pair. Stinted curtains 10c extra. 376 Jay St. Genesee 6212-J.

FOR SALE

ONE pair Chenille Draperies, 2 mirrors, 2 women's coats and other articles. 380 Monroe A. Carter, 421, No. 4.

STUDIO couch, good condition, \$18.00.

150, Webster.

BLACK chiffon evening coat, white fur

evening cape, 36 inches. One chinilla shoulder cape and muff to match. Stone 4705-X.

FEMALE HELP WANTED

THREE neat appearing girls for direct sales. Good earnings. Apply 619 Case Bldg., Friday after 9:30 A. M.

FLOOR SANDING

FLOOR sanding. New and old floors refinished. Free estimates. Stone 3172

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CARE given pre-school children. Experienced nursery school teacher. Information, Glenwood 3770-W.

SEWING machines repaired by factory

expert. Prices reasonable. Genesee 5400-W.

MACHINELESS permanents in your

home at a great savings. For appointments call Mary, Glenwood 3521-B.

False Teeth Will Glean With Stera-Kleen

To scientifically help to improve mouth cleanliness wearers of dental plates are advised to get a 30 cent bottle of Stera-Kleen and follow the simple directions.

That's all you have to do to beautify and purify any artificial dental mouth improvement—make them gleam with purity—sparkle with natural beauty.

Tens of thousands of thankful people know this you may search the world for anything so effective. The mucus—the miniature food deposits—the stains—all vanish in 10 minutes.

Your mouth feels cleaner—your breath should be sweeter. A 30 cent bottle lasts a long time—no harmful brushing.

NEW FELT BASE RUGS

6x9 9x12

\$1.75 \$2.95

All colors suitable for living room, dining room and bedroom. Large assortment of Armstrong, Sloan-Blabon and Pabco Rugs.

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Rheumatic pain may result if kidneys do not regularly eliminate excess acid and other waste. Drink fruit and vegetable juices, milk and soft water. Coffee, tea, alcoholic beverages, help kidney elimination back to normal. Use a kidney stimulant. Ask any druggist for **RUKETS**. Your 25c back if not pleased. Locally at Liggett Drug Stores.

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- ★ DRINKING
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Whisky Distilled, Blended and Bottled in Scotland.
\$2.69 Fifth
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90 Proof **\$1.79** Full Quart
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Registered Brand
Straight Bourbon
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100 Proof
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VERY SPECIAL!
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Here's an extraordinary price for a quality Bourbon. Full quarts, not fifths at this low price! The product of one of the country's great distillers. Well-rounded in flavor, superb in bouquet. Hundreds of our customers will take this opportunity to stock up now and save!

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Straight California
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BRANDY
\$1.49 Fifth
One of California's finest brandies at an exceptional low price!
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CITY CLUB
STRAIGHT BOURBON
WHISKEY
4 YEARS OLD **\$1.59** Full Quart
This whiskey is distilled from 100% rye, 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.
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Imported Virgin
Islands
RUM
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86 PROOF
An extraordinary fine quality rum for your cocktail arrangements.

It's LIVADAS for

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No Finer Quality!

LIVRO GIN
100% Grain
Neutral Alcohol
\$1.65 Full Quart
90 Proof
Compare \$2.45 Value
No matter how particular you are, you are sure to like this gin . . . for it's smooth and mellow, it's made from 100% grain spirits. Please don't judge it by its price. Let your taste be the test.

RYE WHISKEY
\$2.30 Full Quart
90 Proof
Compare \$3.25 Value
A real bargain in fine whiskey. Please note it is a full quart—not a fifth. The straight rye whiskey in this fine product is 35% as it is a 4-year old to give it a distinctive flavor, the remaining 40% is pure neutral spirits.

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We have sold thousands and thousands of bottles of this rye because of its exceptionally fine quality and outstanding low price.

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Finest Quality
Lowest Price

Here are wines after your own heart! For Balboa Wines have a character all their own . . . a rare flavor and a delicate bouquet that is pleasant to every taste! Balboa Wines are made from choice California grapes and shielded by skilled vintners; they have an assured quality folks in all walks of life have never questioned. Get acquainted with Balboa Wines today!—You'll like them!

SWEET
Muscatel, Sherry
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FULL GALLON **\$1.35**
3 Full Quarts \$1.10

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Burgundy
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33c 1-lb. ROLL

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The 1918 Democratic a business day, at 8 rooms, 905 Helen Hubbs phone Croni on current very import ters will be ing reports sale which row and Sat

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19th Ward Women Democrats To Meet

The 19th Ward Women's Democratic Club will conduct a business meeting next Monday, at 8 p. m., at the club rooms, 905 Main St. W. Mrs. Helen Hubbard and Mrs. Josephine Cronin will read papers on current political topics, and very important business matters will be considered, including reports on the rummage sale which is to be held tomorrow and Saturday.

Church Group To Conduct Dances

Young People's Fellowship of the Church of the Ascension will open their fall dance season tomorrow at 8:45 p. m. with dancing scheduled to continue until midnight. Thereafter, dances will be held each fortnight on Friday. All young people of high school and college age are invited to attend. Floor shows will be offered in addition to the dancing.

What — Quit In Mid Season?

The Crusher-Bruiser softball rivalry ends with a play-off game and bivalve festival at Westminster Park next Sunday. Although the Curtins are five up for the season's play, more than ordinary importance is being placed on the final fray. The ageing veterans will be reduced tomorrow afternoon when the second game series of the season takes place.

High School Footballers In Second Round

Barring a tie score in the Monroe-East vs. Jefferson Vocational High school football tilt, at Edgerton Park, ranks of the unbeaten elevens will be reduced tomorrow afternoon when the second game series of the season takes place.

Buonomo League

Bill Irwin banged out 699 to lead the individual scoring in last Monday night's Buonomo League. Johnny Frank had 634, Kuhn 533, Arnold Johnson 621, Dr. Rapp 618, Norm Wolk 613, Al DeVonis 610, Elmer Eckert 606, Cap Carroll 604 and Braun 603.

Elm Ladies League

Individual honors in the Elm Ladies League last Thursday were taken by Edna Long with 516, Clara Ernstberger had 510 and Anna Gast 505.

G. & E. League

Jack Bloom batted out a big 652 for high individual total in the last Tuesday's Gas & Electric League at Elm Hall. Leon Wittman had 604.

Genesee Ladies League

Evelyn Rodman rolled one of the best scores of the young season with a big 613 in the Genesee Ladies League Monday night. Evelyn connected for games of 165-240 and 208.

Fanatic League

Team matches in Elm Hall's Fanatic League last Wednesday: Field Sanitarium (2631); Schrader's Sausage (2334); Regent Parking Station (2484); Klee's Cigars (2112); Avery Restaurant (2601); Y & E Sales (2064); Big Elm Cigar Store (2430); Staub & Son (2352).

AN AMERICAN INSTITUTION ON A U. S. HIGHWAY

IT'S THE RED TOP TOPS

THE RED TOP
E. BLOOMFIELD, N. Y. ROUTE U. S. 20—N. Y. 5

SOURBRATTEN & POTATO DUMPLINGS

SPECIAL—SAT. & SUNDAY ONLY

Good, Home Cooked Food At All Times

Special Dinners Served For Parties of 25 or More

50c

Go Out East Ave., Through Pittsford, Route 64 To 20 & 5 Junction, Then 1/2 Mile, East

Mrs. A. Brittain, 19 George St.

9th Warders Face Speedy Cleaners In Grid Feature

Plenty of football action is listed for Sunday when the Rochester Amateur Football League swings into its fourth week of play. Heading the parade of action in the American Division will be the 9th Warder and Speedy Cleaners tilt at Franklin High School field. The Merchants are undefeated at this point. The Speedy Gridders, after a belated start are now showing all signs of a championship club.

In the National Division the Parmallis, Ackerman-Kleins and Kesslers are staging a bitter duel for top positions with undefeated slates. The Kesslers meet the strong Ackerman-Kleins at Ackerman Field to head the triple bill scheduled. Kesslers are in rare form and are given the edge by local gridiron followers to offset the Ackermans. The kick-off is scheduled for 2:15 on all fields.

STANDINGS

American Division

9th Ward Merchants	3	0	0
Stans Sweet Shop	2	0	0
Sigma Delta	1	1	0
Ellison	1	1	0
Speedy	1	1	0
2nd Ward Merchants	1	1	0
Red Raiders	0	3	0

National Division

Parmallis	2	0	0
Ackerman Klein	2	0	0
Kesslers	2	0	1
Deluxe	0	1	1
Paiges	0	2	0
Irondequoit	0	3	0

SUNDAY SCHEDULE

American Division

9th Ward vs. Speedy Dry Cleaners at Franklin Field.
Red Raiders vs. Stans at No. 11 Playground.
Ellison vs. Sigma Delta at Ellison Park.

National Division

Kesslers vs. Ackerman-Klein at Ackerman Field.
Irondequoit All Stars vs. Paiges at Durand Field.
Deluxe vs. Parmallis at Cobbs Hill.

Butterhole League

Team matches in the Butterhole League at Genesee Hall last week: Adercraft Printers (2431); Genesee (2261); Art Muhs Restaurant (2380); Lotz Hardware (2292); Bareis Shoes (2448); Koetter & Sayre (2352); Fritch Market (2572); Mandell Drugs (2376).

Whiskey Wins Public Approval

New York Discovers Rich Taste of Flavor-Protected Three Feathers

ROCHESTER, N. Y. — Along come Clari-fined (flavor-protected) Three Feathers whiskey and hosts of men begin switching to this well known quality brand! Underlying the current state-wide switch to Three Feathers is the unalterable fact that this fine whiskey is noticeably richer in flavor—offering, besides, a quality of mildness popularly described as "light is a feather."

Try **THREE FEATHERS** DISTILLED LONDON DRY GIN

90 proof • 100% neutral spirits distilled from grain. Oldtime Distillers Corp., N.Y.

buy **THREE FEATHERS**

IT'S CLARI-FINED (FLAVOR-PROTECTED)

the whiskey that's light as a feather

BLENDING WHISKEY, 90 PROOF, 75% GRAIN NEUTRAL SPIRITS, DISTILLED IN COGNAC, N.Y.

READ IT WEEKLY IN SHOPPING NEWS

COUPON CORNER

BED SPREADS DYED
Reg. \$3
\$2
A new color scheme for your room! Sandapan method; same as mill. Guarantee.

FAIRCHILD'S POPCORN FRITTERS
7 PKGS. FOR 25c
Reg. 3c Each
Popcorn for Popping 2 lbs. 25c
465 E. Main St. 4 doors West of Gibbs—Open Sat. Evenings—9-10

2 Gal. Nulife Motor Oil
69c
Collodial—Grainited
Double lubrication
protection. 8c Value.

GIBAUD'S
500 E. Main St.

Children's Anklets
5c
Regular 15c
Values

KINNEY'S SHOES
74 E. Main St. near Front

35c & 50c CORSAGES
(Repeating by Request)
Your favorite flowers.
Add a touch of luxury
and color to your
week end outfit. Save
11c to 25c.

THURSTON FLORIST
338 Thurston Road
Open Evenings "Till 9

FAY'S WAVE SHOP
OPENING SALE
163 Bronson Ave. near Jefferson

Permanent
Reg. \$5. Special prices
on other Permans.
Hair Service.

\$2
Gen. 3745 Good Anytime.

1-Qt. Salad Dressing
Reg. 25c
19c
Complete line of Meats
and Groceries.

PAYONE'S MARKET
523 E. Main St. Phone 87, 1181

Children's Oxfords
67c
Brown or Black.
Sizes up to 2

KINNEY'S SHOES
74 E. Main St. near Front

KNOW YOUR COAL DEALER

YOU be the Judge!

There's No Better Hard Coal On The Market At The Same Price!

Try One Ton of Miller's

SPECIAL
High Quality, Long-Burning
STOVE, EGG or NUT
\$10.95

ARDEAN R. MILLER, Jr.
President

Cash Only
Shov. Off.

SPECIAL PEA COAL \$9.05 TON

EVERY TON FULLY GUARANTEED

Prompt, Clean Deliveries
Modern Trucks
Courteous Drivers

TELEPHONE GEN. 20

Quality and Finest Service
For More Than 28 Years

ARDEAN R. MILLER
BEST IN COKE AND FUEL OIL 500 WEST AVE.

This famous name stands for quality

Mount Vernon
BRAND

For this superb bonded whiskey is the "patrician of American ryes"

Delicate in flavor and enriched by tradition, Mount Vernon is gaining new friends daily, who drink it with relish and serve it with pride.

\$2.69 **\$1.69**
4/5 Qt. (25.6 oz.) Pt. (16 oz.)

100 PROOF

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BINGO PLYMOUTH CHURCH HALL
Plymouth Ave. at Troup
25 DOOR PRIZES
Admission 20c
Every Sat. 8:30 P. M.
Door Prizes—Jack Pot

BINGO at BEELEY'S
Tues. Fri. 8:15 P. M.
Sat. 1:30 P. M.
142 GENESEE ST. in REAR

PARTIES AT WEST AVE. MANOR
165 West Ave.
Wed. Nite—8:30 P. M.
Mon., Tues., Thurs., Fri.—1:30 P. M.

CORNISH PARTIES
Thur. and Sun. Evenings
8:30 SHARP
REAR BEAUTY PARLOR
9 PARSELLS CUL. 3823
Cornish Pays Cash For Used Household Furniture

BINGO Thurs. Night CARPENTER'S HALL
25c | 111 N. Fitzhugh St.
All Cash Prizes
We Pay The Tax

Enjoy An Evening With The Originators of

BINGO
K. of C. DELUXE PARTIES
Run Solely by Knights of Columbus

\$555
CASH PRIZES
25—DOOR PRIZES—25
Admission 99c Tax Inc.

RAY FAGAN'S ORCHESTRA
Entertains from 8:00 O'Clock
Bingo 8:30 P. M. to 10:30 P. M.
DANCING AFTER GAMES

EXTRA SPECIAL — FREE GOLD AWARD
COLUMBUS AUDITORIUM
EVERY MONDAY NITE

NORM'S BINGO PARTY
CHILI RECREATION HALL
509 CHILI AVE.
Monday, 8:30 P. M.
All Are Welcome

PARTIES AT Capitol Theatre Hall
85 W. Main St.
WEDNESDAY 8:15 P. M.

BINGO at CHILI Recreation Hall
Every Friday Night
8:15 p. m.
\$5.00 each for the 23 games
Mon. and Wed. 1:30 p. m.
Tues., Thurs., Fri. and Sat.
8:15 p. m.
509 Chili Ave. at Thurston

BINGO
Show 7 P. M. Games 8 P. M.
WEDNESDAY SPECIAL
Jack Pot \$50 on full card.
\$5 on each of 23 games.
\$20 and 23 on special
GAMES PAID OFF IN
SILVER DOLLARS!

Bring Your Friends To The
BEST PLACE IN TOWN

HOLLYWOOD BINGO HALL
Wed., Thurs., Fri. & Sat.

LIQUORS

FOR THAT PARTY COMING SOON—

SHOP TODAY! SAVE TODAY!

Let Berghash Help You

SPECIAL SAVINGS FOR THIS WEEK ONLY:

SWEET CALIFORNIA WINES

"OLD MONARCH"

Enjoy A Smooth Tasting California Wine

PORT SHERRY TOKAY MUSCATEL ANGELICA WH. PORT

\$1.25 Full Gallon

COMPARE \$2.00 VALUE—FREE WINE RECIPES

BOTTLED IN BOND—"JUDGE WINSLOW" 100 PROOF

RYE

COMPARE \$3.25 VALUE

A Rich Full Bodied Rye Whisky

\$2.25 Full Quart

LONDON INN
DISTILLED DRY GIN

Just Received A New Shipment

\$1.29 4/5 Quart

ROCHESTER'S OUTSTANDING GIN VALUE

A Few of Our REGULAR SPECIALS

Cream O'Grain 4 YEAR OLD WHISKY **\$1.89** 4/5 Qt.

Hillcroft Bourbon Bottled in Bond **\$2.09** 4/5 Qt.

Imported Scotch "QUEEN VICTORIA" **\$2.54** 5th

Mon Valley SLOE GIN **\$1.49** 5th

IMPORTED — A BERGHASH BARGAIN

Puerto Rican Rum **\$1.49** 4/5 Qt.

Nuyens Dry American Vermouth **84c** 30 oz.

Gordon's 70 PROOF Martini Cocktail **\$1.69** 5th

Bottled In Bond Peach Brandy 100 PROOF **\$1.95** 5th

Le Jour "CREME DE COCOA" **\$1.85** 4/5 Qt.

ENJOY AN AFTER DINNER CORDIAL

Gold Cross Slo Gin Satisfying And Smooth **89c** 4/5 Qt.

"Clearbrook" IMPORTED SPIRIT WHISKY **\$1.80** Full Qt.

BERGHASH
124 CLINTON AVE. S. MAIN 786
NEXT TO LOEW'S FREE PARKING
ROCHESTER THEATER OPPOSITE OUR STORE

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Vol. 111, No. 51

ROCHESTER, N. Y., THURSDAY, OCTOBER 17, 1940

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If You Do Not Receive Your Copy Regularly PHONE STONE 6007

Events Of The Week

THURSDAY, OCT. 17

LEXINGTON SCHOOL NO. 34 P. T. A. second fall meeting, school auditorium, games and dancing after short business meeting, 8 p. m.

LIP READING CLASSES FOR HAD OF HEARING, Jefferson High School, 7:30 p. m.

MOOSE DRILL TEAM — Drill and Dance, Wagonway's Hall, 371 Main St. East, 7:30 p. m.

FRIDAY, OCT. 18

MOOSE CLUB — Fish fry, music and dancing, 411 E. Avenue, 8:30 to midnight.

WEST AVENUE METHODIST WOMEN'S CLUB, book review by Reverend Murray Cayley of First Presbyterian Church, "The World Challenge to Women", 2 P. M. at the church.

MONROE AVE. METHODIST CHURCH, annual lecture series begins, review of "THE FAMILY" by Mrs. Elsie T. Randall, 11 A. M.

W.P.A. PUBLIC SPEAKING CLASSES — Monroe Evening School, 7:30 P. M.

SATURDAY, OCT. 19

FIRST annual dinner of Community Club of Rochester, Hotel Seneca ballroom, 4:30 P. M., dancing from 10 to 12.

MOOSE — Music and dancing, floor show, Moose Club, 411 East Avenue, 9:30 to midnight.

ABRAHAM LINCOLN ASSOCIATION, first meeting, 8 P. M., Blue Room Hotel Seneca.

BRITISH LEGION, regular meeting, 8 P. M. Union Legion Hall.

ROCHESTER LODGE No. 251, Visit from Grand President Wallace Johnson, Eagles Hall, 22 North Washington St.

SUNDAY, OCT. 20

PERRY MOOSE DAY, visiting members of Perry, Moose Lodge to local Moose Lodge, bowling match, luncheon, music and dancing, 3:00 p. m. to midnight.

DEMOCRATIC WOMEN'S CLUB OF 11th WARD, CLAMBAKE, Pittsford Inn, 6 P. M.

THE OPEN DOOR, sale of hand made, baked goods and art craft, by emigrés.

TUESDAY, OCT. 22

EIGHT WARD REPUBLICAN WOMEN'S CLUB, rally, Gedwino Hall, 373 Joseph Avenue.

You Can't Bag Bombers With Horses So Dobbin Gives Way To Anti-Aircraft Unit



COL. KENNETH C. TOWNSON

—Editor's Note—Almost everyone in Rochester knows that the city has a new military unit, the 209th National Guard Anti-Aircraft Artillery Regiment, formed early this fall. However, we feel there are many who are not familiar with the background and activities of this organization.

For that reason the following article by Col. Kenneth C. Townson, commanding officer of the regiment should prove both timely and interesting.

It is also interesting to note that enlistments in the inactive division of the unit are coming in such great force that, according to Col. Townson, it is possible to form an entirely new battery each week. This speaks well for Rochester's interest in matters military.

Back in 1912 a group of young men in Rochester decided that they would like to get some training in military affairs, and naturally enough chose cavalry for their arm. The automobile was still a feeble and uncertain means of transportation addicted to en-

gine trouble and frequent punctures, and for sure and speedy dashes across the countryside, soldiers chose the horse.

Many a solid citizen now of sedate middle years recollects, with a twinge of nostalgia, the rising dust, the hoarse commands, and the pounding hoofs of the mounts that beat in his ears as he rode with Troop H on the old Edgerton Park drill.

He remembers the Troop's departure for Texas in 1916, and its return from France after the war where it served with honor as part of a machine-gun battalion.

Started in 1912

Probably he watched its post-war expansion into several units stationed at the new Armory on Culver Road, and read with pride that when the 121st Cavalry Regiment was organized in 1928, Rochester was selected for its headquarters. And a few days ago when the newspapers announced that the Rochester cavalry was to be incorporated in the 209th Coast Artillery (Anti-Aircraft), which was being recruited in Rochester and Buffalo, the former trooper realized that what he helped to start in 1912 was still progressing in a day when the horses had been turned out to pasture and complex machine had replaced them.

For defense against aircraft attack, the 209th Coast Artillery (Anti-Aircraft) will employ a number of different agencies. Perhaps its most conspicuous

Sun Forecasters Predict College Football Winners

Syracuse will prove no match for Cornell Saturday afternoon, if we are to take the word of the official Rochester Sun football selectors. The board, composed of John Sullivan, Donald Lyons and Emmett Carroll, unanimously predict an overwhelming Big Red victory. And there are few who will disagree with them.

Some difference of opinion, however, is shown in the Duke-Colgate, Yale-Dartmouth, Indiana-Iowa and the Vanderbilt-Georgia Tech games.

If you have entered this week's football contest, you may win five dollars. Because to the first person sending in a list containing more winners than any member of the Sun board a five-dollar bill will be awarded. Answers for this week's contests are all in and (Continued on Page 9)

U. of R. Professor To Lecture At Chapter Meeting

"Laughter in the Theatre," is the subject to be discussed by Dr. Wilbur Dunkel, Burrows Professor of English at the U of R before members of the Centennial Chapter of the Third Presbyterian church next Tuesday.

Dr. Dunkel's lecture, which will be followed by a tea, will be conducted in the Parish House of the Church beginning at 2 p. m.

Mrs. Emery A. Brownell is in charge of the arrangements.



The center of attention when Wendell L. Willkie, Republican candidate for President came to Rochester on Tuesday was, of course, Willkie himself. But a close second was Mrs. Willkie who proved a charming and gracious candidate for the title of "first lady of the White House." Shown here is Mrs. Willkie surrounded by a group of friends and admirers on the speakers stand at Convention Hall.

Reading from the left is Miss Mary Donlon, N. Y. attorney and candidate for Congressman-at-Large; Mrs. Charles W. Weis, Jr., of Rochester, president of the National Federation of Women's Republican Clubs; Mrs. Willkie; Mrs. Bruce Barton, wife of the Republican candidate for Senator; and Mrs. Frank E. Gannett, whose husband introduced Willkie at the rally.

Signal Co. Buys Lyell Ave. Property For Shell Plant

That the national defense program is to be of vital interest in providing Rochester workers with jobs is seen in the report that General Railway Signal Co. this week has purchased the property of the former Yates-American Machine

The reports, coming from usually reliable sources say that the Signal Co. will convert the property at 961 Lyell Ave. into a munitions factory to manufacture shells for the nation's armed forces.

Company officials would neither confirm or deny the reports of the acquisition but, according to information the project, consisting of six buildings with an area of 250,000 square feet, plus seven acres of land will be ready to begin operation about January 1. It is said that present plans call for the eventual employment of approximately 1200 workers operating in three shifts a day.

Trade Classes Prove Popular At Night Schools

Due to National defense and trade expansion, industrial and trade subjects in the joint W. P. A.-Board of Education curriculum at Monroe High Evening School are proving more popular than ever this year, according to William E. Hawley, principal.

Enrollment for these subjects, says Hawley, has reached an all-time high, due to many persons who wish to improve for-

mer trade skills or develop new ones.

The score or more of these subjects for which registration is still open comprise the following:

INDUSTRIAL AND TRADE SUBJECTS: air conditioning, architectural drawing, automobile mechanics, blue print reading, cabinet making, commercial art, drafting, electricity, elementary steam power, engineering, machine shop practice, photography, printing, radio construction and servicing, sheet metal, upholstery, MATHEMATICS: arithmetic, algebra, commercial arithmetic, trigonometry, mathematics, side rule mathematics. SCIENCE: biology, chemistry, floriculture and home gardens, microscopy (through the microscope), philosophy, psychology, sociology.

Monroe Evening School is open for classes five nights a week from 7 to 10 p. m., and anyone interested in one or more of the subjects offered in

NO BETTER
Whiskey
IN ANY
BOTTLE
WILSON
"THAT'S ALL"
BLENDED WHISKEY
Wilson Distilling Co., Inc., Bristol, Pa.



"Lovelier than the original upholstery"

SAYS
Patricia Morison

Glamorous Paramount Star, appearing in "Rangers of Fortune" opposite Fred MacMurray.



as advertised in **LOOK** the picture magazine

SURE-FIT Knitted FURNITURE SLIP COVERS

READY-TO-PUT-ON — FIT LIKE UPHOLSTERY

Make faded, worn Furniture — Fresh and lovely again!



Change the appearance of your living room . . . freshen your furniture . . . instantly . . . beautifully . . . with Lauer's modern, inexpensive Surefit Slip Covers. These lovely davenport and chair covers fit practically all styles of furniture, because they are knitted with a new type of form fitting weave. And Lauer's offer you a choice of 4 colors to harmonize with your color scheme.

6 PIECE SET
Davenport, chair, 4 cushions

\$8.95

Extra chairs \$3.95 each
\$1.00 DOWN • \$1.00 MONTHLY

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Lauer's

LAUER'S STORE OPEN EVERY FRIDAY NIGHT -TIL 9 P. M.

USE THIS COUPON IF YOU CAN'T COME IN. Check davenport and chairs nearest your style. Mark color desired in blank spaces.



Use these color code letters:
B—BLUE, W—WINE, G—GREEN, C—COFFEE

Just measure your davenport at its widest point in the back.

FILL THIS IN NOW:
Send No Money.

Please send me the Sure-Fit "Look" pattern Furniture Slip Covers checked.
DAVENPORT SIZE _____ CHAIRS (no size necessary)
(measure your davenport at its widest point in the back)
Name _____
Address _____

PHONE ORDERS ACCEPTED

Call Main 3268
Mr. Coake

Immediate Delivery—If Not Satisfied Money Refunded in 5 Days.

**PTA To Hear
Recreation Head**

Learning to play, will be the task of members of the PTA of Lexington School No. 34 at their next meeting, scheduled for tonight at 8 p. m. in the school auditorium.

First will come a short business meeting, after which Norman Ulp, a director in the Adult Education Program, will have charge of the meeting. He will explain group games and dances after which they will be put to the demonstration test. Edward L. Shaefer, president of the group, will have charge of the session.

**Recreation Unit
To Sponsor Owl
Cage Leagues**

By DON MATTARO
Six "owl" inter-class basketball leagues representing evening schools will again be formed in each of the high schools under the sponsorship of the Recreation Division, Rochester Board of Education and Works Project Administration.

According to school officials leagues will be formed at Monroe, Franklin, Edison, Madison, Charlotte and Jefferson. All games will be played on the respective school courts with playoffs listed at the end of the playing season.

Inter-class evening school league, planned for several years but never materializing until two seasons ago when a group of Health Education and W. P. A. teachers and basketball instructors pushed the movement to the front.

Complete teams may join the league providing they are registered in the regular night school system and participate in physical education classes. The following physical directors will have charge of the basketball leagues which will be manned by W. P. A. recreation teachers: Franklin, Nick Zona; Monroe, Louis Michaelson; Edison, Bill Quenen, Ed Hulek; Madison, Elmer Wheeler; Charlotte, Royal Brown; Jefferson, Raymond Brice.

Plans have not been completed but it has been decided that six or eight teams will comprise each circuit, playing a schedule of 18 or 24 games. Beginners may take instruction in the basketball classes which will precede the formation of each night school league. Registration is being taken now and participants may call at the recreation office at any of the schools for further information.

The league will be under the supervision of the Board of Education and W. P. A. officials, headed by Elmer K. Smith, associate director of health education in the public schools; and James Wilmot, area supervisor of W. P. A. recreation.

**Italian Instruction
Offered At
Night School**

Classes in conversational Italian are being offered each Monday, Wednesday and Friday from 7 to 10 p. m. at No. 27 school on Central Pk.

Registration for the class is available to the general public.

LEGION TO MEET

The British Legion will meet at Union League Hall at 8 p. m. Saturday. Members of the group will also attend the morning services at St. Andrew's Church, on Averill Ave., on Sunday.

Movie Guide

ALL PICTURES LISTED NOW PLAYING EXCEPT AS NOTED

***START FRIDAY**
***START SATURDAY**
ROCHESTER — "The Westerner", Gary Cooper; "Ray Murder", Walter Pidgeon, Karen Verne
PALACE — "They Knew What They Wanted", Carole Lombard, Charles Laughton; "Mexican Spitfire Out West", Lupe Velez, Leon Errol
CENTURY — "Banners of Fortune", Fred MacMurray, Patricia Morrison; "Father of the Bride", Grant Mitchell, Nana Bryant
REGENT — "No Time For Comedy", James Stewart, Rosalind Russell; "Diamond Frontier", Victor McLaglen
CAPITOL — "The Sea Hawk", Errol Flynn; "Argentine Nights", Rita Broome, Andrew Sisters
GRANDVIEW — "River's End", Dennis Morgan, Elizabeth Earl; "Blondie Has a Servant Trouble", Penny Singleton, Arthur Lake
STATE-LIBERTY — "Untamed", Patricia Morrison, Ray Milland; "Charlie Chase at the Wax Museum", Sidney Toler, Jean Valera
ADISON-MONROE — "King of the Lumber Jacks", John Payne, Gloria Dickson; "The Mad I Married", Joan Bennett, Francis Lederer
WEBSTER — "Who Are You?", Lana Turner, John Shelton
GRANDVIEW — "Fool Your Wife", Lucille Ball, James Ellison; "The Saint Takes Over", George Sanders
BLAKE — "My Favorite Wife", Irene Dunne, Gary Grant; "Four Sons", Don Ameche, Mary Beth Hughes

**Columbian Squires
Elect, Plan Activities**

Donald Elkins heads the new slate of officers recently elected by the Bishop O'Hearn Memorial Circle No. 115, Columbian Squires for the coming season.

Others, besides Chief Squire Elkins who will fill posts include James Roland, deputy chief squire; William Keating, notary squire and William O'Sullivan, bursar squire.

All Catholic boys between 14 and 18 years of age are eligible for membership in this group, according to Elkins. He has also announced that a large class of candidates will be initiated the last week in October.

A complete program of special events is being planned for the fall season, including a hallo-wen party, open house for parents and friends, a Thanksgiving dance and other novelties.

**Rochesterian Elected
Class President
At Toronto School**

Miss Charlotte Isabell Hughes, daughter of Mr. and Mrs. Tudor Hughes, 45 Ridge Rd. W., has recently been elected president of the junior class at Loretto College in Toronto, Ont.

Miss Hughes graduated from Sacred Heart Academy of Rochester and is a scholarship student at Loretto.

REMOVING FINGERMARKS

When you have to remove fingermarks from woodwork and around door knobs, remember that once paint's lustre goes, nothing will restore it. Dissolve 1 tablespoonful of grease-dissolving Bab-O in one quart warm water. Wring out a soft cloth in this solution and wipe gently. Paint will not be harmed.

**Car Show Attracts
Many To New
Exhibits Building**

Late Saturday night the curtain will ring down on the 33rd annual Auto Show, acclaimed the most beautiful and successful exhibition of its kind ever staged in Rochester.

Ever since last Saturday huge throngs have attended the show each afternoon and evening, and show officials expect that the remaining few days will see bigger crowds than ever turn out to enjoy the sight of some 150-odd new 1941 cars set amid elaborate floral and evergreen decorations in the newly-remodeled Civic Exhibits Building.

Every feature of this big show has been greeted with real enthusiasm by show visitors,—the cars, the lovely flower and garden displays, the music and the handsome Civic Exhibits Building itself.

It is said that not a single exhibit will be removed from the show until the last visitor has departed late Saturday night. The flowers will be kept fresh, as they have thus far, by frequent replenishing.

There is every indication that the total figure for attendance during the show's eight-day period will establish a new record in Rochester.

LADIES

LOOK AT THESE PRICES

FUR COATS \$6.00
Relined
The Best Lining
Bottoms Shortened

CLOTH COATS \$4.75
Relined

FUR COATS

EASTERN MUSKRAT \$149.00
HUDSON SEAL \$149.00
Holland Dyed
NORTHERN SEAL \$59.00
Guaranteed

We Make Any Type Coat To Order
H. WEINSTEIN
635 N. CLINTON
OPPOSITE KROLL'S
OPEN EVENINGS

Cornell is deep at every position but center. Coach Snavely

moved two former backs to provide reserves for Bud Finerman, who played 60-minute games last year.

LARGEST CURTAIN SHOP IN ROCHESTER

SAVE at Pauls... We Specialize! You Economize!

COTTAGE SETS 59c
Good quality Voile in a smart style... all desired colors.

LACE CURTAINS 89c
Adjustable Top... Ready-to-hang... several attractive patterns to choose from.

Tailored Curtains \$1.00
WASHABLE Rayon — very unusual at this price! Smartly tailored with 1-in. hem both sides.

Ruffled Curtains 89c
EXTRA wide — (90-in. to pair) — Exceptionally good Crushed Dam Marquette. U.S. A. \$1.29.

SMART BEDSPREADS \$1.59
A wonderful Spread at this price. Chenille tufting in either light or solid color backgrounds — Usually \$1.98.

Pauls CURTAIN SHOP
76 Clinton South
Between Forman's and Weis and Fisher's
PAUL E. LINDGREN, Owner

AVON Sale!
UNTRIMMED COATS
Specially Priced!
\$9.99
Values To \$14.99

Hundreds to Choose From!

- SMART TWEEDS
- HERRINGBONES
- CASHMERES
- NEW SWAGGERS
- COATS WITH HOODS
- REVERSIBLE COATS
- FITTED COATS
- BOXY COATS
- REFER COATS

SIZES 11-46

\$1.00
Holds Your Coat 30 Days In Your Lay-Away

AVON SHOP
132 E. MAIN ST.

TODAY'S BIGGEST BUY
THIS NEW 1941 **ZENITH** LONG DISTANCE RADIO
Only **ZENITH** has the **Radiorgan**

Radiorgan
Rater Wavemagnet
Outer-Circle R.F. Circuit
Arrow-Flash Tuning
Guaranteed Foreign Reception
Built-in Short Wave Aerial
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Here it is! Big Zenith Console with Year Ahead Features... On liberal terms only
\$69.95

85563 • Walnut cabinet of fine, matched veneers delights the eyes as golden Radiorgan tone thrills all hearers. Foreign reception guaranteed!

ONLY ZENITH HAS THIS!
6G501M • With the built-in yet movable Wavemagnet, patents No. 2,164,251 and No. 2,200,674, the Zenith plays where other portables fail... or your money back! Plays from enclosed battery or... 110 volt AC or DC.

FREE DELIVERY
TERMS \$1.00
NO INTEREST WEEK

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Now Saving You More Than Ever At Their New Home

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Finance Your New Car at Low-Cost Bank Rates

VISIT THE Auto Show at the Civic Exhibits Building this week—select your new car—and then come to the Lincoln-Alliance and arrange for financing your purchase at low-cost bank rates.

The cost of a Lincoln-Alliance Auto Loan is considerably lower than most financing methods. Only the relatively inexpensive fire and theft insurance is required; and you may place your insurance where you wish. No co-maker or endorsements are necessary.

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400	21.05	35.09
500	26.32	43.86
600	31.58	52.64

If desired, you may make smaller monthly payments by extending loan over a longer period. Loans on used cars not over three years old—at slightly higher cost.

Sun Fair Tours Reach Final Stage This Week-End

And now... the grand finale! Next week, at Sunday midnight the New York World's Fair will become history. No doubt has been left that the fair will actually close forever next week. Contracts for the demolition of the buildings on the grounds have already been left and active work will begin on October 28.

Through the Sun weekend tour which leaves Rochester tomorrow night at 10:20 p. m. from the N. Y. C. station, it is possible to see the Fair at a minimum cost. Besides the round trip railroad passage the tour includes admission to the Fair itself, to Billy Rose's famous Aquacade, another show of your own choosing, a room with bath at the Hotel Commodore, a hearty breakfast in one of New York's largest restaurants and a trip to the observation tower at Radio City. Everything is included at the low price of 14 dollars per person. So, if you haven't seen the fair and want to join the ranks of the millions who have, you'd better hurry to the Sun office, 420 Burke Bldg., and make your reservation. The Sun office will remain open for reservations until 5 p. m. tomorrow afternoon. Phone Stone 6001 for complete details of this last grand tour.

Rochester's outstanding furniture values are advertised each week in the Rochester Sun.

State Teachers To Meet Here Next Week

The 95th anniversary of the New York State Teachers Association will be celebrated in Rochester with Central Western a zone meeting next Thursday and Friday, according to Wildard A. Sabin, vice-principal of Benj. Franklin High School and zone president of the association.

To accommodate the large numbers in attendance, the general sessions will be held in two divisions on Thursday morning. Sabin will preside at Loew's Rochester Theatre, and Edward W. Spry, vice-president, will have charge at the R. K. O. Palace Theatre. Identical programs are planned.

Chief speaker will be Eugene Lyons, editor and foreign correspondent.

On Thursday afternoon section meetings, covering the entire range of public school curriculum will be held under the direction of leadership chairmen.

Four divisions, or combined section meetings will comprise the Friday morning sessions.

AUTUMN FESTIVAL

Amid a setting of cornstalks and autumn decorations, St. Patrick's Church will conduct an Autumn Festival, Friday and Saturday evenings in the parish hall.

Rev. Leo C. Mooney is general chairman of the affair, assisted by the Misses Helen Costello and Marcella Sigler as co-chairmen.

Goodbye Dobbin

(Continued on Page 3)

arm will be 3-inch cannon, arranged to fire in batteries of four guns to a height of many thousands of feet, making a pattern of bursting shell around a hostile plane. These guns are enabled to operate in the nighttime by great searchlights, five feet in diameter, capable of spotting aircraft twelve miles away in the sky. These guns are not aimed by individual cannoneers sighting at the target, but are directed with complicated fire-control apparatus more accurate and rapid than the eye of the most skillful gunner.

Incidentally it is quite possible that when the 209th receives its equipment, some of the fire-control instruments may turn out to have been made in Rochester factories, for in this city some of the world's best devices of this sort are produced.

Besides the large guns, some batteries will be equipped with automotive quick-firing 37 millimeter cannons which fire a series of shells an inch and a half in diameter, like an overgrown machinegun. Finally, for use against low-flying aircraft the regiment will have a number of 50 calibre machine guns, mounted specially for high-angle fire. These weapons may be loaded with tracer bullets which leave behind them a track of phosphorus smoke, enabling the gunner to direct his fire much as a gardener sprays with his hose.

Young Men Responding

The response of young men in this vicinity to the call for recruits for the new regiment has been immediate, and all but a few places in the ranks have already been filled. The willingness of volunteers to come forward despite the probability of an early call for a year's training is partly accounted for by the variety of technical posts in the tables of organization, and the consequent opportunity to learn work of value in civil life. Radio technicians, telephonists, electricians, automotive mechanics, riggers, ordnance experts — and many similar specialists are found in the ranks.

Rochester employers have been extremely cooperative. There has been a quick comprehension of the necessity for the new regiment, and a ready willingness to permit qualified men to enlist without peril to their employment, even though they may be away for a year's training. The city may take pride in the attitude of its businessmen who have so readily recognized the injustice of asking a young man to give up his time and his home for a year, and to forfeit his job as well. In the present crisis, as in that of 1917, Rochester business men have been eager to do their part.

CLEANING ENAMEL PANS

To remove hard water stains from enameled pans—especially the brown ring that forms on pans in which water is boiled—wipe pan with Bab-O.

Refugees Open Children's Play Sale Project In Rochester

Concrete thanks for the opportunity of living and working in America, under American freedom will be expressed by a group of emigres from war-torn Europe next Monday when they formally begin operation of the Open Door at 721 Monroe Ave.

Here will be offered hand-made articles and home-made foodstuffs with the money derived from their sale to be used to maintain the newcomers in this land. It is their aim to become useful citizens and they have taken this method of raising funds for their own maintenance.

It is interesting to note that many of these people occupied position of note in the lands from which they come. Many have put their hobbies to work for them in this new land, and the results of this application may be witnessed by looking in through the Open Door.

It is said that the project is non-sectarian and non-profit.

To remove black marks from oil cloth, simply sprinkle a little Bab-O on a moist cloth and wipe gently.

Children's Play Preview Arranged For PTA Units

In an effort to tap new fields of interest in the annual series of children's plays given by the Rochester Civic Music Association, members of the various Parent-Teacher Associations in Rochester and nearby communities have been invited to a special performance of "Hans Brinker" at the Eastman Theatre next Thursday evening.

This performance, which will be given by the regular Children's Theatre Company of New York and directed by Clare Tree Major, will be for adults only.

Tickets have been sent to all Parent-Teacher Councils by Mrs. J. Elizabeth Champney, president. Those who either did not or cannot obtain them through those channels are urged to come to the Eastman Theatre Box Office, where a limited number are available.

"Hans Brinker," incidentally, will be the opening play of the series of four to be presented for the children themselves on Saturday afternoon, Oct. 26, at 3 o'clock.

It is a winter story, with the canals frozen and the whole nation on skates.

Low-Price Boys-Wear Values, The Talk Of The Town

A Separate Basement Boys' Department Where You'll Find Lowest Prices, But Only Perfect Quality Things.

The National's "VALUE-HI"

Student Fall Suits
\$10.95

Here's one store where you can pay a low price and still get the newest, most-wanted student fashions buyable. Plenty of bright, colorful tweeds, plenty of neat darker patterns. Every one durably tailored from sturdy-wearing fabrics. Sizes 32 to 38 (Basement).

Student Reversible Coats
\$9.85

The most practical coat you can buy for a boy. A topcoat in colorful tweed fabrics on one side... a raincoat of water-repellent gabardine on reverse side. Really 2 coats in 1. (Basement)



IN THE BASEMENT



Specially Priced!

Leather-Sleeve Jackets
\$3.95

Good, heavy, long-wearing wool jackets with contrast-color leather sleeves, zipper front, zip breast pocket, knitted cuffs and bottom. Full lined for extra warmth. 4 colors.

- BOYS' LINED CAMPUS COATS \$4.95
- PURE WORSTED SHAKER SWEATERS \$2.29
- THE WANTED PLAID SHIRTS 59c

CHARGE IT
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Pay 1/3 Nov. 10
Pay 1/3 Dec. 10
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At SMALLS MODERN OPTICAL DEPARTMENT



YOU DON'T NEED CASH

Let Dan G. Albert, Registered Optometrist, examine your eyes and prescribe both correct lenses and frames. Smalls use only Bausch & Lomb and Shurton lenses.

Pay a Little Down — a Little Each Week!

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At SMALLS Scotty Says "TAKE ME HOME!"



20x16 INCH Genuine Fur SCOTTY DOGS
\$1.95

EVERYBODY LOVES "SCOTTY"! HE'S 20 INCHES LONG! 16 INCHES HIGH! A WONDERFUL VALUE!
Regularly Priced \$5.95

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HURRY! HURRY! CASH IN ON AMAZING TRIPLE BUY!

STEAM-O-MATIC IRON
Nationally Advertised at \$12.95

MET-TOP IRONING TABLE
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ALL 3 FOR
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DIAL-O-MATIC BENDIX

WASHES RINSES DAMP-DRIES



Want starch or burn fabrics—eliminates sprinkling—needs no pressing cloth. Lightweight.

Fireproof! Warp-proof! Ventilated! Lightweight, oil metal, compact. Long-lasting.

WASHER-IRONER WEEK SPECIAL!

Hurry for this special introductory offer! Get rid of your old washer, ironing board and iron TODAY. Exciting new Dial-O-Matic Bendix washes, rinses, damp-dries at the mere flip of a switch. Does away with washday slavery. No wringer, no agitator to wear and tear clothes. Washes a 25% to 50% larger load of clothes than ordinary washers. BUY NOW.

NEW DIAL-O-MATIC BENDIX	\$124.50
STEAM-O-MATIC IRON	Nationally Advertised at 12.95
MET-TOP IRONING TABLE	Nationally Advertised at 5.95
YOU SAVE	\$43.90
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FALL 1940
FASHION VIEW
Follow the Color Styles with
Tintex
World's Largest Selling
TINTS & DYES
KEEP COLOR-FASHIONABLE—SAVE MONEY
ON EVERY ITEM OF YOUR WARDROBE
10¢ & 15¢ SIZES
AT DRUG, DEPT. & 10¢ STORES
Perfect Results—Used by Millions
PARK & TILFORD PRODUCTS

AN APOLOGY: Due to the tremendous response to this offer last week we were unable to take care of everybody. For those who were disappointed... WE REPEAT OUR OFFER FOR
THURS. FRI. and SAT.
PRE-CHRISTMAS OFFER

This Special Is Truly Sensational
Here's What You Get
3 Big 8x10 PHOTOGRAPHS
—AND—
1 OIL COLORED MINIATURE
ALL FOR ONLY
2.00
Regular Price \$5.00

We wish to announce to those who are familiar with our portraits, that we will take the usual care in seeing that you get the same quality Photo as if you were to pay the regular price.

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5 to 10¢ Stores
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17 CLINTON AVE. SO.
NEXT TO ODEON'S
A STEP OFF MAIN
FRIDAY ONLY

PECAN TWISTS Reg. 3c
Sweet Buns Generously Topped with Pecans 5c ea.

WELLESLEY FUDGE LOAF CAKE 23c
Chocolate Fudge Frosting Reg. 25c.

FRIDAY and SATURDAY BUTTER ROLLS doz. 18c
For which we are justly famous.

SATURDAY ONLY

DANISH PASTRY KUCHEN Reg. 24c
Rich Danish Pastry—Almond filling. 25c

SILHOUETTE CAKE 29c
One layer chocolate, one white, iced with butter cream and chocolate fudge. 30c

WEEK-END COMBINATION SPECIAL
1 Lemon Loaf Cake .25c
6 Parker House Rolls 9c
6 Philadelphia Sticky Buns .15c
6 Assorted Cookies .10c
ALL FOR **39c**
Total Value 59c

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You Have the Highest Quality Fuel—And That You're Saving Money on Your Fuel Bills—Try
BLACK DIAMOND

STOVE—EGG OR NUT LEHIGH PENNSYLVANIA ANTHRACITE HARD COAL
\$10.95
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Fresh-Dressed Milk-Fattened CHICKENS 25c
Roasting 5 Lb. Ave.

Large variety poultry, clams, clam bags, oysters, fresh and smoked meats and groceries.

Fresh, Corn-Fed HAMS 17c
For Fricassee or Salads

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Fresh Out HAMBURG 17c
lb.

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lb. Fresh Out

CHICKEN BREASTS . . . lb. 23c
CHICKEN LEGS . . . lb. 35c
CHICKEN LIVERS . . . lb. 39c

CHICKEN NECKS . . . lb. 19c
CHICKEN WINGS . . . lb. 19c
CHICKEN GIBLETS . . . lb. 17c

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CLARK'S
Portland near Lux Stone 471

Running Mates
For Your Cold Weather Wardrobe

3492
WAIST SIZES
24 TO 36 INCHES

3476
SIZES 12-20

Skirt Pattern No. 3492, waist sizes 24, 26, 28, 30, 32, 34 and 36-inches. Size 30, 1 1/2 yards 54-inch material for skirt with inverted pleat; 1 3/4 yards for gored skirt.

Blouses No. 3476, sizes 12, 14, 16, 18 and 20. Size 16, 1 3/4 yards 39-inch material for double-breasted blouse; 2 1/4 yards for long sleeved shirt.

Send fifteen cents (15¢), coin preferred, for Each Pattern. Write plainly your name, address and style number. Be sure to state size you wish.

New fashion trends make their bow this fall . . . don't let them catch you napping! Send for your copy of the new Fall and Winter Fashion Book today, and see over 100 latest styles illustrated in full color. 15c a copy; 10c when ordered with a pattern.

Address Pattern Department, Rochester Sun, 121 West 19th Street, New York, N. Y.

Rochester's part in the development of the L. C. B. A., the aid given by the late Bishop Bernard J. McQuaid, first Catholic bishop of Rochester, and the long years of service of the late Mrs. Cora McParlin, supreme trustee and president of the Rochester Advisory Senate will be touched upon by speakers at the dinner, the committee in charge announces.

Heading the committee on arrangements is Mrs. Anna I. Ryan as chairman with Mrs. Rosemary Croston as co-chairman.

Catholic Women's Groups To Observe Golden Jubilee

Twenty-four branches of the Ladies' Catholic Benevolent Association in the Rochester area representing that many Catholic parishes will join in celebrating the Golden Jubilee of the L. C. B. A. on Tuesday, Oct. 29.

This will be one of nationwide observances by this Catholic women's benevolent and charitable organization which was founded fifty years ago in Titusville, Pa. The first branch was founded in Rochester in St. Bridget's parish on Aug. 11, 1890.

Church services at Sacred Heart Pro-Cathedral with the Most Rev. James E. Kearney, Catholic bishop of Rochester, officiating at 10 o'clock that day and a large banquet in the evening at Powers Hotel will comprise the golden jubilee celebration.

Mrs. Florence J. Moore, 132 Penhurst St.

FREE 100-WATT BULB

With every Purchase of this Handy Home Assortment of 6 Mazda Bulbs.

Regular Price 82c

1—100-Watt
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PLUS a FREE 100-Watt Bulb

Replace burned-out bulbs, fill up empty sockets and get an extra carton to keep on your pantry shelf. Be sure to bring the coupon below. It's your ticket to a FREE 100-Watt bulb.

CLIP THIS COUPON

FREE BETTER SIGHT LAMP BULB

Present this coupon at any Rochester Gas & Electric Corporation or Mazda lamp dealer's store. It entitles you to one 100-Watt Mazda bulb at no extra cost with the purchase of each Handy Household Package of Mazda lamp bulbs regularly priced at 82c.

Fill in Your Name and Address Below

I hereby certify that I am an electric meter customer of the Rochester Gas & Electric Corporation and that I have purchased a special package of lamp bulbs and received FREE one 100-watt bulb.

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OFFER EXPIRES NOVEMBER 2, 1940

Rochester Gas & Electric Corporation

Veterans Form Group To Push Kelly Election

At a meeting of 200 World War veterans at the Seneca Hotel on Tuesday, a committee was formed to work for the election of former Congressman George B. Kelly, 38th Congressional District of Monroe County.

John J. Gokey, former Monroe County Commander of the Veterans of Foreign Wars, heads the group. Walter J. Forsyth, past commander of the Lewis Post, American Legion was appointed to handle publicity.

Others who will serve on committees include William F. Stromer, Norman Carey, Thomas Izzo, John J. Slavin, Pat Lester, Thomas O'Brien and Edward Kelly.

Plans call for semi-weekly meetings from now until election.

Civil War Groups To Meet Saturday

New staff officers of the Abraham Lincoln Association will meet for the first time this season in the Blue Room of Hotel Seneca on Saturday at 8 p. m.

The organization, formed to perpetuate the memory, services and sacrifices of Lincoln in the maintenance of the Union, includes allied orders of the Grand Army of the Republic, Women's Relief Corps, Ladies of the Grand Army of the Republic, Daughters of the Union Veterans, Auxiliary to the Sons of Union Veterans, and Sons of Union Veterans.

Joe—How would you like to win a brand new 1941 Studebaker Champion? TRUE STORY Magazine is giving it away for the best "I'll Never Forget" experience. Be sure to buy the November TRUE STORY Magazine and turn to page 146 for full details.—Mary.

Another opportunity for you to save during Sears Economy Festival; department after department is stocking high with brand new shining merchandise. Both Stores open Saturday nights until 9:30 P. M. Ridge Road Store open Friday night until 9:30 P. M.

SEARS ECONOMY FESTIVAL
Save Up to 67c On
LAUNDERITE SHEETS
81x99 SIZE
69c

★ Every Sheet Perfect! Cellophane Wrapped!
★ Bleached Snow White! Ready Laundered!
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CHENILLE SPREADS
Worth \$4.98
\$2.66

★ Thickly Tufted Chenilles!
★ Big Double Bed Size!
★ Choice of 10 New Colors!
★ Solids! Multi Colors!
★ Luxurious Two-Tones!
★ Dip Dyed Fast Colors!

NEW CURTAINS
★ Regularly \$1.59
\$1

★ Shadow Sheer Lace Curtains!
★ Fine Texture Striped Rayons!
★ All Headed Ready to Hang
★ Extra Long Lengths! Widths!
★ Cottage Sets! Tailored Styles!
★ Priscillas; Cushion Dots!
★ Lace Curtains, Pairs or Panels!
★ Grenadines! Marquisettes!

Buy anything and everything in amounts of \$10 over on Sears Easy Budget Plan. Complete details from departments in which you intend to purchase or at Credit Office, Second Floor, Both Stores.

LINED RAYON DAMASK DRAPES
★ Worth \$3.49
\$2.49

★ 2 1/2 Yards Long! Full Lined!
★ With Pins and Tie-Backs!
★ Pinch Pleated Tops!
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50% Rayon Blankets \$2.95
★ 72x84 Bed Size!
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TUSCANY LACES \$1
★ Scarfs! End Table!
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★ All Hand Made Pieces!

39-Inch CHALLIS 29c
★ Every Piece Perfect!
★ Shadow Checks!
★ All Over Patterns!

DRESS LENGTHS 29c
★ New Fall Patterns!
★ 3 1/2—5 Yd. Lengths!
★ Every Inch Perfect!

THERE ARE TWO SEARS STORES IN ROCHESTER
Monroe Ave., at S. Union — Stone 2500
476 Ridge Road West — Glenwood 556

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BY...

Sunda really prepared. Special supplies planned. troubles from probably left over but cert could be cunning l ed or gr

Meat manner will just Sunday salad ser dinary m a zest as table. It s up" and success. T salad, the for your a Bermu coratively small ma topped w sound to f But supri are simpl them!

Then ag usual que burgers or panied by of brightl a dessert i cream will

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PLAIN curtain pair, tinted c St. Genesee 54

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FELT B... 6x9 \$1.75 All colors su dining room assortment of Blab and P INLAID LIN H. P. 134 NOR

MO... 3 RO 4 Room 6 Room Large refrig combination covered wri capable nar rugs, stoves, ment for mo Phon Certif

MAI

PIERRE'S COOK BOOK



It's Fun To Prepare These
Sunday Evening Suppers

BY IRENE MUNTZ

Sunday night suppers are really fun when they can be prepared quickly and easily. Especially nice are those quick suppers which can be so planned that they use up those troublesome leftovers remaining from Sunday dinner. There probably would not be enough left over for Monday's meal but certainly a great plenty could be found that would fill cunning toast cups when creamed or ground.

Meat handled in such a manner if served attractively will just fill the bill for those Sunday guests. An unusual salad served with even an ordinary main dish always adds a zest as well as color to your table. It sort of "picks that meal up" and carries it towards success. The more unusual the salad, the greater the pick-up for your supper. So how does a Bermuda onion spread decorated with those delicious small mandarin orange slices topped with French dressing sound to you. The two hardly seem to fit together do they? But surprisingly enough they are simply grand. Just try them!

Then again, if you serve the usual quickie supper of hamburgers or frankfurters accompanied by a mixed salad bowl of brightly colored vegetables a dessert of French peach ice cream will be just the touch

that saves that Sunday supper from being too ordinary. So the next time you are having difficulty planning that Sunday night supper perhaps these two menu suggestions will help solve your problem.

MENU I
Toasted Devilled Hamburgers
Mixed Salad Bowl
Peach Ice Cream

MENU II
Crisped Ham in Toast Cups
Bermuda Onion and Mandarin Orange Salad
French Dressing
Chocolate Roll

TOASTED DEVILLED HAMBURGERS

1 lb. ground beef 1/2 t. Worcester-
shire sauce
1/2 t. mustard 1 t. salt
1 t. minced onion 3 slices bread or
4 sandwich rolls

Mix the beef, Chili sauce, mustard, onion, sauce and salt. Toast bread on one side. Spread untoasted side with beef mixture, place on broiler rack and broil 6 to 8 min.

TOAST CUPS

Temperature: 400 degrees F.
Time: 15 to 20 minutes

Remove crusts from slices of fresh bread. Brush with melted butter and press down into muffin pans. Bake until delicately browned.

CHOCOLATE ROLL

Temperature: 350 degrees F.
Time: 15 to 20 minutes

Beat egg yolks until thick and lemon colored. Add sugar and salt and beat well. Fold in cocoa, then fold in the stiffly beaten egg whites and the vanilla. Pour into a paper-lined jelly roll tin and bake in a pre-heated oven. Sprinkle a towel generously with confectioner's sugar, turn chocolate roll out on it, remove paper and crusts and roll up in towel. When cool, carefully unroll and spread with Orange Ice Cream or Sweetened Whipped Cream. Roll and chill until ready to use. Cut in slices.

Oven Meals For
Busy Fall Days

What a help the oven is on busy fall days when there are so many tasks to engage the attention of the homemaker! A meal prepared entirely in the oven requires practically no watching, which is a distinct advantage to the homemaker because the foods can be placed in the oven and forgotten until done.

An oven meal is planned in much the same way that other meals are—that is, it is planned around the meat dish. This is a nutritionally sound way of planning meals, and also it is an easy way to make sure that the flavors will blend. It is especially wise to plan the oven meal in this way because after the meat is chosen, you can plan the vegetables which go with it in flavor and which are cooked at the same temperature.

Here are suggestions for oven meal combinations. The entire main course may be cooked in the oven. This is supplemented with a salad, dessert and beverage, and sometimes the dessert, also, may be baked in the oven if desired.

Oven Meals

Meat Loaf—tomato juice, escalloped potatoes, baked diced carrots, endive salad, brown betty and coffee.

Roast Leg of Lamb—grapefruit halves, browned potatoes, escalloped cauliflower, jellied tomato salad, ice cream, cake and coffee.

Escalloped Ham and Potatoes—baked onions, shredded cabbage and green pepper salad, hot rolls, date and nut pudding and coffee.

Oven Pot-roast—orange juice, browned potatoes, green beans, combination fresh vegetable salad, steamed chocolate pudding, and coffee.

Roast Beef—baked potatoes, escalloped tomatoes, pear salad, hot rolls, mocha soufflé and coffee.

Gene Leonard's
Orchestra To Play
At Vets Frolic

Second annual frolic and benefit ball of the Trot-Emerich Post No. 2844 will attract a throng of merry-makers to the Masonic Temple ballroom on Main St. E. Saturday night, chairman.

Chief among the entertainment features will be Gene Leonard and his "Kings of Melody" who will play for dancing during the evening.

Door prizes, entertainment specialties and refreshments will go to make up the balance of the evening's program.

Proceeds will go to the aid and welfare committee of the post for relief activities during the winter.



Put those
"DREADED DAYS"
...back on
your ACTIVE list!

Do you still give up activity and give in to suffering at your time of functional menstrual pain? Millions of women no longer do—for they've learned about Midol!



BELIEVES FUNCTIONAL PERIODIC PAIN

School Officials
To Participate In
PTA Discussion

A panel discussion on "Our Responsibility to Young Citizens" will be the topic at No. 37 School PTA meeting scheduled for 8 p. m. tonight. Raymond E. Francis, Boy's Advisor of Benjamin Franklin High School, Miss Margaret Miner, Girl's Advisor of Charlotte High School, Mrs. George Roesch, Past President No. 37 PTA, Porter W. VanZandt, Probation officer and William officer and William Briggs, Citywide Boy's Work Secretary Y. M. C. A. will participate.

A sound film will be shown on "Juvenile Delinquency."

Invitations have been extended to Schools No. 16, 4 and 19 to attend the meeting.

Refreshments will be served under the direction of Mr. and Mrs. Norman Seils.

ROCHESTER'S LARGEST
POPULAR PRICED STORE
Edward's

Buy By The Dozen and Save!
**Crosse & Blackwell
FAMOUS SOUPS**

Ready to Heat and Serve
2 for 25c
1.39
doz.



- Cream of Asparagus
- Cream of Onion
- Cream of Oyster
- Bean with Bacon
- Black Bean
- Plain Consommé
- Vegetarian
- Chicken Noodle
- Scotch Broth
- Cream of Spinach
- Beef Broth
- Ulm Chowder
- Cream of Shrimp
- Cream of Celery
- Cream of Tomato
- Cream of Green Peas

TAKE ADVANTAGE OF THIS OPPORTUNITY
TO SAVE ON
**CROSSE & BLACKWELL
WORLD FAMOUS FOODS**

**Crosse & Blackwell
DATE & NUT BREAD**

2 for 25c
1.39
doz.



Ask for the recipe book with so many suggestions for delicious desserts. Also chocolate nut or prune bread. Regularly 15c each

EDWARDS—Street Floor

COAT WEEK In EDWARDS BASEMENT

Men's Winterweight
**KNIT FLEECE
OVERCOATS**

29.50
Values
23.50



Fleece is truly a fabric miracle, it gives you all the warmth and comfort that only a soft fleece can give, without the slightest bulkiness. Beautifully tailored in double breasted and single breasted styles with raglan shoulders, Oxford gray, brown and heather mixtures. Regulars, shorts and longs.

Girl's Heavy Fleece
Double Duty Coats

10.95



Big Value for 7 to 12's! Single and double breasted coats with zipper closed leggings to match. Some velvet trims, some hood. Wine, blue, brown, teal.

Tot's
Coats 5.95

"Her" warm, interlined winter coat with separate leggings to match. Hood, muffs and hats to match. Some fur trims. Fitted or boxy styles. Sizes 3 to 6.

Misses' and Women's Luxurious
**FUR TRIMMED WINTER
COATS \$26**



Coats that flatter your figure and please your budget at the same time! Beautiful rippling fur borders, fur collars, fur hems, fur fronts, fur boleros, detachable fur scarfs. In rich Marmink, Grey Squirrel, Wolf, Persian Lamb, Kit Fox, French Beaver Dyed Cone, Grey Fox. Black, every new color. Sizes for the miss, the woman and the shorter woman.
EDWARDS—Bargain Basement

ROCHESTER'S LARGEST
POPULAR PRICED STORE
Edward's
BASEMENT SALE of Women's and Misses'
\$5 Fashion SHOES at Less Than 1/2 PRICE



\$2.44

We'll agree this price is amazing for the quality and styling you'll find in these shoes! Just right for every occasion from morn 'til night! A manufacturer's closeout of surplus stock and cancellations that we scooped up on sight . . . and here they are in all their glory and at glorious savings coming right home to you! Sizes 3 to 9, widths AAA to C. Plenty of narrow widths for the hard to fit feet.

- Pumps • Smart Suedes • Stepins • Combinations of
- Leathers • Ties • Walled Toes • Clever Gored Effects
- Gores • New Heel Types • Campus Heel Styles
- Calfskins • Kidskins • Suedes.

Edwards Bargain Basement

—WANT ADS—

LAUNDRY WORK DONE

PLAIN curtains washed and ironed 25c pair, tinted curtains 10c extra. 376 Jay St. Genesee 6121-J.

FOR SALE

STUDIO couch, good condition, \$18.00. 159 Webster. Call after 4:30.

NEW FLORENCE gas ranges, new Florence oil ranges and combination oil and gas ranges. Florence is the standard of comparison of all stove manufacturers. Why not buy the Florence instead of one that is claimed to be just as good, but you pay no more. If you are interested come to Fahr's at 134 Plymouth Ave North and see how much money you can save on the 1941 Florence.

NEW ADVANCE combination and bungalow kitchen ranges. Heavy insulation all steel and cast iron, construction a big upstanding, stream-lined, all white enamel bread and cake baking machine. Mrs. Heuser, you want the best at the lowest price, you have it. H. P. Fahr, 134 Plymouth Ave.

USED COAL RANGES \$10.00 and up. Used bungalow ranges \$20.00 and up. Used combination 7 1/2 gas \$15.00 and up. H. P. Fahr, 134 Plymouth Ave.

FOLDING baby carriage good condition. \$7.00. 376 Jay St. Genesee 6121-J.

FLOOR SANDING

FLOOR sanding. New and old floors retinished. Free estimates. Stone 3172.

PERSONALS

CARE given pre-school children. Experienced nursery school teacher. Information. Glenwood 3179-W.

SEWING machines repaired by factory expert. Prices reasonable. Genesee 2446-W.

MACHINELESS permittants in your home at great savings. For appointments call Mary. Glenwood 5851-R.

WANTED TO BUY

COAL RANGES \$2.00 up. Grey enamel combinations \$15.00 and up. Grey enamel or white bungalow \$10.00 and up. Phone Mr. Carter. Main 2626.

FEMALE HELP WANTED

THREE girls with neat appearance for direct sale of Satisfaction Products. Apply 619 Case Bldg., Friday after 9:30 A.M. Call every Monday afternoon. Stone 4831.

NEW FELT BASE RUGS

6x9 9x12
\$1.75 \$2.95

All colors suitable for living room, dining room and bedroom. Large assortment of Armstrong, Sloan-Blabon and Pabco Rugs.

INLAIN LINOLEUM, sq. yd. 68c

H. P. FAHR
134 NORTH PLYMOUTH

MOVING

3 ROOMS FOR \$5

4 Rooms for \$7.00
6 Rooms for \$12.00

Large refrigerators and heavy combination ranges extra. Large covered vans, plenty of pads, capable handlers. Old furniture, rugs, stoves, etc. taken as payment for moving.

Phone Mr. Carter
Certified Appraiser

MAIN 8926

★ IN THE SPOTLIGHT ★

By DAVID O. ALBER

Hollywood's newest Cinderella is Betty Brewer, the 13-year-old who got into movies when Director Sam Wood found her singing in front of a theater for pennies. Betty's family had migrated to Hollywood from a farm in Joplin, Mo., which couldn't support them, and were finding the film town just as unfruitful. Her pa was unable to find a job and the family was on relief. Betty turned to street singing to help out. Week after her "discovery," she was singing in "Rangers of Fortune" which won her rare notices from the critics. Rushed to N. Y., she impressed interviewers by greeting them at the door of her hotel suite with a warm handshake, expressing gratitude for their coming and sending them off with, "Come again."

Kenny Baker, who rose to popularity via radio and then went on to starring roles in films, has never put aside a long-cherished ambition — to make a career for himself on the concert stage. A year ago the tenor started plans for a concert tour and, believing he would remain in Hollywood, confined it to the West and Southwest. Signed for the new Fred Allen radio series, Kenny came to New York. This meant that if he went through with his concert tour he would have to travel clear across the country to keep his dates. Nevertheless, Kenny plans to do just that — by turning airplane commuter. As a starter he will fly to El Paso, Tex., for a Nov. 2 engagement, sing at Abilene Nov. 4, then fly back for the Nov. 6 radio program.

FILMDOM FANCIES: Ida Lupino's ambition, they tell us, is to become an M. D., to prepare for which she is taking a Red Cross first-aid course . . . Lionel Barrymore is taking mandolin lessons . . . and Alice Faye is studying seamanship because she wants to buy a yacht . . . Lana Turner doesn't

object to the no-marriage clause in her contract . . . Carole Lombard, her studio boasts, paid \$85 for a simple house-dress used in a picture . . . And because Dolores Del Rio almost wept when a no-dog clause appeared in her house lease, Orson Welles sent her a large turtle.

Ona Munson is puzzled. She played bad-girl Belle Watling in "Gone With the Wind" and did so fine a job that Republic Pictures quickly signed her for "Wagons Westward." Expecting to be a toughie again, Ona was amazed to discover she took the part of a good girl. Such a good, good girl she was, that she was immediately cast for "Lady from New Orleans." According to Hollywood tradition, she should have been cast as a good girl. Instead, she is to be a bad

girl again. That's Hollywood. Ralph Edwards had no trouble locating a jalopy, vintage 1925, for use on his "Truth or Consequences" Saturday night NBC program. And it was easy digging up a collapsible bathtub, barber chair, electric horse, baby carriage. But he was almost stymied by a bag of unhusked peanuts. Scouring the neighborhood around Radio City without success, Ralph jumped into a cab, roamed up

and down Broadway. No success. Finally, he dashed over to Central Park and found a peanut vendor. All so that a contestant might push a peanut across the floor with his nose.

Sammy Kaye, swing and rway bandleader, ploughing his way through a mob of fans and pleading that he has to catch a train. Record Notes: Off the beaten path is comedian Henry Youngman's dizzy monolog, "Gags and Super-Gags" for Victor, two sides of rapid fire jesting . . . Jimmy Yancey, groundskeeper for the Chicago White Sox and boogie-woogie exponent, has waxed four original tunes for

Bluebird . . . A new release of Brahms Second Symphony introduces the N. Y. Philharmonic Symphony Orchestra under Barbirolli's baton to the Columbia lists . . . Victor has also released a Brahms Second, played by the Philadelphia Orchestra, with Ormandy conducting . . . Decca has collected into a four-platter album the most popular music of Isaac Albeniz, one of Spain's greatest composers. Harry Horlick conducts.

Two days after Dinah Shore introduced "Yes, My Darling Daughter" on the Eddie Cantor program, she was rushed into a Bluebird studio to record it . . . Victor greets the football season by re-creating "Knute Rockne Talks to His Team," a record of his pep talks that inspired the Notre Dame team . . . Decca introduces its new singing cowboy, Roy Rogers, with a string band accompaniment on "You Waited Too Long."

SAVING on Every Purchase or Your Money Back OPEN EVERY EVENING TIL 9 P. M.

ROCHESTER JOBBING HOUSE

Sale Starts **FRIDAY 9 A.M.** *Don't miss OUR 20TH ANNIVERSARY*

Try Our **NEW BUDGET PLAN 10 WEEKS TO PAY**

Savings Averaging 30% OFF Three Huge Shopping Floors \$125,000 Worth of Merchandise

Our Greatest Sale of the Year . . . a Tremendous Store-wide Demonstration of how our Low Overhead and Great Purchasing Power can Save You Money! Compare these Prices with any in Rochester, or anywhere else, and the more you compare the more you'll be convinced that

- Here You Save Because We Buy Direct!
- You Save the Usual Retailer's Profit!
- You Choose From the City's Largest Stocks!

Headquarters For Nationally Famous **"Red Head" Hunting Clothes**

"Red-Head" Hunting COATS \$3.98 (Reg. \$5.50)

Roomy shell pockets and large moisture-proof gun pockets. Corduroy collar and cuffs. Double shoulders. 38 to 46.

RED-HEAD DUCK BREECHES \$1.98 (Reg. \$3.00)

Well cut of waterproof duck that can take it! Reinforced front and seat. 30 to 42.

UNION MADE Work CLOTHES Guaranteed Savings to 30%

Union Made Double Ware **Overalls 89c**

Heavy Duty **WORK PANTS \$1.00**

Genuine Buckskin **JACKETS \$3.29**

Sanforized Cover **Shop Coats \$1.69**

Genuine Elk **Work Shoes \$1.98**

REVERSIBLE COATS (With Hoods) **\$7.98** (Reg. \$12 Value!)

Just the thing for ALL-WEATHER wear! Wool plaid for sunny days; water-repellent cashmere reverse side for wet weather. Sizes 12 to 18.

BOWLING SHOES

LADIES' Oxford Type \$1.79

MEN'S Oxford Type \$1.98

MEN'S High Shoes \$2.19

All Wool **RED PLAID Hunting Coats \$7.98** (Reg. \$10.00)

Bold, masculine plaids, well cut for action. Game pockets, fully lined.

All Wool **RED PLAID Hunting Breeches \$4.48** (Reg. \$6.00)

Warm and good-looking; well reinforced at points of strain.

CAMPUS COATS \$5.98 (Reg. \$6.50)

We're proud of this splendid assortment. It includes everything you could want in a campus coat. Lined coats, unlined coats. Plaids and plain coats. All warm, durable materials, with full belts and four pockets.

OTHERS UP TO \$21.00

Ladies' COMPLETE **RIDING HABIT \$5.00** (Reg. \$7.00)

- Genuine Whipcord Jodphurs
- Genuine Leather Shoes
- Broadcloth Sport Shirts

Ladies' and Girls' **RAINCOATS 97c**

Choice of trench coats, jerseys, towels, many with hats to match.

Val. to \$3.00 Sale Price

Ladies' All-Wool Sport **SWEATERS 69c**

Wide choice of colors in new styles. Some slightly soiled. Soft wool.

Val. to \$2.00 Sale Price

Boys' ALL-WOOL **JACKETS \$1.99** (Val. to \$5.00)

Warm, hard-wearing materials make these zipper jackets in plaids and plain colors. Included are many popular brands never before less than \$5!

CORDUROY KNICKERS \$1.39 (Reg. \$2.00 value)

Boys' Heavy Fleece **Sweat SHIRTS 48c** (Reg. 50c)

Heavy All-Wool **Plaid Shirts \$3.29** (Reg. \$4.50)

The utmost in comfort, these soft, warm sports shirts will be very useful for winter sports, too. Bold plaids of red, blue, green, or white, all with black.

Bright Plaid **Flannel Shirts 85c** (Reg. \$1.19)

Better have several of these for general sports wear. Well designed for active use. Assorted plaids.

Men's New Fall Sport **SWEATERS \$1.98** (Reg. \$3.00)

\$2.85 (Reg. \$4.00)

\$3.98 (Reg. \$5.00)

Thousands to choose from! Styles for young men and older men. Zipper styles, buttoned cardigans, pull-over types. All the most wanted colors. Light, medium and heavy weights. Sizes 36 to 54.

Men's All Wool **JACKETS \$3.98** (Reg. \$5.00)

Plaids or Plain colors for work or sport. Zipper front. Sizes 36 to 48.

BOYS' ALL WOOL 2-PANT SUITS \$2.99 (Valued to \$7.00)

The BUY of the year! Each with 2 knickers. Some a bit soiled. — Sale Price

BOYS' CORDUROY SUITS \$2.69 (Reg. \$4.00)

These suits can take it! Zipper jackets with knickers to match. Reg. \$4.00.

Water-proof **Hunting Packs \$2.98** (Reg. \$4.00)

No chance of water getting through these! They're all rubber, laced all the way down. Packs you can rely on.

All Wool **RED PLAID JACKETS \$5.98** (Reg. \$7.00)

Zipper style — many uses for travel! Game pockets, fully lined.

Waterproof Duck **Hunting Caps, Reversible .48c**

Shell Vests .79c

Wool Hi-Socks, Redtop .48c

10" Wool Union Suits .89c

Seal-Tex Waterproofing .50c

Genuine Leather **HI-CUT SHOES \$3.75** (Reg. \$5.98)

A shoe made to withstand brush and briar. A shoe that can really take it.

ROCHESTER JOBBING HOUSE

159-161 JOSEPH AVE. Cor. Nassau St. STONE 2260

Open til 9 Every Evening Unrestricted Parking

Children's All Wool **SNOWSUITS \$4.39** (Reg. \$6.00)

Others to \$12.98

Three-piece suits of beautifully styled wool materials. Warmly lined coats, reinforced ski pants, hats to match. Wanted colors, 3 to 6.

AN OLD BOND *Between Friends*

You can pay no higher tribute to your guests than to serve them with Mount Vernon, the "patrician of American eyes." For this superb whiskey is rich in tradition and delicate in flavor — truly, the "bond of friendship."

Mount Vernon Straight Rye Whiskey

100 PROOF

\$2.69 (4.5 QUART 12.5 & 16.7) **\$1.69** (10 & 13.3)

Mount Vernon BOTTLED IN BOND Straight Rye Whiskey

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ROCHESTER SUN, THURSDAY, OCTOBER 17, 1940

Look For Your Name Between The Ads.—Win a Dollar

PAGE SEVEN

Sibley, Lindsay & Curr Co.

Fill Your Shelves... Stretch Your Budget!

DRUGS AND TOILETRIES



JERGEN'S SPECIAL

50c Size Lotion
25c Size All Purpose Cream
Both For **39c**
Jergens' All Purpose Face Cream is included with this famous hand cream at the same price you usually pay for the lotion alone.



\$3 "Seventeen" Corrective CLEANSING CREAM

1-Lb. **\$1.00**
The soothing oils care for the skin as it cleanses. An excellent cleanser particularly good for dry or sensitive skins.



\$2 Dorothy Gay DRY SKIN LOTION

1.00
Cream, non-sticky lotion for the hands, elbows or face. Excellent powder base. Stock up for winter months to come.



Ideal For Gifts! HOURIGANT PERFUME SET

\$4.80 Value **\$1.95**
Smart box containing six famous Hourigant fragrances: Quelques Fleurs, Ideal, Florissant, Subtilite, Lilac and Rose.

DRUGS

- 60c Size Father Johns Medicine 28c
- 35c Size Atwood's Bitters 21c
- 30c Size Hill's Gold Compound 16c
- 30c Size Olive Tablets 13c
- \$1 Size Ironized Yeast 58c
- \$1.25 Size Absorbine Jr. 67c
- \$1.50 Size Fellow's Syrup Hypophosphites 99c
- \$1.50 Size Pinkham's Vegetable Compound, Liquid 79c
- \$1.50 Size Gray's Glycerine Tonic 99c
- 75c Size Acidine 47c
- 48c Size Siroton Cough Mixture 39c
- 60c Size Corega 39c
- Bottle of 100 Aspirin tablets 19c
- Bottle of 100 Cascara tablets 19c
- Bottle of 100 Saccharin, 1/2 grain 19c
- Bottle of 100 Cascara Compound (Dr. Hinkle) 19c
- \$1.35 Size Guide's Pepto Manganum 91c
- 50c Size Phillip's Milk of Magnesia 23c
- 50c Size Phillip's Magnesia Tablets 23c
- Witchhazel, one pint, 19c
- Witchhazel, one qt., 33c
- Witchhazel, 1 gal. **\$1.19**
- Castor Oil, 4 oz. 11c
- Oil Wintergreen, Synthetic, 2 oz. 17c
- Vanilla Extract, 4 oz. bottle 49c
- Borden's Malted Milk, 5 lb. can. **\$1.09**
- Epsom Salts, 5-lb. bag 19c
- Wander's Malted Milk, 5-lb. can **\$1.09**

McKesson Aspirin Tablets
Bottle of 100 37c
2 Bottles 49c

BRUSHES

- Reg. \$1 3-Pc. Military Set, Chrome trim **69c**
- \$2.50 Style 3-Pc. Military Sets, ebony or natural wood **\$1.65**
- Reg. \$5.95 London House Military Set, 2 pieces set in ebony, natural or satin wood **\$3.65**
- Folding comb with bristle combination 69c
- \$1 Hairfix Combs, Reg. \$1 Exton Hair Brushes 69c
- New Dr. West Nylon Tooth Brushes 25c
- 19c Style Assorted Tooth Brushes 9c
3 for **55c**
- Tek Tooth Brushes 2 for 43c
- Bonded Prophylactic Tooth Brushes 43c
- 50c Style Majestic Tooth Brushes 35c
3 for **\$1.00**
- 39c Style Olympic Tooth Brushes 29c
2 for **50c**
- \$3.75 Style Hand Mirrors with crystal handles **\$2.65**
- \$1 Style Cosmetic Bags and Bill Fold 97c

CREAMS

- \$1.10 Hopper's Homogenized Facial (formerly Restorative) Cream 79c
- \$1.75 Size Noxema Cream, 20 oz. **\$1.19**
- 60c Size Phillip's Creams 43c
- \$1.38 Size Pond's Cream 98c
- \$1.75 Kathleen Mary Quinlan Cleansing Cream \$1
- \$1 Size Woodbury Cream and 50c Size Woodbury Lotion, (disc.) both for 69c
- \$2.75 Size Omar Hand Cream, 6 oz. **\$1**
- \$4.50 Jomar Hand Cream, 1 lb. **\$1.69**
- \$1 Amami Almond Cream and 15c Amami Shampoo both for 59c
- 25c Cashmere Bouquet Cold Cream, 2 for 25c
- \$2 Size Pinaud's All-Purpose Cream 59c
- \$1 DuBarry Cleansing Cream and 50c Cleansing Preparation both for 59c
- \$4.50 Size Frances Denney Skin Lotion, **\$2.50**
- 50c Size on'd's Gold Cream and 10c Size Danya Lotion both for 39c
- \$3 Seventeen Corrective Cleansing Cream **\$1**
- \$1 Primrose House Creams 80c
- \$1 Daggett & Randall Cleansing Cream and 75c Skin Lotion both for **\$1**
- \$2 Dorothy Gray Cleansing Creams "683" Salon or Liquefying **\$1**
- 1.75 Tussy Rich Cream **\$1**
- 75c Size Noxema Cream 49c

BATH POWDERS AND TALCS

- \$1.10 Evening in Paris Bath Powder and bottle of Bubbling Essence, both for **\$1.10**
- \$1 Size Renand's "Sweet Pea" Bath Powder 39c
- 85c Wambton Lavender Bath Powder, 49c
- \$1 Tre Jur "Apple Blossom" Bath Powder 49c
- \$1 Roger & Gallet "Fleurs d'Amour" Tale 59c
- Bienaimé Dusting Powder, both for 39c
- \$1 "Seventeen" Dusting Powder, 1 lb. 39c
- 85c Size Renand's Sweet Pea Tale 49c
- \$1.85 Rallet Dusting Powder **\$1**
- 50c St. Denis Old English Lavender Tale for men 9c
- 35c Size Tre Jur Tale 19c
- \$1 St. Denis Dusting Powder and 50c Cologne both for 88c
- 83c Size Un Air Embaumé Tale 39c
- Derkiss Tale with trial size Derkiss Toilet Water 33c
- Lucretia Vanderbilt Bath Powder 39c
- \$1.10 Houbigant "Quelque Fleur" or "Ideal" Tale 75c
- \$2.50 Houbigant Bath Powder, "Quelque Fleur" **\$1.29**

MANICURE PREPARATIONS

- 15 La Cross Manicure Sets, (disc.) **\$2.79**
- \$1 Lady Lillian Genuine Leather Manicure Set 69c
- 50c Tip Polish Remover 15c
- \$2.50 Cutex Manicure Set, (disc.) **\$1.69**
- 83.75 Cutex Sets, (disc.) **\$2.39**
- \$1 La Cross Manicure Sets, (disc.) 69c

LIPSTICKS AND ROUGES

- \$1.10 Angelus Lipsticks 79c
- 80c Angelus Rouge 43c
- \$2 Famous Make Lipstick **\$1**
- \$1 Tatton Lipsticks 49c
- \$1 Frances Denney Lipsticks 43c
- 55c Evening in Paris Rouge with matching Lipstick both for 55c
- \$1 to \$1.75 Lipsticks with Lip Brush 59c
- \$1.25 H. H. Ayer's Lipstick 69c
- \$1 Mirror Tissue Boxes 79c

COMPACTS

- \$3.50 Petit Point Compacts 98c
- \$2.50 14-kt. Gold Plated Compacts **\$1.59**
- \$1.50 Marie Earle Compacts, cake powder 69c
- Single or Double Compacts 29c
- \$1 Pouch and Jewel-tone Compacts 49c

PERFUMES

- 65c Springtime in Paris Perfume 39c
- \$2.50 Houbigant Perfume, Rose, Quelque Violet, Subtilite 98c
- \$1 Djerkiss Perfume (disc.) 59c
- \$1 Size Lucretia Vanderbilt Perfume 15c
- \$5 Size Isaby Perfume (French bottle) **\$1**
- 35c Rubicon Perfumes 19c, 3 for 50c
- \$1 Gabilla Perfume, Sinfu Soul 39c
- \$2.50 Floret Perfume, discontinued 59c
- \$1.90 Molinard Perfume "les d'Or" 59c
- \$4.50 Molinard Jassin Perfume **\$4.59**
- \$4.50 Molinard "Madrigal" Perfume, **\$1.95**
- \$2 Rigid Perfume Set "Un Air Embaumé" and "Frais Modern" **\$1.39**
- \$2.25 Babani Perfume "Mon Ami Elizabeth" "Amber de Delhi" 98c

SOAPS

- Roger and Gallet Toilet Soap and Cologne
Carnation
Santal **\$1 box**
- "4711" Bath Soap
Rose Geranium
L'Offrande
Lavender, bx. **\$1.49**
- \$1.35 Value
"4711" White Rose
Glycerine
Soap 5 cakes **\$1**
- America Toilet Soap 6 cakes **95c**
- America Bath Soap 6 cakes **\$1.85**

Conti Castile Soap **\$1.19 bar**
Lifebuoy Soap 20 for **\$1**
Lux Toilet Soap 20 for **\$1**

Lux Toilet Soap 20 for **\$1**
Camay Soap 20 for **\$1**

Palmolive Soap 20 for **\$1**
Colgate's Big Bath Soap 24 for **\$1**

Cashmere Bouquet 12 for **97c**
Jergens' DeLorme Soap 12 for **69c**
Lux Flakes 5 for **95c**

Ivory Flakes 5 for **95c**
Sibley's Magnesia Soap 35c dozen
Guest Ivory Soap 12 for **49c**

Lorven Toilet Soap 12 for **39c**
Kirk's Hardwater Soap 24 for **\$1**

William's Assorted Soap 12 for **29c**
Woodbury Soap 12 for **85c**

Stark Castle 95c dozen
Sayman Soap 89c dozen
Wristley Water Softener and Cake Soap 59c

Odors: Bouquet, Pine, Gardenia, Lilac, Lavender, Apple Blossom

SHAMPOOS

- 60c Size Mar-oil Shampoo, 6 oz. 39c
- 50c Size Woodbury Shampoo 21c
- \$1 Size Mar-oil Shampoo, 14 oz. 59c
- \$2 Size Mar-oil Shampoo, 1 qt. **\$1.19**

BATH OIL AND WATER SOFTENERS

- 89c Bathlax, 5 lb. 69c
- \$1 Seventeen North Woods Pine Oil, 16 oz. 69c
- \$1 Jeanelle Bath Salts, 3 lbs. and hobbain bottle 59c
- 59c St. Denis Bath Salts 39c
- 85c Tyrolean Pine Bath Oil, 32 oz. **\$2.95**
- \$2 Swiss Pine Bath Oil, 16 oz. **\$1.95**
- \$1 Bubble Bath 59c
- 35c Amami Water Softener, 15c, 5 for 69c
- \$1 Size Un Air Embaumé Bath Salts 39c
- 83c Tyrolean Pine Bath Crystals, 3 lbs. 98c
- 65c St. Denis Bath Oil, floral 39c
- \$1.95 Tyrolean Pine Bath Crystals, 1 lb. 59c
- St. Denis Bath Crystals, cellophane bags 25c, 3 for 69c

DEODORANTS

- 50c Surcholin Cream Deodorant 19c
- 25c Dri-Dew Deodorant 13c
- 4p Cream Deodorant 23c
- 50c Nettee Liquid Deodorant 33c

FACE POWDERS

- \$1 Size Woodbury Face Powder, (disc.) 59c
- 50c "Battik" Perfume both for 39c
- \$1 Evening in Paris Face Powder with harmonizing rouge and lipstick, all for **\$1**
- \$1 Seventeen Face Powder with harmonizing rouge and lipstick 89c
- \$1 Size Vivadon's "Laleneuse" Face Pow. 29c
- \$1 Size Lucretia Vanderbilt Face Powder, cream and gold box 19c
- size Bond St. Toilet Water, both for **\$1.10**
- \$1.10 Yardley Face Powder with trial
- \$1 Primrose House Face Powder 80c
- 55c H. H. Ayer's Beautifying Face Powder 35c, 3 for **\$1**
- \$1.10 H. H. Ayer's Beautifying Face Powder 65c, 2 for **\$1.25**
- 50c Perfume Face Powder and 50c Lucretia Vanderbilt Face Powder with matching rouge, lipstick and nail polish, **\$1**
- \$1.10 Harper Face Powder 75c

COLOGNES AND TOILET WATERS

- \$1.50 "4711" Rose Geranium Cologne **\$1**
- \$1.75 Springtime in Paris Toilet Water 89c
- \$1.25 Lucien LeLong "Whisper" Cologne with atomizer **\$1**
- \$1 Cherys Cologne, Violet, Carnation, Gardenia 49c
- \$1 St. Denis Crapapple Cologne, 1 pint 59c
- \$3.25 Molinard Cologne **\$1.49**
- \$1.75 Molinard Cologne 98c
- \$2.50 Floret Toilet Water 59c
- \$1.50 Isaby Cologne 49c
- \$1 Gabilla Cologne "Sinfu Soul" 59c
- \$2 House of Flowers Cologne 89c
- \$2 Ybry Infusion "Desir du Cœur" "Femme de Paris" **\$1**
- \$1.50 Pinaud's Apple Blossom Cologne 69c
- \$1 D'Orsay "Belle de Jour" Cologne 59c
- \$1 Goldwing Cologne 69c
- \$1.85 Rallet Toilet Water **\$1**
- \$1 Roger & Gallet Violet Cologne and 75c Sachet both for **\$1**
- \$1 Djerkiss Cologne 79c
- 50c St. Denis Colognes 29c
- \$2.50 Renaud's "Sweet Pea" Toilet Water 79c
- 60c Vaniline Toilet Water 39c
- \$2 Lengyel's Imperiale Russe **\$1**
- Wristley Cologne with atomizer 59c

LOTIONS

- 35c Size Violet Marshmallow Lotion 21c
- 35c Size and 20c Size Cashmere Bouquet Lotion both for 36c
- 50c Size Honey & Almond Lotion 2 for 40c
- 85c Harriet Hubbard Ayer's Hand Lotion and 83c Hand Cream both for **\$1**
- 50c Size Campana's Italian Balm 39c
- Campana's Italian Balm, 10 oz. deodorant 89c
- 50c Size Jergens' Lotion and 25c Size Jergens' All-Purpose Cream, both for 39c
- \$2 Dorothy Gray Dry Skin Lotion **\$1**
- High Rose Almond Lotion 25c

Pinaud's Specials

- 85c Size Lilac Vegetal 2 for 73c
- 85c Size Eau de Quinine 2 for 73c

- Hospital and Sanitary Supplies
- 39c Size Hospital Cotton, 29c, 4 for **\$1**
- 16 oz. Sterilized Cotton 69c
- 6 oz. Sterilized Cotton 37c
- 4 oz. Sterilized Cotton 23c
- Regular 89c Fountain Syringe or Water Bottle 59c
- Regular \$1 Fountain Syringe or Water Bottle 69c
- Regular \$1.25 Fountain Syringe or Water Bottle 89c
- Regular \$1.50 Fountain Syringe or Water Bottle **\$1.09**
- Regular \$2 Fountain Syringe or Water Bottle **\$1.49**
- Regular \$3.25 Marvel Whirling Spray **\$2.95**
- Regular \$2.98 Compacto Syringe **\$2.19**



\$2.00 Size SWISS PINE BETH OIL

16-oz. **69c**
A pine bath will help you feel refreshed after a trying day. Only a table-spoon is needed. First time at this low price.



\$2.50 Size FIORET PERFUME

59c
Gardenia, Jassin, and the well known Chose Promise. In the original French bottle at this exceptionally low price.



\$1.75 Size TUSSY RICH CREAM

\$1.00
Rich in oils this lovely night cream helps to keep the skin soft and supple. Specially priced for October Toiletries Festival.



\$1.00 Values COMPACTS

49c
Single and double, thin or snuff-box type with velvet puff. Many styles and sizes; both enamels and jewel tones.

St. Denis Special
\$1 Box St. Denis Bath Soap 59c
Contains 4 cakes



October Festival ELMO SPECIAL

novelty pousette compact and generous supply of face powder included with each purchase of \$1.00 or more of Elmo preparations.



BARBARA GOULD

Face Powder, Rouge, Lipstick and Nail Polish All For **\$1.00**
Included with the regular \$1.00 box of Barbara Gould Face Powder you will receive matching rouge, lipstick, and nail polish.



20% Off Primrose House Beauty Preparations

Face powders, creams, lotions, rouges, and lipsticks. \$1.00 items will cost you only 80c. Add up what you can save.



\$1.25 Harriet Hubbard Ayer LIPSTICK

69c
Smart gold color and black case you will be proud to carry. Smooth textured lipstick in new Harriet Hubbard Ayer shades.



\$2.00 Size Pinaud's ALL PURPOSE CREAM

59c
Excellent cleanser and night cream. May be removed with a little warm water, finishing with cold water. May also be used as a powder base.



\$1.00 Size ROI ROYALE COLOGNE

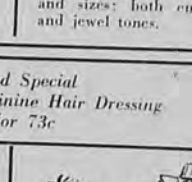
39c 3 for **\$1.00**
6-oz. bottle of fragrant cologne with handy shaker top. Soft, flower odors of Apple Blossom, Carnation, Lilac, Gardenia, Jassin, Royal Bouquet.

Pinaud Special
85c Eau de Quinine Hair Dressing 2 for 73c



\$1.00 Size Lucretia Vanderbilt PERFUME

15c (Discontinued)
Lovely, fragrant perfume. Three odors: Allure, Renee, and Lucretia Vanderbilt in smart octagon shape bottle.



\$1.65 Value ST. DENIS

\$1 Bath Powder and 65c Cologne Both For **88c**

You will want several for yourself and for gifts. Carnation, Lilac, Gardenia. Smart cream and gold box. Cologne and bath powder tied together with pastel ribbon.

Phone and Mail Orders Receive Prompt Attention...Just Phone Stone 6500

DRUGS AND TOILETRIES, MAIN FLOOR

CENTRAL TRUST AUTO LOANS

HERE is the modern, thrifty way to buy a car on time: Borrow from the Central Trust Company . . . then repay your loan in convenient monthly installments, arranged to fit your budget. Central Trust Auto Loans are available for financing new or used car purchases. You need not be a depositor. An Auto Loan here helps you establish bank credit . . . a valuable personal asset. Complete information furnished without obligation. We welcome your application.

CENTRAL TRUST COMPANY

25 E. MAIN ST. 1806 EAST AVE.
Member Federal Reserve System Member F.D.I.C.

Elm League

Team matches in last Wednesday's Elm League: Schrader (2262) 2, Avery Restaurant (2456) 1; Regent Parking (2554) 2, Big Elm Cigar (2473) 1; Field Sanitarium (2434) 3, Y. & E. Sales (2101) 0; Klee Cigars (2550) 2, Staub & Son (2383) 0.

Fanatic League

Team matches in the Fanatic League at Elm Hall last Wednesday: Alexander Smith Rugs (2552) 3, W. A. Case & Son (2331) 0; Bernard Held (2573) 3, Sealex Linoleum (2256) 0; Monroe Diner (2619) 3, Hoisting Engineers (2290) 0; McFarlin (2663) 2, Tommy Jenks (2629) 0.

Police No. 2 League

Ernie Dell's 565 topped the Police No. 2 League at Genesee Hall last Monday.

Team matches: Exchange No. 1 (2374) 2, Radio (2279) 1; Franklin (2390) 2, Brouson (2235) 1; University (2232) 3, Charlotte (2180) 0; Joseph (2239) 2, Lyell (2219) 1.

Elm Ladies League

Beulah Boyce banged out 529 to top last Thursday's Elm Ladies' League.

Team matches: Ryan Carting (2181) 2, Caruso's Restaurant (2095) 1; Moose Club (2100) 2, Hensler Jewellers (1874) 1; Dutch Markins (2269) 3, Colubs Hill Grill (1827) 0; Bernard Held (2051) 2, Perry Flower Shop (1763) 0.

A Lifetime Opportunity for a Lifetime Roof!

A NEW TYPE OF ROOFING

Ruberoid Textured 3 TAB HEXAGON

- Better Design
- Beautiful Colors
- Better Nailing
- Longer Life

A new product by an old, reliable manufacturer.

Phone MAIN 178c.
For Free Estimate:

Special!

Introductory Offer
At A Surprisingly
LOW PRICE

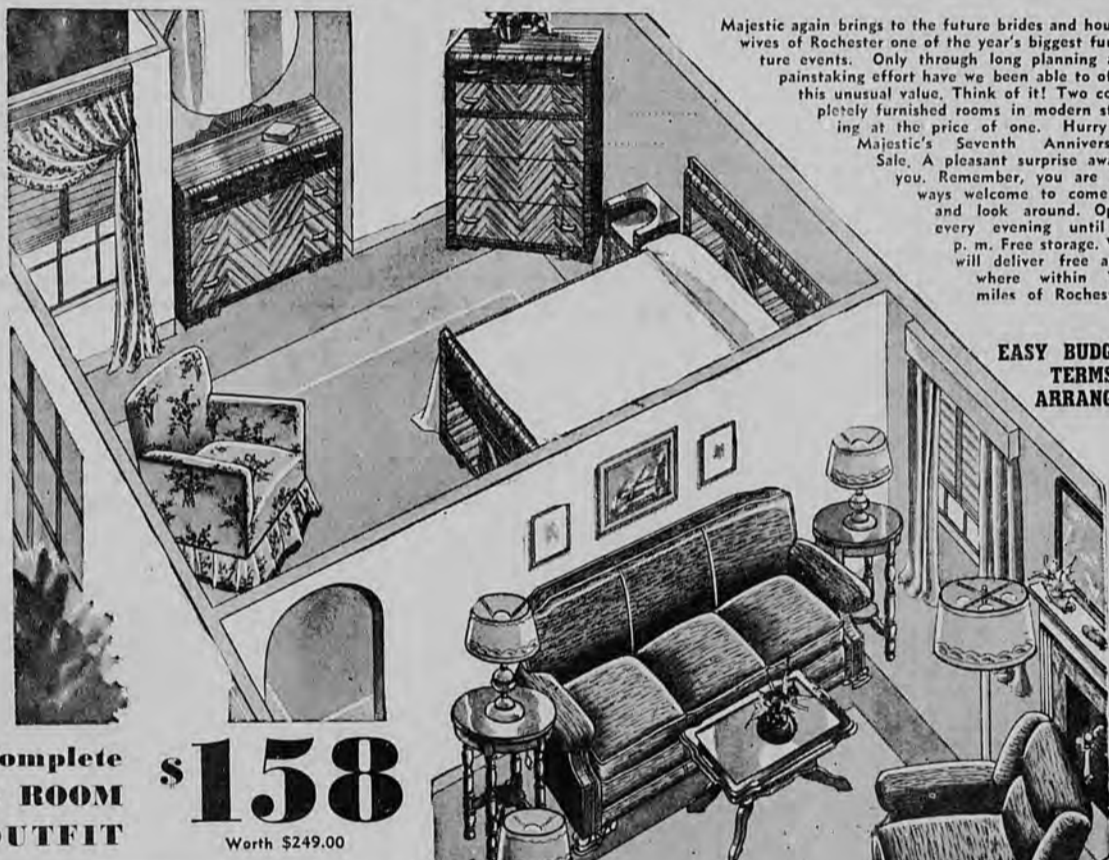
For advertising purposes the factory has practically given us this material to introduce this new shingle for the first 15 jobs.

KEMP ROOFING CO.

331 WEST MAIN ST.

OPEN EVERY EVENING UNTIL 9 P. M.

MAJESTIC'S SEVENTH ANNIVERSARY SALE FEATURE 2 COMPLETE ROOM OUTFITS



Majestic again brings to the future brides and housewives of Rochester one of the year's biggest furniture events. Only through long planning and painstaking effort have we been able to offer this unusual value. Think of it! Two completely furnished rooms in modern styling at the price of one. Hurry to Majestic's Seventh Anniversary Sale. A pleasant surprise awaits you. Remember, you are always welcome to come in and look around. Open every evening until 9 p. m. Free storage. We will deliver free anywhere within 100 miles of Rochester.

EASY BUDGET
TERMS
ARRANGED

Complete 2 ROOM OUTFIT **\$158**
Worth \$249.00

\$5 DOWN DELIVERS
You May Purchase Either Suite Separately If Desired

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 and 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
- Simmons Spring
- Simmons Mattress
- 2 Pillows
- Night Table
- Chintz Boudoir Chair

MAJESTIC FURNITURE COMPANY

Out of the High Rent District
204 COURT ST.

FREE PARKING AT BILL AND SONS OPPOSITE STORE

TABLE TOP STOVES

— AT —

HALF PRICE!

COMBINATIONS

Reg. \$149 value. AS LOW AS **\$89**
Nationally famous make. Pay only \$3 down. . . Others at half-price.

GAS RANGES

All porcelain. AS LOW AS **\$34**
Tabletop model. Sells all over at \$54. Others at half price.



SAVE WEGMANS AUTO TICKETS TO

WIN THIS 1941 CHEVROLET

With every Wegman purchase of 25c or over you'll receive a free Automobile Ticket. Deposit the stub in any Wegmans Store and keep the main part of the Ticket. Every Week, EXTRA TICKETS will be given with specially featured items, such as listed in this adv.



HARVEST SALE FOR FRIDAY AND SATURDAY Tender Young Fresh HAMS 17c LB.

Rochester's Largest Meat Retailers!

- 2 Extra Tickets With Club **ONTARIO CRACKERS** lb. 16c
- 2 Extra Tickets With LaChoy **CHOP SUEY** can 25c
- 2 Extra Tickets With Olde Homestead 2-Lb. **ORANGE MARMELADE** jr. 25c
- 2 Extra Tickets With Sniders Oyster **COCKTAIL SAUCE** bot. 19c
- 2 Extra Tickets With Clapps **STRAINED FOODS** 3 cans 20c
- 2 Extra Tickets With Six 12 Oz. Bottles **HIRES ROOT BEER** 6 for 25c
- 1 Extra Ticket With Each **WILCOR'S DIETAZE** jr. 17c
- 1 Extra Ticket With Stanley's **CREAM CORN STARCH** 2 pkg. 19c
- 1 Extra Ticket With Ingersolls **NOODLE SOUP** lge. cn. 10c

An Extra Automobile Ticket With Each One Of These Items

WIDMERS CONCORD **GRAPE JUICE** 10c pt.

No. 2 CLARK'S FAVORITE **SWEET PEAS** 2 cans 25c

No. 2 CLARK'S GOLDEN **BANTAM CORN** 3 cans 25c

DR. PHILLIP'S BLENDED OR **ORANGE JUICE** 2 cans 15c

Dr. Phillips Fancy Segments **GRAPEFRUIT** 9c can

FOR FALL HOUSECLEANING **OAKITE** 12c pkg.

1/4-LB. ORANGE PEKOE **FOOTES TEA** 17c pkg.

14-OZ. BOT. SNIDERS **CATSUP** 2 for 25c

1-LB. PKO. MEISENZAHN'S **EGG NOODLES** 11c pkg.

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.



Two Extra Auto Tickets With Each 1-Lb. Roll At **34c**

Wegmans HOME OWNED FOOD MARKETS

FREE PARKING FOR CUSTOMERS

ROCHESTER
Eddie's
ed for gar
944 to pile
Monday
League at
Individu
Alessi wit
ROCHESTER
WEEKLY
NOW
2 Gal.
69c
Speci
75c
SPEEDY
214
Fr. & S
Women's S
5c
MYER
19 Front
A
Diamond
Apprais
FR
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Louis J. G
MA
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Rochester League
Eddie's Chop House connected for games of 1008, 1050 and 944 to pile up a big 3002 in last Monday night's Rochester League at Elm Hall.
Individual honors went to Alessi with 689. Dick Galotti had 660, Koch 634, George Lenhardt 617, Dave Martin 616 and Walsh 601.

Team matches: EAZ Novelty (2662) 2, Big Elm Dots (2471) 1; Daw Drops (2695) 2, Brass Ball Grill (2709) 1; Eddie's Chop House (2002) 2, Big Elm Dots (2314) 0; Caruso's Restaurant (2882) 3, Sargent's Smoke Shop (2480) 0; Town Hall (2529) 2, Brite Kitchen Restaurant (2454) 1; Hetzler Coal (2919) 3, C & W Auto Parts (2747) 0.

FUR COATS AND JACKETS FACTORY TO YOU — 1941 MODELS
Every kind of fur at lowest prices
November price NOW SAVE

Striped Mink-Dyed Coney	\$49	\$29	\$20
Seal Dyed Coney	\$50	\$30	\$20
Grey Caracul Paw	\$65	\$45	\$20
Hudson Seal-Dyed Coney—super quality	\$79	\$52	\$27
Opossum-Dyed Skunk	\$89	\$65	\$24

CLIFFORD FUR CO. 1288 Clifford Ave. Main 474
Mrs. Grace Faulkner, 239 Spruce Ave.

Football Forecasts

Game	Sullivan	Lyons	Carroll
Army-Harvard	Harvard	Harvard	Harvard
Buffalo-Alfred	Alfred	Alfred	No Opinion
N. Dame-Carneg. Tech.	N. Dame	Notre Dame	Notre Dame
Colgate-Duke	Duke	Duke	Colgate
Cornell-Syracuse	Cornell	Cornell	Cornell
Yale-Dartmouth	Yale	Dartmouth	Dartmouth
Fordham-Pitt	Fordham	Fordham	Fordham
Holy Cross-N. Y. U.	Holy Cross	Holy Cross	Holy Cross
Illinois-Mich.	Mich.	Mich.	Mich.
Iowa-Indiana	Indiana	Indiana	Iowa
Ohio State-Minn.	Ohio State	Ohio State	Ohio State
Niagara-St. Bona.	Niagara	Niagara	Niagara
Wisconsin-N'western	N'western	N'western	N'western
Princeton-Penn State	Penn State	Penn State	Penn State
Vanderbilt-Geo. Tech.	Vanderbilt	Geo. Tech.	Geo. Tech.

DON'T MISS THIS!
Grand Opening SALE



C.W. Claus Inc.
3rd STORE
1322 CULVER RD.

FREE SOUVENIRS

HALLOWEEN SUITS, NOVELTIES ETC. — IN ALL PRICES.

COUPON CORNER

WEEKLY IN SHOPPING NEWS — CLIP COUPONS NOW AS REMINDERS — PRESENT AT THE STORE

2 Gal. Nulife Motor Oil 69c
Colloidal — Graphited Double Lubrication Protection. 200 value. — Only 2 gal to coupon.

CIBA'S 509 E. Main Street
Special \$1.00 Soles 75c
Men and women's. Bring coupon. Good SATURDAY ONLY.

SPEEDY SHOE REPAIR 314-216 Court St.
Fri. & Sat. Only — With Coupon
Women's Satin Finish Rubbers 5c
With purchase any pair Wonder Arch Shoes at \$2.98 to \$4.98.

MYERS SHOE STORE 19 Front St. — Just off Main

Maxwell House Coffee 2 lbs. 43c
Complete line of Meats & Groceries
PAYONE'S MARKET 323 E. Main St. Phone ST. 1181

10 Thanksgiving Turkeys FREE
Every dollar spent here gives you a chance on a turkey. Bring coupon first purchase only.

Sher-Ban Service Station Webster & Garrison Ave. Gait Prod.
Fri. & Sat. Only — With Coupon
Men's High or Low Rubbers 25c
With purchase any pair shoes or outfits at \$2.98 or better. (Worth shoes not included.)

MYERS SHOE STORE 19 Front St. just off Main

REORGANIZATION & REMODELING SALE.

Sun Forecasters
all we need are the results on Saturday. Look for the first winner in next week's issue of the Sun.
Maybe you'd like to try your luck against our selectors for predictions on games to be played October 26. Listed below are the games which will be predicted next week. Make your choices now, mail your entry to the Football Contest Editor, Rochester Sun, 420 Burke Bldg., and get in line for a five-dollar prize.
Here is this week's list:
Holy Cross-Brown
Mississippi-Colgate
Syracuse-Columbia
Cornell-Ohio State
Dartmouth-Harvard
Fordham-St. Mary's
Hobart-Kenyon
Notre Dame-Illinois
Indiana-Northwestern
Iowa-Minnesota
Michigan-Penn.
Georgetown-N. Y. U.
Purdue-Wisconsin
N. Carolina-Tulane
Navy-Yale

Burba Brings Brimm From Buffalo To Face Cleveland A.A.U. Champ
Two champs, representing the Golden Gloves and the A. A. U. will tangle at the Elks Club next Monday night in the feature bout of the regular weekly sessions.
From Buffalo will come Henry Brimm, the Golden Gloves headman in the 147 lb. division to do battle with Johnny Lawlor, the A. A. U. champ from Cleveland.
In his only appearance here last season Lawlor took the measure of Cozy Storaas from Rome. However, if memory serves correctly, Storaas was only a "hollow shell" the night he fought Lawlor. At least he was somewhat less than good in that fray.
Brimm, on the other hand, has met with considerable success in the Clinton Ave. ring. This will be his first appearance this season, but the fight faithful will recall his many interesting bouts of last year.
Supporting this set-to will be a 147-lb. Novice class elimination, entries for which will be open right up until ringtime next Monday.

WOMEN!
RELIEVE NEEDLESS SUFFERING
If functional periodic complaints make you moody, nervous and irritable, try CHL-CHES-TERS PILLS for relief from systematic pain and discomfort. They are SAFE to take as directed. Contain no habit-forming drugs. Sold at all drugists. **50c** in business over fifty-five years.

AUCTION
ROYAL JEWELRY CO.
21 EAST MAIN ST. cor. FRONT
Diamonds, Watches, Silver, Jewelry, Clocks, Toilet Sets, Electrical Appliances, etc. at great savings!
FREE GIFTS TO FIRST 50 LADIES PRESENTING THIS COUPON
Fri. October 18 At 1030 A. M.
Sales Daily At 10:30 A. M. & 1:30 P. M.
Louis J. Glaser Auctioneers J. Sidney Wolfe

SPECIALLY PRICED
TURKISH TOWELS 10c 15c 25c
All Colors Culver Rd. Only!

HEAVY GAUGE ALUMINUM
Sauce Pan 39c
Mirro Brand 2 Qt. Capacity 69c Val. Sani-Tite Rim All Stores

WIDE VARIETY
Pillows 19c
Many Colors And Patterns Reg. 29c Value Culver Rd.

Ladies Fancy
HANDKERCHIEFS 3c ea.
CULVER RD. ONLY

Reg. 15c—200 Count
FACIAL TISSUES 9c bx.
ALL STORES

CHINA TEA POT 19c
Assorted Fiesta Colors Culver Rd. Only

These Specials All 3 Stores
MEN'S DRESS HOSE 10c pr., 15c pr., 25c pr.
MEN'S HUNTING SUPPLIES—
Shirts \$1.00 Up; Caps 50c Up; Wool Socks 25c Up
CANDY—Fudge 10c lb.
Complete Asst. Holiday and Party Candies 10c lb.

OLIVE-KIST NUTS
SPANISH PEANUTS, BLANCHED REDSKINS, CASHEWS & MIXED NUTS
Fresh from our own roaster. Try them — they're delicious.

ART GOODS
Dawn 100% Pure Virgin Wool KNITTING WORSTED 2 oz. Skein 29c
LILY RUG YARN, 300 Ft. Skein, 22 Different Colors, 20c
J. P. Coates and Clark's, O. N. T., Crochet Cotton.
Clark's (Boilfast) BEDSPREAD COTTON, 1200 yd. ball 25c

6-Cup Aluminum PERCOLATORS 49c
69c Value All Stores

Lady ISABEL PURE SILK HOSE 39c
All Stores

Complete Assortment of LAMP SHADES, (Sizes 8 to 19 Inches), In Newest Styles and Colors 10c to 98c
Complete Assortment of Table Lamps. All Prices. New Low Prices on MAZDA Light Bulbs.
Wide Variety of Gadgets, Plugs and Small Electrical Supplies.
OIL CLOTH In a Wealth of Colors and Patterns, 46", 29c yd.
J. P. Coates Thread, Mercerized Cotton, 100 Different Shades 5c Spool
Assorted Potted Plants, Standards, Pots In a Variety of Bright Colors.
HUGE VARIETY OF GREETING CARDS & GIFT WRAPPINGS
Complete lines of hardware supplies, house furnishing and kitchen supplies.

Plain and Fancy RAYON SLIPS \$1
Satin & Taffeta \$1.25 Val. Culver Rd. only

Full Fashioned Hose 49c
Value To 69c Culver Rd. Only

COLGATE PRODUCTS
CASHMERE BOUQUET 4 BARS 26c
CUE LIQUID DENTIFRICE — 25c Bottles 2 BOTS. 26c
Colgate Tooth Paste .. 2 reg. 25c Tubes .. 26c
Colgate Shave Cream .. 2 reg. 25c Tubes .. 26c

FIBBER MCGEE & MOLLY
Welcome C. W. Claus Inc.
Pick Up These 2 Johnson Specials
add 2¢ to the price of a quart of GLO-COAT
AND YOU GET THE 23c JAR OF SHI-NUP SILVER POLISH!
both for \$1.00 1/2 pt. 70c

A REAL BUY!
• 50c JERGENS LOTION
• 25c JERGENS CREAM
75c Value—Both For **39c**

Go first to Neisner's 5c to \$1.00 Stores

OUR FINAL CLEARANCE OF EARLY FALL NOVELTY FOOTWEAR
SUEDES GABARDINES KID-LEATHER

50¢

Most All Sizes But Not in Every Style

NOVELTY FOOTWEAR THAT FORMERLY SOLD AT \$2.00 and \$3.00 ALL AT THIS LOW PRICE
Hurry For Best Styles, Sizes

\$1.00

On Sale Friday Saturday ONLY

ALL HEEL HEIGHTS

C. W. CLAUS, Inc. 1322 Culver Rd. • 405 Ridge Rd., W. 581 Monroe Ave.
— 3 Big Stores —
OPEN SATURDAY EVES. 'TIL 9:30 P. M.

A card party for the benefit of the Welfare fund will be conducted by the PTA of Barnard School on Stone Rd. next Wednesday at 8 p.m. Refreshments, table and door prizes will be offered.

INDIGESTION

may affect the Heart
Gas trapped in the stomach or gall bladder may act like a hair-trigger on the heart. At the first sign of distress, smart men and women depend on Bilex to relieve the gas free. No laxative but made of the finest scientific medicine known for relief of indigestion. If the Bilex doesn't do it, your doctor will be glad to see you. BILEX MONEY BACK. 25c.

Nan-Chuo sent in that "I'll Never Forget" story to TRUE STORY Magazine. He's trying for the grand prize in that swell contest they're running. It's a 1941 Studebaker Champion automobile! Read November TRUE STORY for full details.—Barbara.

ONE OF AMERICA'S LEADING VACUUM CHAIRS



ELECTROLUX

Complete with attachments \$16.95 FULL CASH PRICE Easy Terms

LIBERAL ALLOWANCE ON YOUR OLD CLEANER FULLY GUARANTEED

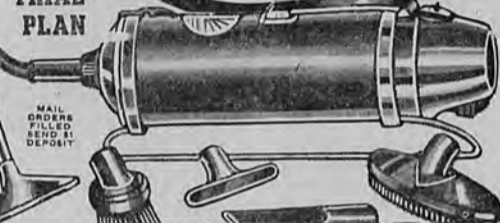
For the Same Length of Time as a New Electrolux

IF YOU CAN'T CALL, PHONE OR WRITE FOR A FREE HOME DEMONSTRATION

10 DAY TRIAL PLAN

10-DAY TRIAL PLAN

Mail Orders Filled Send \$1 Deposit



PENN VACUUM STORES
STONE 6747 30 SOUTH AVE. OPEN EVENING, 'TIL 9 P. M.

buy THREE FEATHERS

IT'S CLARI-FINED (FLAVOR-PROTECTED)



Blended Whiskey, 90 Proof, 72% Grain Neutral Spirits. Oldstyle Distillers Corp., N. Y.

HAIL EXTRA WHISKEY VALUE

New Yorkers Who Try Three Feathers—Enthuse Over Its Flavor-Protection

ROCHESTER, N. Y.—Curiosity is a national trait—and is compelling many to try Three Feathers since it has been Clari-fined, (flavor-protected). They are being rewarded by flavor at its peak! Mild-tasting as well, Three Feathers is "light as a feather". Is it difficult to conceive of such a unique combination? Then try Three Feathers—today's incomparable whiskey value!

Try THREE FEATHERS DISTILLED LONDON DRY Gin 90 proof - 100% natural grain distilled from grain. Oldstyle Distillers Corp., N. Y.

Pop—I'm sorry I smashed up the car, but it was falling apart anyway. Can I come home again if I will that new 1942 Studebaker Champion TRUE STORY Magazine is giving away for the best "I'll Never Forget" experience. Maybe you'd like to try for a prize, too. It's easy! Just get a copy of November TRUE STORY and read all about it.—Bill.

RUGS 9x12 \$1.00
CLEANED and STEAMED
Rugs, Steamers, Cleaned, Washed, Sized, Moth, Damp and Germ-proof \$3.00
ELTER CO. Est. 1872
Glenwood 3466 - 44 Arthur St.

SAVE! BUY PENNSYLVANIA HARD COAL
STOVE and NUT \$10.15
STOVE and NUT \$9.25
PEA \$8.80 CASH SHOVELLED OFF
LAKE COAL PHONE GLEN 538
255 LYELL AVE.

FURNITURE SPECIALS At UNIVERSAL

BARREL CHAIRS
Comfortable—Long lasting Good looking.
\$29 Reg. **\$1850**

2-Pc LIVING ROOM
Smart, Durable, Real Value!
REG. \$69.50 **\$3950**

WATERFALL BEDROOM SUITE
3 pc.
\$3950
REGULAR \$69.50 SAVE \$30

Beautiful. Judge for yourself and compare with ANY SUITE near the price.

COGSWELL CHAIR
Pillow Back Balloon Cushions
\$16.75
Regular **\$29.50**
SAVE \$12.75

One of the most comfortable chairs ever built. Large stock on hand in a variety of colors and covers.

UNIVERSAL FURNITURE COMPANY
Open Evenings to 9 P. M. 293 N. UNION ST. Out of the High Rent District

McKESSON ASPIRIN TABS.
Bottle of 100 **2 for 49c**

Tincture of **GREEN SOAP**
75c Pint **27c**

HIND'S HONEY ALMOND CREAM
2 for **39c**

NOXZEMA CREAM
75c Size **49c**

HOT WATER BOTTLE
75c Value 2-Qt. Size **49c**

BLONDEX SHAMPOO
25c Size **16c**

Pro-phy-lac-tic
50c Tooth Brush
25c Tooth Powder
Both For **29c**

BOTTLE CAPS
Genuine Amber Tab Box of 2 **9c**

AMBER TAB NIPPLES
Regularly 75c Box of 2 **9c**

COCOA BUTTER
Pure U.S.P. In Handy Container **6c**

Fountain Pen INK
Large 4 oz. Bottle 15c Value **7c**

MRS. PARSONS Chocolate Covered CREAM MINTS
1-Lb. Box **18c** (Limit 2)

RIGHT RESERVED TO Limit Quantities

STORK CASTILE SOAP
Reg. 10c Bats **6c**

COREGA
Powder for Plates 60c Size **29c**

JAD SALTS
60c Size **29c**

TREET BLADES
Box of 14 **25c**

SEIDLITZ POWDERS
25c-Box of 12 **8c**

HILL'S NOSE DROPS
35c Size **14c**

ANUSOL SUPPOSITORIES
\$1.50 Size **82c**

Cleansing TISSUES
Box of 500 Sheets **11c** (Limit 2 Boxes)

TOILET BOWL BRUSH
With Long Wire Handle—15c Value **6c** (Limit 2)

WOODBURY'S LIPSTICK
All Popular Shades Regular 75c Jumbo Size **29c** (Limit 2)

WAX PAPER
100 Ft. **6c** (Limit 2 Rolls)

CLOTHES PINS
Square—Polished Reg. 10c Box of 40 **4c** (Limit 2 Boxes)

IRONIZED YEAST
\$1.00 SIZE **53c**

ANACIN TABS.
BOX OF 30 **39c**

HYGEIA NURSERS
8-OUNCE **8c**

MOTH BALLS - FLAKES
POUND BOX **8c**

CITRATE OF MAGNESIA
25c SIZE **6c**

CUTICURA SOAP
25c SIZE **14c**

20 MULE TEAM BORAX
1 Lb. **12c**

ABBOTT'S VITAMIN "A" CAPSULES
25,000 Units per Capsule 25 For 85c For 100 For **\$2.64**

DR. WEST NYLON BRISTLE TOOTH BRUSH
New Low Price **25c**

KEN-L-RATION DOG FOOD
3 for 19c

Rayon Covered Rubber BABY PANTS
All Sizes 25c Value **11c**

ITALIAN BALM
35c Size **18c**

MILK OF MAGNESIA TABLETS
25c-Box of 30 **9c**

LIFEBUOY SHAVING CREAM
Reg. 25c **2 for 33c**

RUBBER SHEETING
24 inches by 26 inches 35c Value **13c**

SMITH BROS. COUGH DROPS
Reg. 5c **2 for 5c**

LAKE
HELD OVER
ROCHESTER SUN
COOKE
LEG O
POT R
ROAST
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Fresh, Delic
BROCC
Large Bunches
CELERY
Fancy, Quality
ONION
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Premier, Fancy
GRAPE
Lilly of Valley
JUNE
SCOTT
In Vacuum Pli
ECONO
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LAKE AVE. FOOD MARKET

ANNIVERSARY SALE
10TH
HELD OVER

MEATS
DELICIOUS, LEAN
FRESH HAM
17c lb.

- Arpeko Star—Whole or Shank End **COOKED HAMS** **21c** lb.
- Kaufman's Genuine Spring Kentucky **LEG OF LAMB** **23c** lb.
- Arpeko De Luxe **POT ROAST** **19c** lb.
- Arpeko Fancy **ROASTING CHICKENS** **25c** lb.
- Arpeko Fancy **'High Score' Roll Butter** **31c** lb.

VEGETABLES
Large, Solid
Danish Cabbage
5c ea.

- Fresh, Delicious, Home Grown **BROCCOLI** Only Choice Tips **5c** lb.
- Large Bunches **CELERY HEARTS** . . . **15c** bu.
- Fancy, Quality **ONIONS** . . 10 Lb. Bag **17c**

- STAPLES**
- Premier, Fancy 46-oz. Can **GRAPEFRUIT JUICE** . . **21c**
 - Lilly of Valley Sifted, Little **JUNE PEAS** 2 No. 2 Cans **25c**
 - SCOTT TISSUE** . 4 Rolls **25c**
 - In Vacuum Pliofilm Bag **ECONOMY COFFEE** . . **17c** lb.
 - WELCH'S GRAPE JUICE** **39c** qt.
 - Light House **CLEANSER** 2 for **5c**
- LAKE AVENUE FOOD MARKET**
564 LAKE AVENUE

BOWLING
WITH
ED RANDALL

Charlie Buonomo has a theory as to why Rochester bowlers are apparently unable to qualify for any of the twilight prizes in the ABC Annual Tournament. Charlie says the reason is not enough match games.

His contention (and it has a lot of merit) is that match bowling against topnotch talent in different localities tends to develop a competitive spirit which cannot be acquired in any other way and the result is that a team which has engaged in several tough match contests is better equipped to take the ABC in its stride.

We hope this suggestion will be headed. Match games provide good entertainment for spectators in addition to serving the useful purpose outlined above. Teams like the Pabst Blue Ribbons are proof enough that match games throughout the season toughen the boys for the ABC grind when the old dough-ray me rides on practically every ball delivered.

When are the Ebonites going to start their season's campaigning? Here is a team that should be able to put Rochester in the limelight at St. Paul this year. We suggest that they start making plans right now to meet the toughest competition it is possible to scare up in Buffalo, Syracuse and other communities. There are several aggregations now rolling in various leagues which could give a good account of themselves at the ABC this year if they would only realize that competing in this event requires training and careful preparation.

Buddy Club Presents
BOB CHESTER
The Nation's Newest Sensation
K. of C., Sat., Oct. 5th, 9-11

Let's Go
CHATEAU
Rochester's Foremost Night Club
★ DINING
★ DANCING
★ DRINKING
★ FLOOR SHOW
In The New York Manner
★ Reasonable Prices
★ MONROE AVENUE
at the 12 corners

PARTIES AT WEST AVE. MANOR
165 West Ave.
Wed. Nite—8:30 P. M.
Mon., Tues., Thurs., Fri.—1:30 P. M.

PARTIES AT Capitol Theatre Hall
85 W. Main St.
WEDNESDAY 8:15 P. M.

PARTIES UNION LEAGUE HALL
Sunday and Monday, 8:15 P. M.
Wednesday and Saturday, 1:30 P. M.
290 Gregory, at South Ave.

BINGO
Show 7 P.M. Games 8 P.M.
WEDNESDAY SPECIAL
Jack Pot \$50 on full card. \$5 on each of 23 games. \$20 and 25 on special games. PAID OFF IN SILVER DOLLARS!
Bring Your Friends To The BEST PLACE IN TOWN
HOLLYWOOD BINGO HALL
Wed., Thurs., Fri. & Sat.

Where To Go For Entertainment

BINGO at CHILI Recreation Hall
Every Friday Night 8:15 p. m.
\$5.00 each for the 23 games Tues. and Wed. 1:30 p. m. Tues., Thurs., Fri. and Sat. 8:15 p. m.
509 Chili Ave. at Thurston

BINGO PARTIES at BEELEY'S
Tues. Fri. 8:15 P. M.
Sat. 1:30 P. M.
142 GENESEE ST. in REAR

B BLACK & JORDAN
1 Thursday 8:30 Sunday
N First Game \$5 Ea. Nite
G GLIDE HALL
Cor. Jay and Glade
Door Prizes Entertainment

GLADYS - BINGO
Sun. Afternoon 2:30 Sharp
142 GENESEE ST.
Tues. and Thursday, 2 P.M.
170 CADY ST.

paration the way baseball teams prepare for the World Series. The Webber's Hall team have the nucleus of a strong contender, so have Gamrod-Harman, Buonomo Five, Elm Hall's Hetzler Ice and Caruso's Restaurant and many others.

Why wouldn't a Classic League be one way of providing the necessary competition and providing some interesting matches for bowling enthusiasts to watch. Let each of eight or ten bowling halls pick the strongest team possible from their regular bowlers and roll a series of matches at each hall. This would mean that each team would bowl only one match on their home alleys. The matches could be held on Sunday afternoons so as not to interfere with open bowling.

IT MUST BE GOOD!
Reorders Are Coming In By The Hundreds

TRY ONE TON AND SEE FOR YOURSELF!

There's No Better Hard Coal On The Market At The Same Price!

MILLER'S SPECIAL
High Quality, Long-Burning STOVE, EGG OR NUT

EVERY TON GUARANTEED **\$10⁹⁵** TON
Cash Only Show Off

SPECIAL PEA COAL \$9.05 ton

Prompt, Clean Deliveries Modern Trucks Courteous Drivers
TELEPHONE GEN. 20
Quality And Finest Service For More Than 20 Years

ARDEAN R. MILLER
BEST IN COKE AND FUEL OIL — 500 WEST AVE.
KNOW YOUR COAL DEALER

Mrs. Mildred M. Ryans, 323 Meigs St.

During the bowling season, 5,000,000 men and women spend \$450,000,000 for the thrill of making strikes and spares.

It must be good... so many people like it!

OLD OVERHOLT
AMERICA'S MOST POPULAR BOTTLED IN BOND

100 PROOF \$2.55
7.59

BERGHASH
ROCHESTER'S LEADING LIQUOR STORE

John Begg
Blended Scotch Whisky
A Century-Old Favorite!

Smooth and not too smoky, medium-bodied Scotch, excellent in many brands and retailing at a price below the standard for Scotch of this superb quality.

Take a Peg of John Begg
Well Named - Well Tamed

NORMANDIN
Reserve Cognac

★ Posses all the attributes of a well-made cognac. Full flavored and smooth.

★ These Who Know Fine Cognac Know Normandin!

"THE LOWEST PRICE EVER"

4 YEAR OLD "PINEBROOK" STRAIGHT BOURBON WHISKEY **\$1.82** Full Qt.

This whisky is distilled from fully matured grains producing a uniform whisky of flavor and fine bouquet. Compare Value \$2.40

ASK FOR FREE RECIPE BOOK FOR MIXED DRINKS

BOTTLED IN BOND RYE "JUDGE WINSLOW" 100 Proof **\$2.25** Full Quart

LONDON INN GIN 50 PROOF **\$1.65** QUART
"NOW IN FULL QUARTS"

2 1/2 YR. OLD 'APPLE BRANDY' 50c 1/2 Pt.

JAMAICA RUM 4 YEARS OLD 97 PROOF **\$2.75** Fifth

GORDON'S MARTINI "Extra Dry" \$1.69 4/5 Quart
Cocktails

100% PURE CALIFORNIA WINE
CHATEAU BRISAC
Compare To \$2.25 Value at this low price.
★ Sherry ★ Port
★ Tokay ★ Madeira
★ Muscatel ★ White Port ★ Burgundy

\$1.49 FULL GALLON

BERGHASH
124 CLINTON AVE. S. MAIN 786
NEXT TO LOEW'S FREE PARKING
ROCHESTER THEATER OPPOSITE OUR STORE

LIVADAS Gives You More For Your Money

★ ★ ★ ★ ★

WINE and LIQUOR

ACCOUNTS FOR THE POPULARITY OF THIS STORE

A GREAT VALUE!

Bottled in Bond Under U. S. Government Supervision

WELFORD CLUB STRAIGHT BOURBON WHISKEY

Check These 6 Amazing Points!

- Finest Type of Bourbon
- Full 4 Years Old
- Full 100 Proof
- Full Quart Bottle
- Product of Pennsylvania, Distiller
- Special Low Price

\$1.99 Full Quart Compare! \$2.00 Value!

This Bourbon is an exceptionally mellow whiskey and one of the biggest values that it has been our privilege to offer our customers.

2 BIG VALUES!

One of Scotland's Finest

RING GEORGE IV

Blended Scotch Whiskey **\$2.69** Fifth Compare! \$3.39 Value!

Our Very Best Seller

SANDY HOLLOW STRAIGHT RYE WHISKEY

90 Proof **\$1.79** Full Quart Compare! \$2.25 Value!

CITY CLUB STRAIGHT BOURBON WHISKEY

4 Years Old

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!

\$1.59 Full Quart

2 MIGHTY FINE SPECIALS

An Excellent Quality! **MEDALLION'S WINES** 3 FULL QUARTS **\$1.10**

Extra Choice **AMERICAN GOLD Sparkling BURGUNDY** Large Bottle **\$1.49**

Regular 50c a Bottle Compare! \$2.00 Value!

No Finer Quality!

LIVBRO GIN

100% Grain Neutral Alcohol

\$1.65 Full Quart 90 Proof Compare! \$2.45 Value

A real bargain in fine whiskey. Please note it is a full quart—not a fifth. The straight whiskey in this fine product is 51% mellow 4-year old to give it a distinctive flavor, the remaining 49% is pure neutral spirit.

Try it—you'll realize instantly what a sensational value it is! Livbro assures the connoisseurs of quality gin that there is no finer at any price!

Our Famous **LIVBRO Brand RYE WHISKEY**

\$2.30 Full Quart 90 Proof Compare! \$3.25 Value

A real bargain in fine whiskey. Please note it is a full quart—not a fifth. The straight whiskey in this fine product is 51% mellow 4-year old to give it a distinctive flavor, the remaining 49% is pure neutral spirit.

Try it—you'll realize instantly what a sensational value it is! Livbro assures the connoisseurs of quality gin that there is no finer at any price!

FINEST QUALITY—LOWEST PRICE

BALBOA WINES

Here are wines after your own heart! For Balboa Wines have a character all their own, a rare flavor and a delicate bouquet that is pleasant to every taste! Balboa Wines are made from choice California grapes and shielded by skilled vintners; they have an assured quality folks in all walks of life have never questioned. Get acquainted with Balboa Wines today!—You'll like them!

SWEET Muscatel, Sherry Tokay, Port **FULL GALLON \$1.35**

DRY Burgundy, Zinfandel, Claret, Barbera, Chianti, Riesling, Sauterne **99c GAL.**

LIVADAS

A NAME YOU CAN TRUST

183 MONROE AVE.

N. Y. S. LICENSE L-4229

FREE DELIVERY 5549

Buonomo League

The pins were falling better in Monday night's Buonomo League. Bill Irwin topped 682 for high individual total. Owen Amoco's 2987, Gamrod Harman's 2972 and Buonomo Five's 2952 were standouts in team performances.

Other individual highlights: Joe Court 665, Al DeVonis 653, George Ambeau 648, Tony Buonomo 642, Bob Travisee 639, Jack 638, Spike Spiegel 632, Frank

Team matches: Decker Dairy (2649) 2, Weber Hall (2725) 1, Gamrod-Harman (2972) 3, Wuesters (2737) 0, Judge Motors (2222) 2, Credit Acceptance (2441) 0, Schiliz Beer (2787) 2, Ebonite (2629) 1, Pure Quill (2631) 1, Clements Insurance (2460) 2, Rudolph Jewels (2620) 1, Moose Club (2693) 2, Cool Chevrolet (2465) 2, Calvert (2793) 2, Tommy Trail (2470) 5, Community C. & M. Forwarding (2628) 1, Buonomo Five (2952) 3, City Radiator (2544) 0, Trolley (2470) 5, C. C. West Coal Co. Gun Club (2315) 0, C. C. West Coal Co. (2697) 3, Stillman Tobacco (2341) 0, Owens Amoco (2687) 2, Park & Sons (2378) 0, Blanchard Florist (2502) 2, Stevenson Liquor Store (2449) 1.

DOLANS... Where You Buy THE CUTS CHICKEN YOU PREFER

Breasts lb. 45c Livers lb. 45c Necks lb. 12 1/2c Wings lb. 25c Giblets lb. 19c Legs lb. 35c

DOLANS

600 JEFFERSON AVE. cor. Barlett Telephone Genesee 1417

WITH COUPON

WOODBURY FACIAL SOAP

10c Size **3 for 11c** Limit 3

KEY DRUG

WITH COUPON

TOILET TISSUES

1000 Sheet Roll **3 for 11c** Limit 6

KEY DRUG

WITH COUPON

ELEC. IRONING CORDS

Reg. 25c **11c** Limit 2

KEY DRUG

WITH COUPON

KITCHEN CHARM WAX PAPER

Extra Heavy 125 Ft. Reg. 25c **11c** Limit 2

KEY DRUG

WITH COUPON

SINGLE EDGE BLADES

Pkg. of 4, Reg. 10c **3c** Limit 3

KEY DRUG

WITH COUPON

SAFETY MATCHES

Pkg. of 10 1c Boxes **2 for 11c** Limit 4

KEY DRUG

WITH COUPON

MIDOL TAB.

Large Size **32c**

WITH COUPON

Wander Malted Milk

Plain, 5 Lb. Can Reg. \$2.00 **\$1.19**

WITH COUPON

HOREHOUND DROPS

Pound **14c**

WITH COUPON

Seiberling Combination Water Bottle & Fountain

SYRINGE \$1.19 Value **59c**

WITH COUPON

HERSHEY BARS

MILD & MELLOW Large Size **8c** 3 for 23c

WITH COUPON

HIND'S HONEY & ALMOND CREAM

Reg. 50c Size **2 for 39c**

WITH COUPON

TOBACCO POUCHES

Choice of Oil Silk or Pliofilm, 25c Value **9c**

WITH COUPON

Wander Malted Milk

Plain, 5 Lb. Can Reg. \$2.00 **\$1.19**

WITH COUPON

Seiberling Combination Water Bottle & Fountain

SYRINGE \$1.19 Value **59c**

WITH COUPON

HERSHEY BARS

MILD & MELLOW Large Size **8c** 3 for 23c

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HIND'S HONEY & ALMOND CREAM

Reg. 50c Size **2 for 39c**

WITH COUPON

TOBACCO POUCHES

Choice of Oil Silk or Pliofilm, 25c Value **9c**

WITH COUPON

Wander Malted Milk

Plain, 5 Lb. Can Reg. \$2.00 **\$1.19**

Flower City Amusement (2772) 3, Rochester Turners (2668) 0, Ruby Plumbers (2810) 2, Imperial Beverages (2760) 1, Wegman's Foods (2338) 3, Wilson Oyster Bar (2284) 0.

Genesee Ladies League

Dot Hartleben banged out 577 for top individual honors in last Monday's Genesee Ladies' League. Marion Rice had 568, Edna Smith 565, Ruth

AUTO INSURANCE

Easy Way. No Collectors No Bother. \$1 week \$11 paid. Complete coverage on Liability, Property Damage, Fire, Theft and Collision. For details phone **STONE 557**

BUDGET PROTECTION

1444 Mainline Alliance Bank Bldg. Established 1916

KEY

Rochester's Modern CUT RATE DRUG STORES

470 N Goodman near Main

92 E Main near Water

457 Ridge Rd W near Dewey

546 Monroe near Goodman

TODAY, TOMORROW, SATURDAY AND SUNDAY

Jumbo Stuffed Toys

Save on your Christmas needs NOW at this low price! The kids will love these cuddly toys.

\$1.75 Value 89c 3 for \$2.59

MANY LOSE WEIGHT by NEW EASY PLAN—EAT CANDY EVERY DAY!

Many lose ugly pounds and have slender, more graceful figures. AYDS Candy contains NO DRUGS—No harmful ingredients—\$1.000 Fully Guaranteed. We invite analysis. AYDS plan calls for no exercising. Many simply eat this delicious candy to curb their appetites for rich, fattening foods. AYDS plan is effective only in cases of overweight due to over-indulgence in eating, which includes most overweight people. AYDS Candy helps supply Vitamins A, B1, and D to prevent deficiencies that build cancer due to inconstant appetite. Also contains valuable food factors from egg yolk, milk, maltine and selected vegetables. Only 7c a day—30-day supply for only \$2. Free Delivery. Be stylish—eat AYDS at thousands of happy women are doing! Get original AYDS—not an imitation. SATISFACTION OR MONEY BACK! Start now! Orders filled promptly. Just phone.

KRAFT DAIRY FRESH CARAMELS

Fresh milk, corn syrup, sugar, coconut oil, chocolate and vanilla extract. **19c lb.**

CLAPP'S BABY FOODS

STRAINED | CHOPPED FOR BABIES | FOR CHILDREN

3 for 19c | 3 for 25c

8-PIECE UTILITY BRUSH SET

A. POT & PAN BRUSH. Clean aluminum, brass and enamel.
B. DISH MOP. For plates and glasses.
C. CLOTHES & HAT BRUSH. Can be used for auto interior.
D. BOTTLE & GLASS BRUSH. For tumblers, preserve jars, etc.
E. SINK BRUSH. Useful for stove top.
F. SPLIT DUSTER. Gets hard places—chair legs, venetian blind, etc.
G. BATH BRUSH. For the whole family.
H. UPHOLSTERY BRUSH. For furniture, drapes, plush, etc.
Nationally advertised... \$3.50 at... **\$1.39** COMPLETE AT KEYS

SCOTTOWELS WITH THE NEW Tear Easy EDGE

3 Rolls... 25c Holder... 18c (100 REG. 100YD. GREEN)

John—I love you with all my heart, but I simply cannot ride in that old jalopy with you any more. Why don't you enter the new TRUB STORY Magazine contest and win that new 1941 Studebaker Champion automobile they're giving away? It's a swell contest—easy as pie! That Studebaker would be swell for a honeymoon trip—Alicia.

Keep False Teeth Purified Says Dr. Sherwin

Don't brush your false teeth or dental plates—you can't purify them that way—you can't even clean them properly that way.

Keep up with the times—get today a generous 30 cent bottle of Stera-Kleen—give your plate a bath as directed, and after the first bath your false teeth will sparkle with purity and cleanliness—will no gladden with beauty that you'll be proud of them. Your mouth will feel much better—rejuvenated.

Just a pinch of Stera-Kleen in a half glass of water and all slimy mucus stains and murkiness go—it's amazing—lasts for weeks—30 cents.

WITH COUPON

SWEETHEART SOAP

3 for 11c Limit 3

KEY DRUG

WITH COUPON

CORDIAL CHOCOLATE COVERED CHERRIES

Lb. Box, Reg. 40c **21c** Limit 2

KEY DRUG

WITH COUPON

SHOE POLISH 10c CAN

Black, Brown, or Tan **3c** Limit 2

KEY DRUG

WITH COUPON

5c BABY RUTH BAR, 5c BUTTERFINGER BAR

10c Value, Both For **4c** Limit 8

KEY DRUG

WITH COUPON

WOODBURY TOOTH PASTE

25c Size **9c** Limit 1

KEY DRUG

WITH COUPON

FOUNTAIN PENS

Ass't'd Colors, 39c Value **19c** Limit 1

KEY DRUG

WITH COUPON

NUJOL OIL

3 Quart Size **\$1.58**

WITH COUPON

Mckesson Aspirin Tab.

Bottle of 100 **2 for 49c**

WITH COUPON

MODES!

Box of 68 **89c**

WITH COUPON

Djerkiss Talcum Pdr.

Reg. 25c Size, 15c **2 for 29c**

WITH COUPON

AMAMI SHAMPOO

Reg. 15c Size **7c**

WITH COUPON

Lifebuoy Shaving Cr.

Reg. 35c Size **2 for 33c**

WITH COUPON

Noxzema Shaving Cr.

Giant 13 oz. Jar Reg. \$1.00 **49c**

Vol. III, No. 1

THURSDAY

TOWNSEND Club Rooms, Dr. Alpha, Mrs. M. Marlowood, Y. M. Club - Bar. D. 9 p. m.

FRIDAY

MT. HOLYOKE Dinner, University Club, Church Club, School Auditorium, P. m.

COUNCIL OF Bazaar and Food JUNIOR LEAGUE Barn Dance, Y. M. Club - Bar. D. 9 p. m.

SATURDAY

MERCY GUILD FLOWER - Bar. Blossom Rd., 5:30 U. OF R. - In Union, 9 p. m. ST. MARGARET SOCIETY - At Auditorium, 8:00 BROOK-LEA Masquerade and P. m.

SUNDAY

CATHOLIC W. Equal Day of St. College, 8:30 a. m. JUNIOR LEAGUE Barn Dance, Y. M. Club - Bar. D. 9 p. m.

MONDAY

FLOWER CITY Bazaar Sale, BARLEY SCHOOL by Dr. Dexter, 8:00, GLOVER ST. ROCHESTER C. Ing, Home of M. Ave., 10:30 a. m. 10th WARD R. CLUB - Annual Rd., W. 8 p. m.

TUESDAY

FLOWER CITY Bazaar Sale, NEEDLEWORK - Adm. Meeting, Plymouth Ave., 7:30, WOMEN'S AT PAUL'S EPISCOPAL Church by Miss K. House, 11:15 a. m.

BEAN A bean dish honor will be Scout Troop N. hall of Imma Church tonight

This beau port cover mohair rep during our

LIVING Shearman in fine anti Shearman in fine top Grand Rap damask, \$1 Two piece in Kid-M Two piece Oak set, \$2 English Cl fine damas Two piece mohair, \$1

VE PARK AVE. AT MEIG ST.

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Vol. III, No. 52

ROCHESTER, N. Y., THURSDAY, OCTOBER 24, 1940

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

Events Of The Week

THURSDAY, OCTOBER 24
TOWNSEND CLUB NO. 6 - Dance: Club Rooms, Driving Park Ave.
ALPHA XI-X - "Spook Dance": Maplewood Y. M. C. A.
ROCHESTER NORTH-SIDE LIONS CLUB - Barn Dance, Convention Hall, 9 p. m.
FRIDAY, OCTOBER 25
MY HOLYOKE COLLEGE CLUB - Dinner, University Club, 7 p. m.
LADY OF GOOD COUNSEL CHURCH CLUB - Party and Dance: School Auditorium, Ernestine St., 9 p. m.
COUNCIL OF CHURCH WOMEN - Barn and Food Fair: Third Presbyterian Church, East Ave. at Meigs St.
DEMOLAY COLLEGIATE CLUB - Dance, Masonic Temple Ballroom, 9 p. m.
SATURDAY, OCTOBER 26
MERCY GUILD OF THE LITTLE FLOWER - Barn: Mercy Convent, Blossom Hill, 2:30 p. m.
U. OF R. - Interscholastic Ball, Custer Union, 9 p. m.
ST. MARGARET MARY'S ALTAR SOCIETY - Annual Supper, School Auditorium, Rogers Hwy., 5:30 p. m.
BROOK-LEA COUNTRY CLUB - Masquerade and Dance, Clubhouse, 10 p. m.
SUNDAY, OCTOBER 27
CATHOLIC WOMEN'S CLUB - Annual Day of Recollection, Nazareth College, 8:30 a. m.
JUNIOR LEAGUE OF YWCA BIRTH-BARN Dance, Ye Olde Red Barn, off Hillside St.
MONDAY, OCTOBER 28
FLOWER CITY LINK NO. 38, OGC - Rummage Sale, 184 North St.
HARLEY SCHOOL F. T. A. - Lecture by Dr. Dexter Perkins, School Auditorium, Clover St.
ROCHESTER GARDEN CLUB - Meeting: Home of Mrs. John B. Frey, East Ave., 10:30 a. m.
19th WARD REPUBLICAN WOMEN'S CLUB - Annual Card Party, 461 Ridge Rd., W., 8 p. m.
TUESDAY, OCTOBER 29
FLOWER CITY LINK NO. 38, OGC - Rummage Sale, 184 North St.
NEEDLEWORK GUILD OF AMERICA - Annual Meeting, Red Cross House, Plymouth Ave., 8 p. m.
WOMEN'S AUXILIARY OF ST. PAUL'S EPISCOPAL CHURCH - Lecture by Miss Katharine Darrin, Parish House, 11:15 a. m.

Teachers To See Creative Exhibit At Art Gallery

Creative endeavors of ninety students from the Rochester Public schools and the Memorial Art Gallery classes were to be paraded before members of the personnel section at the zone meeting of the State Teachers' Association this afternoon in the auditorium.

Title of the program is "Mental Hygiene and the Creative Arts." A. Laura McGregor, nationally known in educational circles, and recently retired by the Rochester Board of Education acted as commentator, pointing out the therapeutic values of creative effort in school children.

Following the first part of the program a general discussion by members of the personnel section was scheduled. The discussion was followed by a short play "Romance of an Old Manuscript," presented by students from Benjamin Franklin High School. The play, based on Evalene Stein's Gabriel and the Hour Book was written and directed by Miss Nellie Bitz of Franklin High School.

Roosevelt Will Sweep Monroe County Say Democrat Leaders

bearers of both parties are agreed upon the merits of the draft and its part in immediate strengthening of defense. Republican workers are released into the thickly populated areas, particularly those with sons one generation removed from the Old World, preaching that a Republican victory, can still upset the national conscription program.

Another group instills terror among private insurance salesmen with instructions that they carry the gospel to their clients that another Democratic national administration will see all its private insurance companies gobbled up for complete state insurance.

Still a third group works upon the highly ethical physicians and dentists to defend themselves against socialized medicine, and for them to spread the anti-third-term, anti-New-Deal, anti-Roosevelt gospel among their patients.

Yet in the face of all this Republican workers return with reports that the outlook for November 5 is worse than before the landslide of four years ago, when the Roosevelt sweep in Monroe County exceeded a majority of more than 20,000.

Republican candidates are bound to silence except for occasional utterance of the fake campaign slogan of saving forty million dollars, which nobody can find, in state affairs, and Republicans must be still trusted to run the County regardless of what happens in the nation.

Notwithstanding, the standard

They Both Can't Be Right...

The statements contained in this article do not necessarily represent the editorial viewpoint of the Rochester Sun. Not only is the Sun politically independent, we are strictly neutral as well. This article was submitted by the Republican County Committee.

By ARTHUR LOCHTE
Republican County Chairman

Again the differences between the types of local campaigns being conducted is sufficient to assure the election of all Republican candidates.

At the outset of this campaign, the Republican committee promised the people that it would maintain its policy of conducting a straight-forward, honest, wholesome campaign. That promise has been kept. There have been no wild charges, personalities, muck-raking, or wise cracks in Republican campaigning. The same cannot be said of our Democratic opponents. For that reason no one knows, but they have seen fit to employ the same "poison pen" that so vigorously wrote "finis" on their 1937-8-9 campaigns.

Of course with a ticket that nobody knows it may be necessary to use those tactics. It must be quite a feat of smoke-screening to attempt to find reasons for candidates who have been repeatedly defeated for public offices.

Add to that, the hysteria running through their ranks, now that the star to which all their hopes were pinned is falling faster than a comet and you have the reason why the people will again vote "A" all the way. This county will give Wen-

Wendell Willkie Plurality In Monroe Seen By Republicans

Wendell Willkie as big a plurality as it gave "Tom" Dewey in 1938. Every candidate on the local ticket will be elected by a substantial majority. The people want good government in Monroe County—they have it—and they are going to vote to keep it.

They know that good government cannot be expected from a group that seeks office upon the basis of such a campaign as the Democrats have been conducting.

However the Republican committee does not ask the Democrats to change their tactics. In fact we encourage them to continue right up to election day. That means an overwhelming Republican victory.

Sun Arranges Last World's Fair Tour For This Week-End

Extra! Special! Scoop! In answer to the many inquiries as to whether or not the Rochester Sun would sponsor a special week-end tour to the World's Fair on its two closing days Saturday and Sunday of this week, we are happy to announce that such a trip has been arranged.

Saturday is Willkie Day at the Fair and Sunday is the big closing day. At midnight the Fair closes its gates forever. As predicted in the Sun last week, there are many who have planned on visiting the fair and viewing the spectacle before its close, but delay in arranging trips has brought them right down to the closing date, disappointed because they were not given an opportunity at the last minute to visit New York and the Fair.

Through the tour division of the New York Central railroad a limited number of reservations have been secured for this week-end. Rooms are available at the Commodore Hotel for (continued on page 3)

Active Duty Orders Awaited By 209th Artillery

Orders to leave Rochester for active duty about January 15 are expected from Washington this week by members of the 209th Coast Artillery under the leadership of Col. Kenneth C. Townson.

A drive to enroll approximately 300 National Guard reservists who will go on active duty as a part of the local regiment is now underway. Col. Townson has announced that men enrolled in the draft can still enlist in the Coast Artillery. This, he says, has apparently been generally misunderstood.

It is also reported that there are several openings in the Medical Dept., and 15 musicians are needed to complete the regiment's 40-piece band.

RUMMAGE SALE
A rummage sale will be held by the Junior Willing Workers of the Emanuel Evangelical and Reformed Church tomorrow and Saturday at 415 South Ave.

19th Ward Women Democrats To Play Cards

The 19th Ward Women's Democratic Club will hold a social meeting next Monday at 904 Main St. W., at 8 p. m. Cards will be played, with a prize for each table.

Those in charge of arrangements are Mrs. Mattie Reynolds, Mrs. Mabel Sweeney, Miss Victoria McNamara, Mrs. Edna Bassett and Mrs. Henrietta Borgmann.

BEAN DINNER
A bean dinner and court of honor will be conducted by Boy Scout Troop No. 13 in the school hall of Immaculate Conception Church tonight at 6:30.

FURNITURE SALE

ON JAMESTOWN EXPOSITION FLOOR SAMPLES

INCLUDING HUNDREDS OF OTHER FLOOR SAMPLE PIECES, TOGETHER WITH BEDROOM, DINING ROOM ODD CHAIRS, LAMPS, TABLES, ETC.

Savings From 30% to 60%

\$29.50 During Sale
Chair and Ottoman Covered in Damask! Outstanding Value!

English Lounge chair, gold tapestry, down seat, \$35.00	\$19.50
Large wing chair covered in English linen, \$45.00	\$29.50
Roomy Cogswell chair covered in doeskin velvet, \$33.00	\$19.50
Kittenger Lounge chair covered in fine damask, \$65.00	\$33.00
Shearman Brothers English Lounge chair covered in fine imported tapestry, \$58.00	\$34.50
Jamestown Lounge-Feudal Oak lounge chair, \$85.00	\$42.50
Grand Rapids Barrel chair covered in Brocattelle, \$58.00	\$39.50

VERY LIBERAL BUDGET TERMS

MANGURIAN'S

PARK AVE., AT MEIGS ST.

OPEN EVENINGS EXCEPT SATURDAY 7 TO 9

4 of McFarlin's 25 School-Holiday Specials in Fine Wear for Boys!

4-Piece Student Suits
Coat, Vest, 2 Matching Trousers \$19.95

All-Wool Overcoats
With Scotch Plaid Lining \$22.50

All-Wool Sweaters
Popular Crew Neck Model \$2.95

Corduroy Trousers
Colorful, Best-Wearing Quality \$3.95



McFarlin Clothing Co.
195 MAIN STREET EAST "WHERE THE GOOD CLOTHES COME FROM"

First Aid Classes Offered At Monroe

First Aid classes at Monroe High Evening School are taking on a new aspect with the addition of elementary character analysis as a part of the

course. Two classes are held each evening: the first from 7 to 8:30 p. m., and the second from 8:30 to 10. The two Monday classes meet again on Wednesday; the two Tuesday classes on Thursday. Friday there is but one class, from 7:30 to 8:30, devoted to general review and special moving pictures.

Kelly Accuses O'Brien Of Petty Politics In Rally Speech



Former Congressman, George Kelly, carried the fight to the door step of Representative, Joseph J. O'Brien, last night demanding that the present Congressman from the 38th District stop playing cheap, petty, and demagogic politics with his constituents. Before a large group of 18th Warders at the Central 18th Ward Democratic Club, Kelly charged that this rendered him unfit to represent the people of Monroe County in this time of national peril.

Kelly continued his attack on O'Brien by claiming that his successor has failed to answer the questions placed before him for fear that the public may be aware of his record.

"In the name of the voters of the 38th District, I request that these questions be answered by Congressman O'Brien," Kelly said.

He then included questions which O'Brien, who was not present, was asked to answer. These questions pertained to O'Brien's stand on appropriations for the Wages and Hours division, the neutrality act, labor, the Townsend Bill and conscription.

Kelly closed by accusing his Republican opponent of being on all sides on every issue.

Roosevelt-Wallace Finance Committee welcomes small contributions of one dollar and upwards.

Call or mail check to headquarters—67 Main Street East. Engraved receipt will be issued.

Many service station operators are advising the use of grease-dissolving Bab-O for cleaning white side wall tires.

Townsend Rally To Mark Founding Of Movement

Townsend Clubs of the 38th and 39th Congressional Districts will hold a mass meeting in Rochester on Sunday to join with clubs throughout the country in observance of the founding of the movement on Oct. 28, 1934.

The local meeting will be held at 2 p. m. at 375 Main St. E. Edward H. Fischer, deputy national representative for the local districts, will open the meeting, and Llewelyn Jones, national "trail blazer," will be permanent chairman. Principal speaker will be Paul Chase, national representative for New York State. Mrs. Ernest C. Thomas will be in charge of entertainment.

HALLOWEEN PARTY
Junior High Young people of the Asbury-First Methodist church will conduct a Halloween party tomorrow night at the home of Leroy F. Beers, Glen Rd. Guests will leave from the church in cars at 7 p. m.

WHAT A FINE STEW WE'RE IN!



Enjoy a Tasty, Creamy OYSTER STEW at ODENBACH'S OYSTER BAR

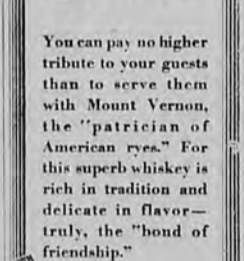
Delicious stews, made from the same kind of oysters served in New York's Grand Central Terminal Oyster Bar.

All Kinds of Delicious SEA FOODS Reasonably Priced ODENBACH'S



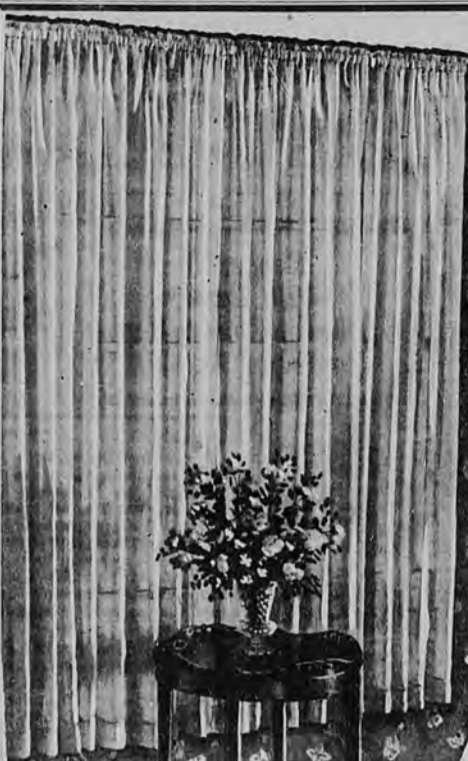
AN OLD BOND Between Friends

You can pay no higher tribute to your guests than to serve them with Mount Vernon, the "patrician of American eyes." For this superb whiskey is rich in tradition and delicate in flavor—truly, the "bond of friendship."



100 PROOF
2.69 1.69
4 1/2 QUART
GOLD BOTTLE

Mount Vernon
BRAND
BOTTLED IN BOND
Straight Rye Whiskey
COPYRIGHT 1940
NATIONAL DISTILLERS PRODUCTS CORP.



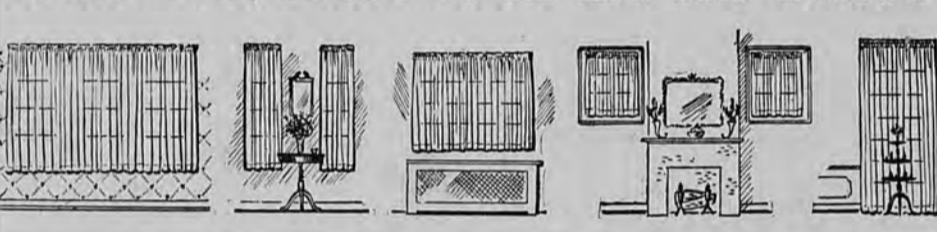
Washable! Marquisette Curtains

Immediate Delivery - Any Quantity - Any Size

STANDARD WIDTH		EXTRA WIDE	
34" x 36" Fireplace	1.39	44" x 36"	\$1.89
34" x 54" Short Size	1.59	44" x 54"	2.19
34" x 63" Short Size	1.79	44" x 63"	2.49
34" x 72" Reg. Size	1.98	44" x 72"	2.69
34" x 81" Semi-Long	2.19	44" x 81"	2.98
34" x 90" Extra Long	2.49	44" x 90"	3.29

Come... Write... Phone... Cash... Charge... Budget

IN STOCK AT LAUER'S TO FIT ANY SIZE WINDOW



Soft Pom-Pom Bordered Chenilles

On Sale at Lauer's
4.98
Green — Blue — Peach — White
Henna — Rose

They're much larger than the usual full size bed spread (99" x 108"). They'll drape beautifully in soft, thick folds. 122 large, puffed pom-pom balls carry around the border. The all-over pattern is of beautifully embossed closely woven, soft-to-the-touch chenille. Select the perfect color to match, blend or contrast with your bedroom decorative scheme.



Lamps 5.95

200 New Table Lamps

Many have exquisitely hand-decorated china bases... Some are lovely bronze or gold toned, are carved elabaster... Others trimmed with Brazilian onyx... All are the finest values Lauer's have ever offered in new style, better quality table lamps. Silk or celanese shades in a wide choice of colors. Buy them singly or in pairs in Lauer's Drapery Department.



SALE!
PRINTED SATIN
DRAPERIES 6.98
Reg. \$8.98

Soft, shimmering satin draperies in a charming floral pattern that blends color upon color in a symphony of beauty. They're 50" wide by 2 1/2 yds. long. Fully lined with lustrous sateen.



Just Say, "Charge It", In Lauer's Drapery Dept.
LAUER'S STORE OPEN EVERY FRIDAY NIGHT
LAUER'S • 50 STATE ST

AVON Famous For COATS

Hundreds of Models

SALE PRICED AT

\$9.99

Values to \$14.99

There's nothing cheap about these coats except the price! The season's best styles at savings that should bring you here when the doors open tomorrow.

\$1 Holds Your Coat 30 Days In Our Lay-Away

Includes—
• Smart Tweeds
• Herringbones
• Cashmeres
• Camelino
• Fitted Coats
• Boxy Coats
• Reefer Coats
• New Swaggers

SIZES
11 TO 17
10 TO 20
38 TO 46

AVON SHOP 132 E. MAIN ST.

Mrs. Jean Freeman, 517 University Ave.

At SMALLS • 50c DOWN • 50c WEEK

12 PIECE DELUX MATCHED UTILITY SET
Guaranteed **SUPERWARE**
MOLDED ALUMINUM

SAVE OVER 1/2 DURING DIRECT FACTORY SALE

\$14.95
No Interest Charge

FORMERLY \$44.20 THROUGH HOME DEMONSTRATORS

YOU GET THIS ENTIRE SET:
1 1/2 Qt. Round Roaster
1 1/2 Qt. Round Skillet-Cheek Fryer
1 1/2 Qt. Round Fryer
1 1/2 Qt. Round Casserole
1 1/2 Qt. Round Saucepan
1 1/2 Qt. Round Pot
1 1/2 Qt. Round Kettle
1 1/2 Qt. Round Pan
1 1/2 Qt. Round Dish
1 1/2 Qt. Round Lid
1 1/2 Qt. Round Spoon
1 1/2 Qt. Round Fork

Smalls
28 MAIN STREET EAST
JEWELERS • RADIO • OPTICIANS
OPEN SATURDAY EVENINGS

50c DOWN • 50c A WEEK

ROCHESTER
World's
(continued)
Saturday nig
special train
the Central
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Besides the
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only 14 dolla
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World's Fair . . .

(continued from page 1)
Saturday night and the big special train will leave from the Central Ave. depot tomorrow night at 10:20 p. m. Tourists will arrive in New York Saturday morning and do not have to return until 11:35 p. m. Sunday night.

Besides the round trip railroad fare, the tour, which costs only 14 dollars per person includes a room with private bath at the Hotel Commodore plus admission tickets to the Fair, to Billy Rose's Aquacade which will remain open through Sunday night, admission to another concession of your own choosing and to the Observation Roof of Radio City. Also a hearty breakfast will be given each traveller at the Arcadia Restaurant in Grand Central terminal.

Reservations are strictly limited, however, and those who contemplate making the trip at this special low price are advised to phone the Sun office immediately or tomorrow before 5 p. m. Call in person at the Sun office, 420 Burke Bldg., 5 St. Paul St. tomorrow for your tickets.

SPOOK DANCE

Alpha Tri-X of John Marshall High School will sponsor a "spook dance" this evening at the Maplewood Y. M. C. A. Music will be furnished by the "Futuristic Shuffle."

The following are in charge of arrangements: Jean Bonte, Dolores Hurd, Betty Speltz, Helen Cook, and Netta Hislop.

FALL FESTIVAL OF
DECORATIVE FABRICS
FEATURING
SALE OF CUSTOM-MADE
SLIP COVERS

Made up from the selected Sun and Tub fast dyes and crashes now on sale. Largest selections in stripes, floral patterns and solid colors in Western New York.

Fabrics Sale, Formerly 69c. Now 49c Yd.



CHAIR \$6.44
DAVENPORT . \$10.88

Beautiful selection in Upholstering Draperies and slip covering fabrics now on sale at greatly reduced price Our labor charge has been reduced for this sale.

MILL END SHOP
71 Clinton Ave. So.
Opposite
J.E. Thompson Co.

**Values Too Good To Miss
In Men's Outdoor-Wear**

BASEMENT SAVINGS FOR FELLOWS WHO WORK
OR PLAY OUT IN THE COLD — FROM NOW ON

SALE!

Men's Sweaters

\$2.89
Values to \$3.95!

A huge variety that includes every wanted kind of sweater that's being worn. Fancy fronts of Parker-Wilder flannel with knit sleeves . . . Coat sweaters in either button or zipper front style . . . heavy all-wool pull-overs with crew neck . . . wool plaid fronts with knit sleeves. Marvelous values.



Sale! Men's Jackets (Values to \$5.95) **\$4.89**

Heavy, winter-weight wool body with contrast-color leather sleeves. Full zipper front, zipper breast pocket and two largemuff pockets. Lined throughout. Brown, blue, green and gray. Exceptional values.



Men's Wool Mackinaws

\$7.89
Value \$9.00!

Good, heavy all-wool coats. Big burly double-breasted style with inverted pleat, yoke shoulder, 3-piece belt, four pockets and high storm collar. Red, blue, brown plaids.

- Plain or Plaid Flannel Shirts 95c
- Outing Flannel Pajamas \$1.19
- Men's Winter Sox 17c; 3 prs. 50c
- Men's 2-Pc. Underwear each 23c

You Can Charge Yours:

Pay 1/3 November 10th
Pay 1/3 December 10th
Pay 1/3 January 10th



MAIN ST. at ST. PAUL

LINCOLN'S

MAIN ST. at ST. PAUL

16th Anniversary Sale!
LAST TWO DAYS - - - FRIDAY and SATURDAY

Seconds of Regular \$1 to \$1.29
NATIONALLY ADVERTISED SHEETS



At Half Price
59c

63 x 99
72 x 99
81 x 99
81 x 108

Every time Lincoln's offers sheets of this quality at this price there's a riot. Be here early if you want to get some.

42x36 Percale Regular 20c
PILLOW CASES 14c

80 Square Bib or
COVERALL APRONS

Reg. 25c
15c

Fast color 80-sq. percales in 5-panel and 7-panel styles.
Our Regular \$1
CHILDREN'S SHOES 78c
You Save 21c a Pr.

Sturdy play shoes and Sunday dress-ups. Many styles. Sizes 8 1/2 to 2.

Seconds of White Broadcloth
First Quality Fancies

MEN'S SHIRTS
69c



We Sell Thousands at \$1. It's Your Bargain at This Price.

Get in on this sale and save 31c on these shirts. Sizes 14 to 17.

Men's Reg. 39c FALL TIES . . 25c

Regular 69c and 79c Values

First Quality
"AUDREY"

FULL FASHIONED
SILK HOSE

59c



Four different styles ranging from 2-thread to 6-thread in three lengths. Regularly sold at 69c and 79c. Now you can buy these at a real saving.

LAST MINUTE SPECIALS

- Reg. 10c Chinese Doilies 5c
- Reg. 20c Men's Half Hose pr. 12 1/2c
- Reg. 20c 20x40 Bath Towels 12 1/2c
- Reg. 35c Table Oilcloth yd. 22c
- Reg. 59c Women's Slippers pr. 39c
- Reg. 25c Children's 3/4 Hose pr. 13c
- Reg. 15c Part Linen Dish Towels 10c
- Reg. 35c Window Shades 27c

Reg. \$3.98 7'6"x9'
Felt Base
RUGS \$2.50

Reg. 79c White
BLANKETS 59c

Luxurious Rayon Satin
SNUG HUG Reg. 79c



SLIPS
59c

Bend or dip . . . they will not rip. This is our most popular selling slipp. In V-tailored style. Sizes 34 to 44. Tea rose only. Be early for best selection.

Floral Rayon Satin Reg. \$5
Breakfast Coat Ensemble \$3.98
Gown and Coat Included

Children's Reg. 79c
SLEEPERS 55c
Sizes 1 to 8.

Children's All Wool 3 to 16
SNOW SUITS \$5.98

Misses' and Women's Gay Color
Wool GLOVES 59c

Misses and Women's Regular \$1.29
BLOUSES and SWEATERS 88c

Half Price Sale!
Surplus stock of one of the best mills in the country.
Rayon Undies 17c
● Panties
● Bloomers
● Vests
● 39c Values
Extra and Double Extra Sizes 24c

Women's Regular \$1 Gleaming
Satin Gowns 78c
Gleaming styles in dainty V-lace necks. Sizes 16 and 17 in tearose and blue.
Women's and Misses Regular \$1
SLIPPERS 69c
Every best selling dollar style included in this marvelous sale. Save 31c a pair.

Regular 59c NEW FALL STYLE
HANDBAGS 37c
Puffettes, envelopes, pouches and others.

Floral or Persian Design
SILKOLINE COMFORTS \$1.69
Regularly \$2.29
Full Size 72x84
Pure white cotton filled. Choice of rose, green, blue, helle or brown.

Genuine Hand Made
Lacy Lace
TABLE CLOTHS \$1.98
Reg. \$2.98
Jumbo Size
Pig Grain Leatherette
HASSOCKS \$1.59
Reg. \$1.98

CHENILLE SPREADS \$1.88
Our Best Seller At \$2.59
Row after row of heavy high velvet colored chenille. Patterned on heavy white quality sheeting. Single or full bed size.

YARD GOODS SPECIALS

- Reg. 15c Fast Color Broadcloths yd. 9c
- Reg. 15c Floral Cretonnes yd. 9c
- Reg. 12c 80-Square Unbleached Cotton yd. 8c
- 36-In. White or Striped Flannel yd. 10c
- Reg. 29c Printed Challis yd. 19c

Nationally Advertised Reg. 25c
Fast Color Printed Poplins and
80 SQ. PERCALES 12 1/2c

- 27-In. White Flannel yd. 8c
- Reg. 19c 48-In. Marquisettes yd. 12 1/2c
- Reg. 25c Rayon Crepes yd. 16c
- Reg. 25c 36-In. Printed Flannel yd. 16c
- Reg. 19c 36-In. Ginghams yd. 14c

SUPER CURTAIN VALUES

Reg. 79c Delustered
TAILORED 50c
Reg. 79c Puffy Dot
RUFFLES 59c
Reg. \$1 3-Row Adjusta
LACES 69c



Reg. \$1.59 Fully Lined
DAMASK DRAPES \$1.15
Reg. \$1.79 90 In. Wide
RAYON TAILORED \$1.29
Reg. \$1 Fast Color
COTTAGE SETS 79c

Knights of St. John To Have Hallowe'en Party And Dance

A Halloween party and dance will be given by the Knights of St. John Commandery No. 197 and the Ladies' Auxiliary Drill Team No. 48, next Wednesday. Music will be furnished by Dave Johnson and his orchestra who will play both old and new dance tunes. Prizes will be offered for the best costumes.

Tickets can be obtained from members of the Commandery of the Drill Team.

Food Samples To Be Distributed At Scout Card Party

A generous bag of food and other samples will be given to each person attending the card party to be conducted at the Arnett Y. M. C. A. next Tuesday at 8 p. m.

The party is being sponsored by Boy Scout Cub Pack Den 218 Mothers.

Bridge and other card games will be played. Door prizes and refreshments will also be offered.

BASIC DRESS . . . and Dark Slips



Basic Dress No. 3151, sizes 14, 16, 36, 38, 40, 42, 44, 46 and 48. Size 36, 3 3/4 yards 39-inch fabric for dress; 1 3/4 yards for bolero included in Pattern.

Slip No. 3133, sizes 14, 16, 36, 38, 40, 42 and 44. Size 36, 2 1/4 yards 39-inch fabric; 2 yards pleating.

Send fifteen cents (15c), coin preferred, for each Pattern. Write plainly your name, address and style number. Be sure to state size you wish.

You want to be economically but smartly dressed this fall . . . every woman does. Send for your copy of the new Fall and Winter Fashion Book and choose from over 100 styles those most suited to you, and stick to your budget. 15c a copy; 10c when ordered with a Pattern.

Address Pattern Department, Rochester Sun, 121 West 19th Street, New York, N. Y.

Roosevelt Sweep . .

(continued from page 1)

Commerce Commissioner Harold S. W. MacFarlin recently hurled a shot at two Democratic candidates. After that even he was given a muffer and ordered to write and not talk, or better still to stick to a national defense consisting largely of hiding policemen in subway railroad kiosks, to catch a bomb if anything like a blitzkrieg should happen.

The extent of the Republican fears may be judged from the fact that the party's local candidates are now splitting up into pairs working for their own salvation and caring not what happens in total.

Their organizing shows much interest in next year rather than this, with their workers openly seeking large Republican enrollments for the 1941 primary when the local leadership is to be at stake in a wide open contest, precipitated by the still unexplained recent dismissal of Harold W. Baker as city manager.

Episcopal Group Sponsors Lecture Series

The Girls' Friendly Society of the Episcopal Diocese of Rochester is sponsoring a series of lectures on current events, books and plays by Miss Katherine Darrin in the Guild Room, of Christ Episcopal Church, East Ave.

The dates for this series are: October 28, November 11 and 25, December 9, January 20 and February 3.

Lectures are scheduled to begin at 8:30 p. m.

Proceeds will help defray the expenses of Holiday House, the organization's summer camp at Conesus Lake, which is under the auspices of the Dioceses of Buffalo and Rochester.

Norman Thomas To Speak Here

The second presidential aspirant to visit Rochester during the present election campaign will be Norman Thomas, Socialist candidate for president who will speak at Convention Hall tomorrow night, beginning at 8:30 p. m.

The public is invited to attend the mass meeting which is being sponsored by the Independent Committee for Thomas and Krueger.

W. R. C. POST MEET
E. G. Marshall W. R. C. No.

27 will meet in the G. A. R. Tuesday. All officers are requested to be present.

ONE OF AMERICA'S LEADING VACUUM CHAINS

The News You've Been Waiting For!

REBUILT
HOOVER
Plus BRAND NEW FAMOUS MAKE
HAND CLEANER
LIBERAL ALLOWANCE ON YOUR OLD CLEANER

FULLY GUARANTEED For the Same Length of Time as a New Hoover

IF YOU CAN'T CALL, PHONE OR WRITE FOR A FREE HOME DEMONSTRATION

10 DAY TRIAL PLAN

\$14.95 FULL CASH PRICE

PENN VACUUM STORES
30 SOUTH AVENUE
STONE 6747
OPEN EVENINGS 'TIL 9 P. M.



Triple Threat

BOOTS cold out of the picture
SHEDS rain like a duck's back
PASSES every test for smartness

\$5.95
LEATHER and WOOL

Get out and enjoy life—with this husky next to you. Soft capeskin and fleecy wool are the team that make this jacket a "champ" in any company. It's snugly plaid-lined, with roomy pockets for stowing away all your odd gear. And the full-length zipper makes it easy to put on—and take off—in a jiffy. What? You've seen its double around town at \$7.50? Then you know what a stand-out it is here, at only \$5.95.

BOND CLOTHES D
133 EAST MAIN
14 SOUTH AVE.
"America's Largest Clothiers"

Why it's just A B C
[Always the Best Choice!]

to get a smoother drink—

NATIONAL'S EAGLE
"The King of Blends"

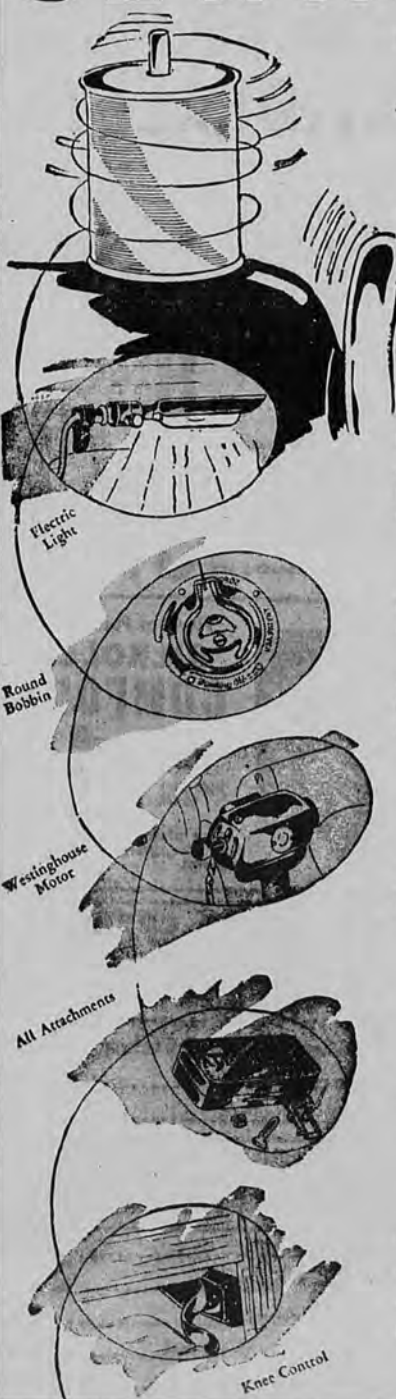


If you want a perfect, mild, gentle whiskey, try National's EAGLE. And compare its price, its body, its aroma and its taste with any blend at any price.

National Distillers Products Corporation, New York—90 Proof. 40% straight whiskey, 60% grain neutral spirits

Sibley, Lindsay & Curr
OPPORTUNITY SALE SENSATION!
Our Regularly \$99.50 "New Century" Electric
SEWING MACHINE

(Without a Trade-In \$99.50) **\$59.50**
And Your Old Machine



Everyone who sews knows the advantages this up-to-the-minute famous machine has to offer! Smooth performance saves time, energy; new labor-saving devices make sewing a real pleasure. The full rotary bobbin can't clog or tangle thread. The Westinghouse air-cooled motor purrs like a dream. And there's adjustable knee control and a complete set of attachments and sewing instructions.

No Down Payment Needed

Simply make convenient monthly instalments, which include our modest service charge.

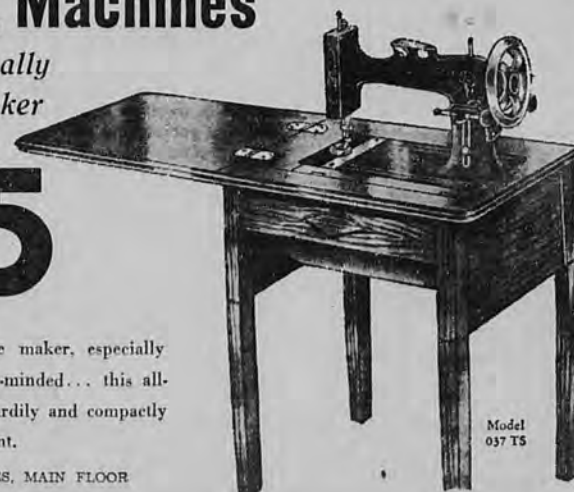
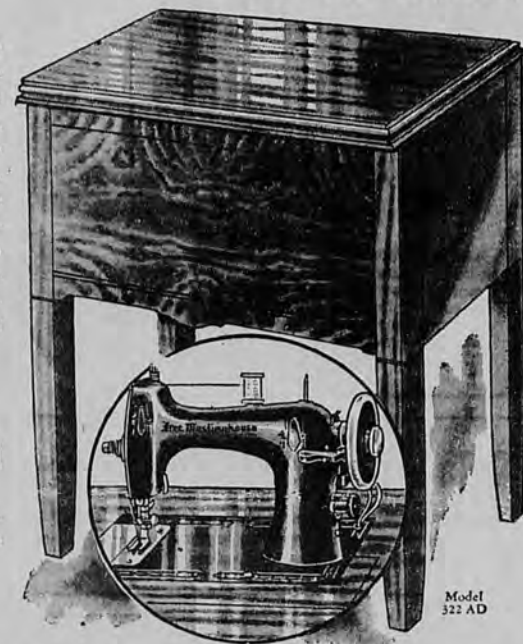
\$49.50 All Electric Sewing Machines

By a Nationally Famous Maker

\$25

A boon to the home maker, especially those who are budget-minded . . . this all-electric machine is sturdily and compactly built. No down payment.

SEWING MACHINES, MAIN FLOOR



Charge Purchases Made Balance of Month Billed Dec. 1st

EDWARDS BARGAIN BASEMENT

LOWEST PRICES ALWAYS EVERY DAY A BARGAIN DAY SHOP DOWNSTAIRS AND SAVE

Extra Special VALUES On SALE FRIDAY and SATURDAY



Rejoice In These Marvelous Savings!

MISSES HIGHER PRICED UNTRIMMED COATS

Only 50 To Sell At

8.88

Values 10.95 To 12.95

This coat event is nothing short of sensational! Warm tweeds and colorful plaids in boxy and fitted styles. Beautifully lined and warmly interlined. Roomy pockets, new sleeves and collars. Single and double breasted models. Gored skirts. Sizes 12 to 20. Come in and see for yourself what we have to offer for this low price!

EDWARDS—Bargain Basement

The Perfect All Weather Coat! MEN'S AND YOUNG MEN'S REVERSIBLES

Regular Value 12.95

9.95

"For Fair Or Stormy Weather"

Wear the all wool fabric side when the weather is sunny, reverse it and wear the water repellent gaberdine side when the weather is rainy! Two coats for the price of one and all in one! All wool cashmere in herringbones, overplaids and mixtures. Brown, blue, green and gray. Regulars, shorts, longs. Sizes 34 to 42.

EDWARDS—Bargain Basement



Made By the Makers of "Roman Stripe" FAMOUS SILK STOCKINGS



All Full Fashioned **44c** PR.

Irregulars Of 69c Quality

If perfect would sell for 69c. Slight irregularities that do not affect the wear and are hardly noticeable. Every pair full fashioned and reinforced at all points that get hardest wear. All Fall shades to blend with every costume color. Sizes 8 1/2 to 10 1/2.

TERRY CLOTH CAMPUS SOX
Irregulars of 39c. Skipper blue, red, wine, brown. **29c**

EDWARDS—Bargain Basement

Worn By Thousands Of Smart Women Everywhere! NATIONALLY KNOWN ARCH SHOES



Complete Range of Sizes 3 1/2 to 9 ... AA to EEE

1.99 Pr.

For Nurses, Professional Women ... Housewives ... women who spend hours on their feet



Choose your Fall shoe wardrobe now from our new Fall presentation of famous nurses' shoes ... dressy oxfords ... regulation walking types ... all designs and special scientific features for comfort and fit. Especially suited to women who spend many hours a day on their feet such as nurses, waitresses, housewives, business women, etc. Look over our complete stock today.

EDWARDS—Bargain Basement

For A Limited Time Only! Famous Make Heavy Quality GENUINE INLAID FLOOR COVERING

At A Sensational Price **58c** Sq. Yd.

Has every appearance of the genuine \$2 inlaid linoleum! Every color inlaid through to the waterproof base. Easily cleaned and very durable. Numerous attractive patterns for your selection. A 9 x 12 ft. room can be covered for \$6.96! Other sizes at proportionate prices!

EDWARDS—Bargain Basement



Manufacturer's Closeout! CHINTZ BOUDOIR CHAIR COVERS



Values To **\$1** Each

High quality figured chintzes in four attractive patterns. No full range of any one design but a splendid choice of colors. Made to fit regular boudoir chairs. Shop early for best selection.

EDWARDS—Bargain Basement



THE HOOP-LA!

Yards of graceful flare in our new

COAT DRESS

100 inches of swirling flaring skirt in eleven figure molding gores. **78c**

Figure flattering new fashion ... slender graceful whittled waist flaring into wide skirt ... dashing polka dots with dainty lingerie collar.

All fast color ... washes beautifully ... easy to iron opens flat ... Lustrous Loomtex cotton poplin in NAVY, WINE, COPEL or GREEN. SIZES 14-16-18, 36-40-42-44.

Mail or Phone orders filled while quantities last!

EDWARDS—Bargain Basement



Girl's Adorable COTTON DRESSES

Sizes 7-14 **38c**

Cotton poplin, broadcloth and percale. Polka dots, checks, plaids, florals.



"Scranton" LACE CURTAINS

1.19 Values **98c**

Dainty design in ecru. First quality. 36" wide, 2x1-6 yds. long. 2 looped

Children's ALL WOOL GLOVES and MITTENS

For school or dress wear. Better grade 49c to \$1 a pair.

39c

EDWARDS—Bargain Basement

Sibley, Lindsay & Curr Co.

SHOPPING COUPONS
MAKE PAYING EASY

Hundreds and Hundreds of Items for You and
Your Family and Your Home, Marked at Prices
Which Make This Our Greatest Sale in Months!



Opportunity

LINENS, BEDDING

- \$5.98—PURE WOOL BLANKETS in soft, plain shades. Thick, warm spongy weave. 72x84 in. Ideal for cold winter nights. \$4.98
BEDDING, THIRD FLOOR
- \$2.39 Value—MATTRESS COVERS in convenient new style. Heavy unbleached cotton with non-rip corners. For Beautyrest or box springs. \$1.98
BEDDING, THIRD FLOOR
- \$9.98—DOWN COMFORTABLES, covered in Celanese rayon taffeta. Lofly, warm light filling of down. Size 72x84 in. \$7.85
BEDDING, THIRD FLOOR
- \$3.00 Value—BED PILLOWS, filled with 5% white goose down and 95% white goose feathers. Printed Sateen covers. \$1.79
BEDDING, THIRD FLOOR
- \$4.98 Value—BLANKETS of 50% rayon and 25% wool on cotton warp. Plain colors with Jacquard borders. Size 72x84 in. \$3.98
BEDDING, THIRD FLOOR
- 39c to 45c Values—CANNON TURKISH TOWELS, big bath sizes, 21x40 in. and 23x44 in. Solid colors with white borders, or white with colored borders. 29c
Face Towel, 16x28 in. 19c
Wash Cloths, 12x12 in. 6 for 59c
LINENS, MAIN FLOOR
- \$3.50 Value—LACE TABLE CLOTHS, of exquisite 8-point filet. Large 72x90-in. size. Lovely wildrose design for your dinner table. \$1.98
LINENS, MAIN FLOOR
- 39c Value—GUEST TOWELS, beautifully handmade with embroidery and cut-work on fine cotton. Solid colors, blue, green, gold or peach. ea. 29c
LINENS, MAIN FLOOR
- \$3.50—CHENILLE Bath Mat Sets in smart floral patterns. Mat size 21x34 inches. Choice of popular plain color grounds. set \$2.79
LINENS, MAIN FLOOR
- 57c—PEQUOT SHEETING, famous for its smooth, strong quality. Bleached snow-white, 81-in. wide. yd. 39c
COTTONS, AISLE C
- 39c—PEQUOT TUBING, 45 inches wide, for making fine, lasting pillow cases. Bleached, close-woven, yd. 23c
COTTONS, AISLE C
- 25c PRINTER FLANNEL of unusually warm, soft quality. 36-in. width, floral patterns in delicate colors. yd. 15c
COTTONS, AISLE C
- 19c—OUTING FLANNEL, white or solid colors. 3 to 10-yd. lengths we'll cut to suit your requirements. 36-in. width. yd. 10c
COTTONS, AISLE C

NOTIONS

- \$1 Adjustable metal enameled SHOE RACK. Fits into your closet. Double adjustable rack that adjusts to 33". Complete. 77c
NOTIONS, AISLE H
- Men, keep your clothes clean and dustless with regular 39c TRANSPARENT SUIT COVERS. 29c
NOTIONS, AISLE H
- Save on regularly \$1 "Willowee" HAIR NETS. Gray, white or lavender. Doz. 89c
In Colors. Doz. 59c
NOTIONS, AISLE H
- Protect your dresses, blouses, and coats with our regular 35c "Royal" nainsook DRESS SHIELDS. White only in regular or crescent sizes. 27c, 4 Pcs. \$1.00
NOTIONS, AISLE H
- A thousand household uses! Our regular 39c RUBBER HOUSEHOLD APRONS, large size. 29c
NOTIONS, AISLE H

CANDY

- Look at this CANDY COMBINATION SPECIAL! 1lb. freshly roasted mixed nuts—with no peanuts, 1-lb. irregulars 49c jellies. BOTH FOR 49c
MAIN FLOOR
- Our famous "Kitchen Made" Assorted CREAM WAFERS. Deliciously fresh and creamy. Lb. 23c
CANDY, MAIN FLOOR

MEN'S WEAR

- \$1.39 to \$2.50 MEN'S SHIRTS, including hundreds of whites and the smartest fancies of the current season. They've been going fast, but we still have a good assortment, at \$1.00
AISLE B
- Reg. \$37.50 MEN'S SUITS, our own "Silbury" two-trouser suits. In tweeds, hard twist cloths, nailheads, worsteds, even Glen plaids. Every suit with extra trousers. \$29.95
SECOND FLOOR
- \$35 to \$45 MEN'S TOPCOATS, the cream of our regular fall stock. Tweeds, fashionable covers, West-of-England shetlands, even many coats by Rochester's own Stein Bloch. \$29.95
SECOND FLOOR
- \$5.45 MEN'S SHOES, our regular "Silbury" shoes, which hundreds say are superb values at their regular price. All the newest shapes and finishes, reduced, this week, to only \$4.45
AISLE A
- \$1.29 MEN'S SLIPPERS, in the most popular style we sell: all-leather uppers, soft soles, plaid cloth lining in bright colors. Brown, burgundy, black or blue, now only \$1.09
AISLE A
- \$17.95 and \$19.75 REVERSIBLE TOPCOATS, men's "year around" coat. Wool tweed on one side, rain-resistant cotton gabardine on the other. This week only they're \$12.95
SECOND FLOOR
- \$1 to \$2 MEN'S TIES, including twills, reps, Spitalfields, foulards, poplins, in silk-and-wool and silk-and-rayon materials. One of the best buys we've seen in a long, long time! 79c
AISLE B
- \$1.65 to \$1.95 MEN'S PAJAMAS, in beautiful soft broadcloth, either notch-collar coat or slip-on style. A complete selection of new patterns. \$1.19
AISLE A
- \$2 MEN'S UNION SUITS, 90% cotton and 10% wool. Short-sleeved, ankle length; or short-sleeved, three-quarter length. In white, 38 to 46. \$1.59
AISLE A
- 50c MEN'S SOCKS in two groups: "Laird" rayon cotton-and-wool, in clock and stripes; or ingrain cotton, in plaids and Argyles. 31c
AISLE B
- \$6.95 MEN'S SUEDE JACKETS, entirely perfect, not even spotted. Full zipper front, knit wrists and collar, brown only; sizes 38 to 48. \$5.45
AISLE B

STATIONERY

- Look! BRONZE DESK LAMP with FOUNTAIN PEN at a sensationally low price! Lamp with adjustable shade and onyx base in beautiful colors. Equipped with fountain pen. \$1.29
STATIONERY, AISLE M
- \$2.98 UTILITY TABLES for office or home use. Neatly finished in dark olive green. Top 16"x18", Height 28". With sliding shelf and book shelf compartment. \$2.38
STATIONERY, AISLE M
- Genuine ONYX BASE with FOUNTAIN PEN. Exceptional value for your own use, home or office, or for gifts. Smartly boxed. 89c
STATIONERY, AISLE N
- PLAYING CARD SENSATION! Scotty and patriotic designs with plenty of eye-appeal! Deck. 24c
STATIONERY, AISLE N
- \$1.35 CONGRESS PLAYING CARDS in discontinued style double decks. Famous "Congress" quality with lasting flexibility. 72c
STATIONERY, AISLE N
- \$5.50 Moore's FOUNTAIN PEN SETS of \$3.50 value precision-made fountain pen, and \$2.00 value pencil. Pen with smooth writing manifold point. Beautiful pearl-tone colors. Set \$2.88
STATIONERY, AISLE N

RUGS, FURNITURE

- \$2-\$6 CARPET SAMPLES, choice samples in great variety of designs and colors. The quality is fine, quantity limited! 97c
RUGS, FIFTH FLOOR
- \$3.95 and \$4.95—CARPETING, 18th patterns and striking new embossed designs. Excellent weave, in lovely colors. sq. yd. \$2.95 and \$3.95
RUGS, FIFTH FLOOR
- \$5.95 WILTON CARPETING, brand new beautiful pattern in close-woven Wilton carpeting. 9 and 12-ft. widths, but not in every color. sq. yd. \$4.94
RUGS, FIFTH FLOOR
- \$1.50 to \$2.50—PHOTO FRAMES, gilt and silver metal, in sizes to 8x10 in. Cotton velveteen backs. Your choice. \$1.19
PICTURES, FOURTH FLOOR
- \$10.95 to \$17.95—LUGGAGE, top quality, matching wardrobe, 2-suit, fortnighter, pullman, hat-and-shoe box. ea. \$8.59
LUGGAGE, FOURTH FLOOR
- \$3.98—TILT-TOP TABLES, for use as firescreen or card table. Choice of 5 handsome top designs. \$2.97
FOURTH FLOOR
- \$39.50—BARREL BACK CHAIRS, marvelously made, with costly details. Beautiful coverings, real comfort. \$22.79
FURNITURE, FIFTH FLOOR
- \$19.95—OCCASIONAL CHAIRS, famous "Sleepy Hollow" type, with carved frames, rich fabrics. \$11.79
FURNITURE, FIFTH FLOOR
- \$39.50—LOUNGE CHAIRS, made for comfort and beauty. Attached spring back. Gorgeous coverings. \$22.79
FURNITURE, FIFTH FLOOR

HOUSEWARES, CHINA

- \$23.59 ALUMINUM SET, all the kitchen essentials in famous Wear-Ever aluminum. Plus cook book 21 piece set. \$13.97
HOUSEWARES, FOURTH FLOOR
- \$5.98-VANITY LAMPS, our best-selling type! Crystal bases, 24K gold-plate stems, lovely Lumarith shades. Pair. \$3.88
LAMPS, FOURTH FLOOR
- \$99.50-SEWING MACHINES, complete with attachments! Full rotary bobbin. With your old sewing machine. \$59.50
SEWING MACHINES, MAIN FLOOR
- \$2.98-STEP-ON CANS, 14 qt. size. Link enamel containers with removable enamel insert, easy to keep clean. \$1.97
HOUSEWARES, FOURTH FLOOR
- \$8.95-DINNER SET in popular "Poppy" or "Cat-Tail" patterns in 50-pc. OVENPROOF dinnerware. Service for 8. \$5.88
CHINA, FOURTH FLOOR
- \$9.90-SYRACUSE CHINA 16-piece starter set, service for 4. Choice of 5 exquisite patterns. Made in America. \$6.88
CHINA, FOURTH FLOOR
- 30c-CRYSTAL STEMWARE, "Eleanor"—our lovely new pattern in handmade, hand-cut crystal. Goblets, sherbets, etc. Ea. 17c
GLASSWARE, FOURTH FLOOR
- \$3.49-IRONING BOARD, famous "RID-JID" make.—strong wood frame, 15x54-in. top. Folds up for storing. \$2.64
HOUSEWARES, FOURTH FLOOR
- \$99.95 WASHING MACHINES, famous-name brand, large family size, with Automatic Time Switch. Deluxe features! \$47.87
WASHERS, FOURTH FLOOR
- \$17.95 to \$29.95-ONYX BASE floor lamps, I. E. S. approved. Gorgeous designs,—6 way reflector or bridge type. \$12.88
LAMPS, FOURTH FLOOR
- \$1.00-DUST MOPS, nationally-famous Liquid Veneer make. Full, heavy yarn. Almost half price! 59c
HOUSEWARES, FOURTH FLOOR
- 79c-CORN BROOMS, first quality, 4-sewn for durability. Smooth-finished handles. 59c
HOUSEWARES, FOURTH FLOOR
- \$3.95-BATH SCALES, dependable Detecto make. Weigh up to 250 pounds. Chrome head. \$2.67
HOUSEWARES, FOURTH FLOOR

DRAPERIES

- \$1.15 to \$1.95—WINDOW SHADES of washable oil-finish cambric. Any size up to 54 in. wide, 6 ft. long. On your old rollers. ea. 69c
CURTAINS, THIRD FLOOR
- \$10.95 Values—FINE DRAPES of rich new seed-yarn damask and spun rayon. Glorious designs. Size 50 in. x 2 1/2 yds. pr. \$6.94
CURTAINS, THIRD FLOOR
- \$1.98—TAILORED CURTAINS of sheer-looking mercerized cotton. Cream or ecru, size 33x75 in. Hemmed, ready to hang. pr. \$1.00
DRAPES, THIRD FLOOR
- Orig. 18c to 60c—WALLPAPERS for every room in the house. Discontinued patterns, florals, plastics, etc. 3c to 14c roll
WALLPAPERS, THIRD FLOOR

TRIMMINGS

- 15c to 65c RIBBON by the bolt for tying gifts, hair bows or fancy work. Wide or narrow ribbon by the yard for 100 uses. Rayon and cotton in beautiful color selection. Each. 10c
AISLE B, C, I
- Genuine CLUNY LACE for your linens and fancy work. Stock up now during this very special price of yd. 7c
TRIMMINGS, AISLE I

MISCELLANEOUS

- ORIGINAL ROGERS SILVERWARE—44-pc. service for 8, worth \$28 if bought separately! Gorgeous "Reflection" pattern. \$17.75
SILVER CORNER, MAIN FLOOR
- \$1.95—PLIOFILM SET: Transparent bag large enough for 8 garments. 3 holder covers of Plioform, set \$1.39
ART GOODS, THIRD FLOOR
- 79c-\$2.50—NEEDLEPOINT covers for chair seats, etc. Design filled in, background to be worked 59c to \$1.59
ART GOODS, THIRD FLOOR
- 69c—WORSTED YARN, famous Fleisher make worsted for knitting and crocheting. 3 1/4-ounce skein. 53c
ART GOODS, THIRD FLOOR
- ROYCROFT METALWARE, less than half price! Gleaming brass and bronze in vases, bowls, candlesticks, etc. 47c to \$2.19
GIFTS, AISLE C
- \$2.00—SALAD BOWLS, Satin-finished wooden bowls of generous size. Finished in two tones of maple, only 97c
GIFTS, AISLE C
- \$1.75—LAP TRAY SETS, 4 decorated individual trays for buffet suppers, bridge parties, etc. set \$1.17
GIFTS, AISLE L
- \$3.95—FIELD GLASSES, American-made, 40-millimeter, 4-power glasses with carrying case. Strap on case and glasses. \$2.27
GIFT AISLE O
- \$1.50 to \$2—CLOISONNE, exquisite candy boxes, vases, smoking sets in a great variety of authentic designs. ea. 98c
GIFT AISLE O
- FINE BRIAR PIPES, less than half price! Large selection of bowl shape, light or dark grained. ea. 55c, 2 for \$1.00
GIFT AISLE O
- VEGETABLE DISH, beautiful dish of silver plated over copper. Removable divider for 1 or 4 vegetables. \$3.89
SILVER CORNER, MAIN FLOOR
- \$5 to \$6.50—STERLING, choice of exquisite, solid silver candlesticks, compotes, bon-bon dishes, ea. \$3.98
SILVER CORNER, MAIN FLOOR
- \$6.00—SILVER CHEST, handsome solid wood chest that holds over 134 pieces of silver. Walnut-finish, flannel lining. \$3.95
SILVER CORNER, MAIN FLOOR

Sibley, Lindsay & Curr Co.

PHONE STONE 6500

Two More Great Days! When the Sun Sets On Saturday at 5:30, This Record-Breaking Sale Will Be Over! Until Then, Reap the Harvest

Opportunity

Sale

Charge Purchases
Made the Balance
Of October
Will Not Be Billed
Until December 1st!

Regular \$4.95 Rayon Benzaline JACKETS & SKIRTS in black, wine, green and brown or red and black combinations. Cardigan or revers jacket; 6-gore skirt. Sizes 14 to 20. Set \$3.66
NECKWEAR, AISLE J

ACCESSORIES

\$3.95 YOUNG HATS for school, campus, "date", and casual wear. Our famous "Tish-U-Suede" felts, brimmed felts, adorable off-the-facers. All colors \$2.89
YOUNG ROCHESTER HAT CORNER, SECOND FLOOR

\$6.45 MATRON'S FELTS—distinguished hats for the smart matron and clubwoman. Brims, off-the-face hats, berets of fine felt. Youthful, flattering \$4.95
MILLINERY SHOP, SECOND FLOOR

\$6.95 and \$8.75 WOMEN'S SHOES—right from our own regular stock of this season's smart styles. Suedes, galardines, smooth leathers and combinations \$5.65 and \$6.89
SHOE SALON, SECOND FLOOR

Reg. 79c HOLLYWOOD CHIFFON HOSE—our own exclusive stockings! All silk, ringless, business weight. With deep shadow welt, lock-stitch top to prevent runs \$1.50
HOSIERY, AISLE K

Reg. \$1.35 ARTCRAFT SILK CHIFFON HOSE—sensationally reduced because of a slight change in the construction of this particular style. 3-thread. Exquisitely sheer, lovely 95c
HOSIERY, AISLE K

\$3 HANDBAGS—dramatic collection of the season's most important styles. Beautifully fashioned of leathers, suedes, felts, broadcloths \$2.29
HANDBAGS, AISLE M

\$1 HANDBAGS—Hundreds of them, in grains that look like most expensive real leathers. Copies of the leading styles for Fall and Winter 84c
HANDBAGS, AISLE M

\$5 LEATHER HANDBAGS—and they look even more. Stunning suedes and calfs, in the new "slim silhouette" and "big" styles. Beautifully detailed \$3.85
HANDBAGS, AISLE M

\$1 to \$4.00 JEWELRY—More, lovelier than you'd ever expect to see at our sale prices. Almost every type... in metals, catalin, rhinestones and jeweltones 55c, 95c
JEWELRY, AISLE N

\$7.95 to \$25 WRIST WATCHES for men and women. Everything from strap watches to fine 17 jewel ladies' watches with solid gold cases \$5.95 to \$19.95
JEWELRY, AISLE N

\$1 to \$3 SIMULATED PEARL NECKLACES—These classic favorites are way below usual price for pearls of like quality. 2, 3, 4-strands and twists with elastic clasps 84c, \$1.49
JEWELRY, AISLE N

\$2 and \$2.50 WOMEN'S CAPESKIN GLOVES—a very special purchase brings you these ordinarily higher priced gloves at this saving. Classics, novelties. All the new season colors \$1.57
GLOVES, AISLE L

\$3 to \$4 IMPORTED FRENCH GLOVES—a rare collection of exquisite suedes and kids. The kind of gloves that are now difficult to find at any price! Classic styles, all lengths \$1.97 to \$2.97
GLOVES, AISLE L

\$1 FABRIC GLOVES—A collection of hundreds of our famous "best sellers". Hand-sewn rayons, leather trims, Dress and casual styles. Leading colors 55c
GLOVES, AISLE L

59c to \$1.00 SAMPLE NECKWEAR and SCARFS. Pique, organdy or lace neckwear in riot of styles and types. White only. Scarfs in a glorious range of colors for sports or general wear. Only 29c
NECKWEAR, AISLE J

READY-TO-WEAR

\$16.95 UNTRIMMED COATS for misses and women. A remarkable collection of our "success coats" including our 6-button reefer and boxy tweed casual. Misses' sizes \$12.99
COAT SHOP, SECOND FLOOR

\$49.95 Misses' and Women's FURRED COATS—Expensive-looking, actually more expensive coats selected to sell at our dramatically low price. Season's authentic styles, fabrics, fine furs \$39
COAT SHOP, SECOND FLOOR

\$115 CHEKIANG CARACUL FUR COATS—Magnificent fashions at a price! Young, flattering straight silhouette. Platinum, Kaffee brown, Eel gray blends, 12 to 20 \$89
FUR SALON, SECOND FLOOR

\$88 DYED CONEY FUR COATS—Dyed rich Mendoza heaver brown or Northern seal black. The coats that you'd ordinarily pay \$88 or more for. For this event only \$69
FUR SALON, SECOND FLOOR

\$1.39 PRINT SMOCKS—in the popular 3/4 length for home, office, school. A variety of attractive styles. All exceptional in quality. 14 to 20 99c
DAYTIME DRESS SHOP, THIRD FLOOR

\$13.75 to \$14.75 NEWTON ELKIN SHOES—America's most beautiful, our own exclusive-in-Rochester Shoes. All this season's styles \$10.85
SHOE SALON, SECOND FLOOR

\$1.29 "PIN-A-COAT" DRESSES—daytime dresses in crisp, washable fabrics. The favorite coat dresses to wear about the home. Misses' sizes 99c
DAYTIME DRESS SHOP, THIRD FLOOR

\$2 MORNING DRESSES—charmingly tailored of fine percales and cotton shantung. Many lovely styles. Prints and monotones. Misses' and women's sizes, \$1.39 \$2
DAYTIME DRESS SHOP, THIRD FLOOR

\$2.79 UNIFORM SET—our exclusive \$2 Dix uniform of striped broadcloth with white ric-rac trimmed collar and cuffs. White apron to match. (79c). \$2.79 value. Both for \$2
UNIFORM SHOP, THIRD FLOOR

\$6.50 and \$7.95 MISSES AND WOMEN'S DRESSES—Hundreds of the season's important fashions for tailored, casual and afternoon wear. Remarkable values \$3.79
DAYTIME DRESS SHOP, THIRD FLOOR

\$7.95 NEW FALL AND WINTER DRESSES—for misses and women. Rayon crepes, new wools, rayon-and-wool combinations. Dresses for town, casual and afternoon \$5.90
THIRTY SHOP, SECOND FLOOR

\$3 RAYON CREPE SHIRT BLOUSES—a very, very special feature of our Main Floor Sports Counter. Classic styles, beautifully tailored. White, colours. Sizes 32 to 40 \$1.79
ESCALATOR COUNTER, MAIN FLOOR

\$2 WOOL PULLOVERS for misses and college girls. All wool, beautifully detailed and finished. All the wanted colors that match the skirts. 34 to 40 \$1.69
ESCALATOR COUNTER, MAIN FLOOR

\$3.95 6-GORE WOOL SKIRTS. Actually LESS than HALF price for this event. Blue, dusty pink, henna rust, black. Sizes 12 to 20 \$1.79
ESCALATOR COUNTER, MAIN FLOOR

Hundreds of MEN'S AND WOMEN'S HANDKERCHIEFS AT A saving of 1/4, 1/2 and more! Beautiful imports, such as we may never see again. Whites! Prints! 25c-29c values 17c
35c-39c values 27c
75c-\$1.50 values 57c
AISLE J

See these "Opportunity" FOUNDATIONS! \$5 and \$10 "Artlastique" samples—\$5 Best selling "Rengo Belt" foundations—\$5 "Misimplicity" Foundations! Garments of cotton and rayon for every figure. \$3.89
CORSET SHOP, SECOND FLOOR

Superb Value at \$1.95! See these "SNIP AND FIT" RAYON TAFFETA SLIPS. 4 lengths in 1 slip! Just snip on the dotted line to shorten. No sewing needs. Black and colors. Sizes 32 to 44. \$1.59
LINGERIE SHOP, SECOND FLOOR

Save 20c to 30c on "GLOBE" VESTS AND PANTS of 75% cotton, 20% wool, 5% silk. Preferred by 90% of our customers at their regular prices of 69c, 79c. Regular or extra sizes. 49c
KNIT UNDERWEAR, AISLE F

\$3.50 "Neatform" Corset in quality rayon satin and lastex. With youthful lace bra. One of our best year around sellers at \$3.50. Get yours this week and save the difference. \$2.89
CORSET SHOP, SECOND FLOOR

\$1 to \$1.25 nationally advertised BRASSIERES in best selling types and lengths. Available in lace or rayon satin. Stock up now at this very special price. 89c
CORSET SHOP, SECOND FLOOR

\$2.00 BRUSHED RAYON GOWNS in keep you comfortable through winter nights. Delightfully soft and beautifully tailored. Smart brushed finish. Nice for gifts, too, in tearose or blue. \$1.69
KNIT UNDERWEAR, AISLE F

\$2.00 BALBRIGGAN PAJAMAS, the prince of winter sleeping materials, in plain or daintily flowered patterns. Cut and sized to fit and to keep their shape after laundering. \$1.29

\$2 WOMEN'S OUTING-PAJAMAS in butcher buy or man tailored styles. Soft, cuddly cotton flannel in regular or extra sizes. Sturdily made for long wear. \$1.59
LINGERIE, SECOND FLOOR

Easily Worth \$2.95 UMBRELLAS with rayon or oil silk covers. Neatly turned out to protect you from Fall rains and Winter snows. Light or dark covers. Smart handles. \$1.77
FRONT CROSS AISLE AT C

FABRICS, BOOKS

See these \$1.19 to \$1.39 exclusive RAYON WEAVES for town wear, dress-up occasions or formal wear. Many one-of-a-kind in the group Yd. 79c
FABRICS, MAIN FLOOR

All purpose \$1.19 to \$1.29 JERSEY. Fills the bill for business, sportswear, suits, pajamas, robes, children's clothes. Plain colors and patterns Yd. 69c
FABRICS, MAIN FLOOR

10,000 Yards of 25c value PERCALES, "Punjab" and "Fruit of the Loom" in fast color, washable percales for housecoats, children's clothes, etc. Yd. 12c
FABRICS, MAIN FLOOR

\$1.00 practical and beautiful CORDUROY in 1 to 10 yard usable lengths. Pastel, medium or dark shades. Use for slacks, skirts, jackets and housecoats Yd. 69c
FABRICS, MAIN FLOOR

Regularly 79c RAYON "GHULLA" CREPE that won't sag or won't slip. In 75 different color combinations. It's washable, too! Stock up now Yd. 39c
FABRICS, MAIN FLOOR

Double Beauty feature! Our Reg. \$10 Frederic's Viton PERMANENT WAVES plus a "Pompadorable" Hair Do Both for \$6.45
THIRD FLOOR BEAUTY SALON

The original editions of these FAMOUS BOOKS cost \$1.96 to \$4.00. There's a title for everyone, for every taste! Really impressive Christmas gifts 98c
BOOKS, MAIN FLOOR

39c LIBRARY CLASSICS in great selection of popular or classic titles. Smart buy for advanced reading courses. This week only 29c
BOOKS, MAIN FLOOR

\$1 JUNIOR XYLOPHONE with 20 notes, including sharps and flats. Complete with book of 31 songs. Aids the children in learning their notes 79c
BOOKS, MAIN FLOOR

TOILETRIES

Get this giant 5-lb. size of "SILCO" WATER SOFTENER specially packaged for Sibley's. These odours: apple blossom, pine, gardenia, lilac, lavender bouquet 39c, 8 for 95c
TOILETRIES, MAIN FLOOR

See this \$1.00 dozen value! "HONEYSUCKLE" TOILET SOAP. Exquisitely perfumed. Boxed under Sibley, Lindsay & Curr label. Dozen 57c
TOILETRIES, MAIN FLOOR

Usually \$1.00 "SPICY CARNATION" TOILET SOAP. Excellent for your own use or for gifts. You actually save 43c on the dozen. Dozen 57c
TOILETRIES, MAIN FLOOR

\$1.25 "Springtime in Paris" FACE POWDER, with fine texture. Specially priced because manufacturer is discontinuing the package 39c
TOILETRIES, MAIN FLOOR

Cash in on this "Opportunity" Sale package of POWDER PUFFS. 10 lovely velour puffs, daintily packaged in cellophane 23c
TOILETRIES, MAIN FLOOR

See this \$2 size "AMAMI" OATMEAL CREAM, the original oatmeal cream. Use as a cleansing or as a night cream 1 Lb. 85c
TOILETRIES, MAIN FLOOR

\$1 Size 47" LAVENDER WATER in 5 1/2-oz. bottle. Amazingly low priced for "Opportunity" sale week 69c
TOILETRIES, MAIN FLOOR

75c Hughes Professional HAIR BRUSH in limited quantity. Colored crystal handles; amber, orange, blue 39c
TOILETRIES, MAIN FLOOR

\$1 Size "Isabey" PERFUME, discontinued style. Blue de chine, lilac, gardenia, carnation or jessamine 19c
TOILETRIES, MAIN FLOOR

Men, note, please! 2 large tubes of Colgate's Rapid SHAVE CREAM Both for 26c
TOILETRIES, MAIN FLOOR

Villon's Original \$2.50 "TRYST" PERFUME in the original red opaque bottle. The favorite of discriminating women. 49c
TOILETRIES, MAIN FLOOR

Mallinson's regular \$1 "Molly O" CREPE FAILLE for business, afternoon or formal wear. Rich dull surface; drapes beautifully. Sale priced yd. 89c
FABRICS, MAIN FLOOR

Women's \$2 OUTING FLANNEL PAJAMAS in man tailored and over blouse styles. Long sleeved. Stripes, checks, dots. Sizes 16 to 20 and extra sizes \$1.39
LINGERIE, SECOND FLOOR

CHILDREN'S WEAR

Hand made PHILIPPINE BABY DRESSES that sold regularly \$1.25 to \$1.59. Hand embroidered, hand smocked. Nainsook or batiste. White or Colors Size 1, 2 89c
BABY SHOP, THIRD FLOOR

Money saving \$2 BOYS' COTTON KNITS with crew neck, long sleeves and button-shoulder shirts. Stripes or plain colors. Sizes 3 to 6 \$1.49
CHILDREN'S SHOP, THIRD FLOOR

Superbly styled \$15 GIRLS' COATS of all wool Sherrlands, tweeds, plain or plaid fleeces. Warmly interlined. Princess or boxy lined. Sizes 7 to 14 \$10.89
GIRLS' SHOP, THIRD FLOOR

Girls' \$2 and \$3 COTTON DRESSES in plain, plaids, stripes, plain colors or flower prints. Swing skirts, jumper effects, nautical styles. Sizes 3 1/2 to 7-14 \$1.69
YOUTH CENTER, THIRD FLOOR

Special purchase of regularly \$16.95 to \$25 "CORTLEY" PREP and STUDENT SUITS. Brand new styles. Many one-of-a-kind. First class in every way \$14.27
BOYS' AND STUDENTS' SHOP, THIRD FLOOR

Every one a \$1.50 Value! BOYS' SHIRTS of fine broad cloth and woven madras for school or dress. Every one sanforized (1 1/2 shrinkage). 8-11; 13-15 \$1.07
BOYS' SHOP, THIRD FLOOR

Look what you can save on SHOES for CHILDREN: 10 1/2 to 12, regularly \$3.50—\$2.89. MISSES' 12 1/2 to 3, regularly \$3.95, \$4.95—\$3.29. GROWING GIRLS': 3 1/2 to 9, regularly \$4.95 \$3.89
CHILDREN'S SHOES, THIRD FLOOR

COSTUME BARN DANCE
The Lambda Delta Sorority and the Theta Phi Fraternity are planning a Costume Barn Dance for Saturday, November 9, at 8:30 p. m. They have engaged the Old Red Barn, off Hillendale Rd. for the event. Refreshments, prizes and entertainment will be offered.

CRANBERRY TIME AGAIN!

AND HERE'S 10 MINUTE CRANBERRY SAUCE!

OR TRY THIS QUICK AND EASY RELISH!

HOME-MADE CRANBERRY SAUCE
1 1/2 cups sugar 2 cups water
1 pound (4 cups) Eatmor Cranberries

Boll sugar and water together 5 minutes. Add cranberries and boil, without stirring, 5 minutes or until all the skins pop open. Remove from fire and allow the sauce to remain in the vessel until cool.

Thrill Note! 1 pound of Eatmor Cranberries makes 2 1/2 pounds of fresh, delicious sauce.

CRANBERRY ORANGE RELISH
1 pound (4 cups) Eatmor Cranberries
2 oranges 2 cups sugar

Put cranberries through food chopper. Quarter the whole oranges, remove seeds and put through chopper. Mix with cranberries and sugar. Let stand a few hours before serving. You'll like this fresh relish with chicken—hot or cold—and it's just as good with roasts or chops. Or try it in a colorful jellied salad.

Eatmor Cranberries

SEND FOR BIG FREE BOOK
It's full of popular cranberry recipes
American Cranberry Exchange
Dept. 157, 90 West Broadway, N.Y.C.
Do send me your free book of good things to eat when it's a cranberry time.

Name _____
Address _____
City _____ State _____

Sale BRAND NEW 1941 Emerson RADIOS

Model 331
TERMS \$1 WEEK
FREE DELIVERY
\$12.95

MODEL 343
Extra Distance—Finest Performance
TERMS \$1 WEEK
\$19.95

MODEL 336
5-tube AC-DC superheterodyne. Just plug in and play!
and only
\$9.95

Every 1941 Emerson has improved, included Super-Loop for greater sensitivity and portability.
TERMS \$1.00 WEEK

MODEL 333
77 New Emersons... to satisfy every purpose and purse.
Terms \$1 Week
Free Delivery
IVORY \$14.95
WALNUT .. \$12.95

HICKSON'S
37 Richmond St. Stone 93
NO INTEREST CHARGE—FREE DELIVERY

PIERRE'S COOK BOOK

LOBSTER A LA TAOS
2 CHICKEN LOBSTERS
5 TBSP. BUTTER
4 TBSP. CHILI SAUCE
1 TBSP. WORCESTERSHIRE SAUCE
1 TBSP. MINCED PARSLEY
ONE LEMON

THIS IS A DELIGHTFUL WAY OF PREPARING LOBSTER. ALTHOUGH QUITE UNUSUAL, FIRST COMBINE THE MELTED BUTTER AND CHILI SAUCE IN A CHAFING DISH.

WHEN WARM ADD THE WORCESTERSHIRE SAUCE AND ALL THE MEAT OF THE BOILED LOBSTERS, THE LARGER PIECES BEING CUT INTO INCH LENGTHS.

HEAT THOROUGHLY AND ADD A TBSP OF MINCED PARSLEY BEFORE SERVING. 2 TBSP. OF DICED BOILED MUSHROOM MAY BE ADDED IF DESIRED. GARNISH WITH LEMON CURLS.

ILL SERVE WITH HOT ROLLS AND STRONG COFFEE.

Hallowe'en Party Offers Unique Luncheon Varieties

By IRENE MUNTZ

Ducking for apples, telling fortunes, looking for the face of your true love in a mirror, telling ghost stories in the midst of blinking jack-o-lanterns, ferocious black cats and witches riding around on broom sticks. —Hallowe'en is surrounded by tradition and folk-lore. Witches and goblins and pranksters may turn everything else topsy-turvy but Orange and black remains the color scheme for hallowe'en and the favorite menu is cider and doughnuts and pumpkin pie. You can't go wrong on that.

If you'd like to be a bit fancy, frost your doughnuts, with chocolate or orange frosting and decorate them with contrasting orange or black sprinkles. Or wedge a marshmallow into the hole of a cinnamon doughnut and let your guests toast their own over an open fire. They'll love it! Perhaps they'll enjoy roasting apples as well, if not, serve them candied cinnamon apples on a stick. Adults get just as much fun from this as do children. And as a change from plain sweet cider, why not try mulled cider?

MULLED CIDER
1 qt. sweet apple cider 8 sticks cinnamon
10 whole cloves 7 whole allspice
1/4 c sugar 1/4 t salt

Combine ingredients in order listed, bring to the boiling point and simmer 15 minutes. Allow to stand 12 hours. Strain and serve hot. Serves 5.

For a more elaborate party, the first menu presents some excellent suggestions.

For the Frozen Orange Puffs, fill cream puff shells with Orange Parfait. Serve with chocolate sauce.

ORANGE PARFAIT
2/3 c sugar 1 pint heavy cream
1/2 c orange juice 2 T. grated orange rind
4 egg whites 2 T. orange rind

Boll sugar and water together until mixture spins a thread (232 degrees F). Pour onto the stiffly beaten egg whites and beat until mixture is light and fluffy. Chill and fold in the thickly beaten cream. Add the vanilla. Pour into the trays of

WEEK-END FOOD "BUYS"

ELSCO QUALITY FOODS STORES AT YOUR NEAREST ELSCO STORE

LUX FLAKES LARGE 20c REGULAR 2 for 19c

LUX SOAP 3 for 17c

LIFEBUOY SPRAY SHORTENING 3 for 17c 3 lb. CAN 1 lb. CAN 45c 18c

ENTER "ANTI-SNEEZE" MIMIC VOTING CONTEST
FREE \$36,550 IN CASH AND PRIZES COME IN FOR ENTRY BALLOT

RINSO 19c 2 for 19c Large Small

LIPTON'S TEA 1/2 lb. 43c, 1/4 lb. 23c
Libby Corned Beef .22c No. 1 Can
Duffs Gingerbread Mix 21c

SILVER DUST 23c
With BIG Cannon Dish Towel

Mrs. Julia Marshall, 8 Canary St.

HOT WATER for Beauty and Charm

As first and most effective aid to beauty and charm have piping hot water always on tap.

You can rent an Automatic Gas Water Heater for only \$1.00 a month plus cost of gas used. No obligation to buy. Ask for details today.

Rochester Gas & Electric Corp.
89 East Avenue Main 7070

Free Cranberry Recipe Book Offered Through Sun Advertisement

The American Cranberry Exchange (Eatmor Cranberries) is offering through the pages of this paper a beautiful new recipe book containing instructions for preparing many good things to eat when it's Cranberry time.

With summer fruits less plentiful than a few weeks ago this delicious fall-winter traditional berry now takes the spotlight on tables everywhere. There are many delicious ways of preparing cranberries in addition to the popular cranberry sauce that brightens any meat or fowl or in fact, any hot or cold meats. Everything from pastry to entreeing orange conserve and bright new salad ideas are contained in this attractive free recipe book that you may have for the asking. According to the announcement, there is no need to send in labels or to do anything except drop a post card or a letter to the American Cranberry Exchange, Dept. 157, 90 West Broadway, New York City, to receive this book free by return mail.

APPLAUD FLAVOR-PROTECTED WHISKEY

New York's Verdict on Three Feathers: Finer Than Ever

ROCHESTER, N. Y.—Interest locally has been stirred to a new pitch by the report that Clarifining (flavor-protection) has effected a new peak of flavor for Three Feathers whiskey.

Important, too, is the fact that Three Feathers merges richness with mildness by being "light as a feather," a combination of virtues long prized by folks everywhere.

Try THREE FEATHERS DISTILLED LONDON DRY Gin

90 proof - 100% neutral spirits distilled from grain. Oldryma Distillers Corp., N. Y.

Phone Your Order to STONE 6500

Sibley, Lindsay & Curr Co.

OUR OPPORTUNITY SALE

Reaps a Record Crop of Savings in Our Big Grocery Center

Fancy High Score Creamery
TUB BUTTER 2 lbs. **67c**
Domestic Swiss Cheese, extra fine quality . . lb. 29c
Smoked Liver Sausage, Sibley's superior . . lb. 32c
Thuringer Sausage, the better kind . . . lb. 25c

HORMEL **SPAM** 25c
Large, Juicy California
ORANGES 2 doz. **65c**
Yellow Cooking Onions, fancy 10 lb. bag 19c
Celery Hearts, Crisp, tender 2 bunches 23c
Black Mission Figs 2 pkgs. 45c

A Baker's Dozen!
RUSSIAN ROCK COOKIES 13 for **21c**
Pineapple PIES 25c Each
Large, Fresh-Baked, Luscious
Heinz Specials!
Cooked Spaghetti with tomato sauce, 17 oz. can. . . 2 for 23c
6 for 59c
Cooked Macaroni with cream sauce and cheese, 17 oz. can 2 for 27c 6 for 75c
Fresh Cucumber Pickle, new pack jumbo jar 20c

GROCERY, MAIN FLOOR
Phone Orders to Stone 6500;
order board opens at 8 A.M.

Sibley's Selected Extra Fancy
YOUNG TOM TURKEYS 25c Lb.
16 to 20 pounds, ave. wt.

Blue Ribbon quality birds,—plump, tender and delicious!
Wilson's Fine Quality Certified
LARD, In 1 Pound Prints 2 lbs. 15c
Extra Standard, Solid Meat
OYSTERS pt. 19c
Our Own Superior Tower Brand
SAUSAGE MEAT lb. 19c
Tempting Tower Brand Skinless
STEAMERS 25c

Check Every Grocery Special!
Roasted and Packed in Rochester
BEECH-NUT COFFEE . . lb. can 25c, 2 for 49c
Coupons Redeemed Here On
Beech-Nut Soups, 2 cans 25c, 6 for 73c, doz. 1.45
Large Package, Speedy, Safe
RINSO 18c, 2 for 35c
Medium Bars, Pure
IVORY SOAP 5 for 25c
22-Ounce Package of Borax
SOAP CHIPS 22c
Sliced In Unsweetened Juice No. 1 1/4 Can,
DOLE PINEAPPLE 13c, 3 for 33c
No. 2 Can of Dole's Delicious Sliced
PINEAPPLE 17, 3 for 47c
Pint Bottle, Cranberry Juice
COCKTAIL 19c
To Go With Your Turkey!
CRANBERRY SAUCE, 17-oz. can 14c
1 Pound Package, Ontario
CLUB CRACKERS 19c
1 Pound Package, Loose-Wiles
HI-HO CRACKERS 19c
Beech-Nut London Assortment of
COOKIES pkg. 27c
14-Oz. Can, Crosse & Blackwell
TOMATO JUICE 6 for 39c, doz. 75c
No. 2 Can, Lily of the Valley Tender
SWEET PEAS 3 for 37c, 6 for 67c
No. 2 Can, Lily of the Valley
TOMATOES 13c, 3 for 35c
No. 2 Can, Holly Hill Florida
ORANGE JUICE can 9c, 4 for 33c, doz. 95c
1 1/2 Pound Package of Sunseal
CLEANER 23c
No. 2 Can, Lily of the Valley Cut Golden
WAX BEANS, 13c, 3 for 37c, 6 for 69c
No. 2 Can, Lily of the Valley Cut
GREEN BEANS, 13, 3 for 37c, 6 for 69c
No. 1 Can, Dosses's Famous
MINCED CLAMS 23c, 3 for 65c

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Mrs. Dexter Perkins To Speak at Church Bazaar

Mrs. Dexter Perkins will tell of her gastronomic experiences in many lands in a talk scheduled for this afternoon when she speaks at the Council of Church Women's International Bazaar and Food Fair to be held today and tomorrow at the Third Presbyterian Church. Her topic, "Eating My Way Around the World."

Tomorrow's luncheon speaker will discuss the costume parade. Exhibits from 20 nations combined with articles made by Rochester refugees will comprise the bazaar.

Teachers Group Plans Membership Drive

Squire Snell, principal of No. 18 school, has been appointed to head a committee to enroll members in the Central Western Zone of the N. Y. State Association of Elementary School Principals.

Snell, who was appointed by Earle W. Nash, No. 39 school principal and chairman of the zone, has announced that Mrs. Mabel Orr of No. 18 school will assist him in his member drive.

Roosevelt-Wallace Finance Committee welcomes small contributions of one dollar and upwards.

Call or mail check to headquarters—67 Main Street East. Engraved receipt will be issued.

NO "Look-of-the-Month League" FOR ME!

Not since I've found that CHI-CHESTERS PILLS help give women safe relief from functional periods pain and discomfort. Safe—because they contain no habit-forming drugs or narcotics—because the CHI-CHESTER CHEMICAL COMPANY has been serving the women of America for over half a century.

50¢ and up

CHI-CHESTERS DIAMOND BRAND PILLS

FUR COATS & JACKETS

Factory To You

Striped, Mink Dyed \$29

Seal Dyed \$32

Rud - Seal Dyed \$35

Opportunity & Dyed \$54

skunk

CLIFFORD FUR CO.
MAIN ST.
1288 CLIFFORD AVE.

FILL YOUR BINS NOW AT THESE LOW PRICES

SEMET SOLVAY COKE \$9.55

Always Under Cover

Established Over 25 Years

PAYNE & DUNHAM

CALL GEN. 586

92 PCS. COBALT BLUE SERVICE FOR 12 Hamilton & Ross Dinnerware Set

\$12.95

50¢ DOWN A WEEK

RENS-BACHLERS
COMPLETE HOME OUTFITTERS
40 STATE ST.

HERE'S WHAT YOU GET...
12 Dinner Plates
12 Bread and Butter Plates
12 Salad Plates
12 Dessert Plates
12 Coffee Cups
12 Tea Spoons
12 Sugar Spoons
12 Butter Knives
12 Forks
12 Knives
12 Teacups
12 Saucers
12 Spoon Rests
12 Napkins

FACTS YOU SHOULD KNOW...
It's a Realistic Best Buy!
Manufacture this set out of a...
100% COBALT BLUE!
It's a 92 piece Dinnerware Set...
It's a Realistic Best Buy!
It's a 92 piece Dinnerware Set...
It's a Realistic Best Buy!

MAIL COUPON TODAY!
RENS-BACHLERS
40 State St., Rochester, N. Y.

State Senator Seeks Re-Election



Pointing to his sponsorship of many important measures dealing with agriculture, labor, municipal government and social conditions, Karl K. Bechtold is seeking re-election to the State Senate from the 46th district.

Bechtold, who was born and raised in Rochester was admitted to the bar in 1938 and is now connected with the firm of Bechtold and Bernstein. It is said that his experience as an attorney has brought him a familiarity with the constitution and laws of the State. Also of benefit to his constituents, says Bechtold, is his wide range of contacts with men and women employed in various industries in Rochester. His understanding of farmer problems has been gained through his 15 summers spent in the town of Hamlin.

Bechtold received his early schooling in the Rochester public schools. He was graduated from Yale University in 1934 and from Yale Law School in 1937.

In the 1939-40 session of the Legislature he served as chairman of the Senate Committee on Motor Transportation and Traffic Regulation; and as a member of the committees on Judiciary; Codes; Internal Affairs of Towns, Counties and Public Highways; Agriculture and Insurance.

New Design For Living Offered By Night School Division

A new design for living seems to be the order of the day in the variety of classes offered by the Homemaking Division of the joint W. P. A. Board of Education at Monroe Evening School. Nearly fifteen subjects, ranging from afghan making to hooked rug weaving, are included in the homemaking curriculum.

The latest methods and technique in the following subjects are taught: HOME ECONOMICS; children's Clothing, Cooking, Dressmaking, Fur-ture slips and Draperies, Gilt Making, Hooked Rugs, Interior Decorating, Knitting, Meal Planning, Millinery, Needlework, and Rug Weaving.

Registration for any of the above subjects may be made any evening, Monday through Friday, from 7 to 10 o'clock.

Choral Group, Pianists Plan Recital

The Bodler Choral Club of Pittsford will be heard in recital on Saturday, November 2, at the Hochstein Memorial School Auditorium at 8:15 p. m. Two students from the Eastman School of Music, the Misses Norma Holmes and Jean Ellis, will furnish the piano selections. Tickets for the recital are available at the Kilbourn Hall box office and at the auditorium.

Calvary Men's Class To Have Duck Dinner

The fourth annual duck dinner sponsored by the Men's Class of Calvary Baptist Church will be held on Thursday, November 7, at the church parlors, on Genesee St.

Hat Store Gives Workers Job Guarantee

Another firm to join the parade of those business organizations who are guaranteeing the jobs of their employees upon their return from Government service either through draft or enlistment, is the Adam Hat Stores, according to word received this week by Max Toor, manager of the chain's local unit.

He announces that Elias Lustig, president of the concern has promised a salary bonus to employees who are called for any military branch of the government. They are also being promised all seniority rights, etc., upon their return.

RUMMAGE SALE
A rummage sale will be held by the Rochester Chapter of Senior Hadassah, November 4th and 5th at 184 North Street. Useful articles will be sold.

 \$1.29 Value! Large Novelty Blanket Colorful, reversible Indian design, in soft, warm cotton! 66"x90" for cot, single bed. \$1.00	 Limited Quantity! Child's Flannelette Sleepers Regularly 39c, fresh out of our Fall stock. 1-piece, with long sleeves! Size 2 to 6. 29c	 Regular 15c Misses TERRY ANKLETS Ribbed elastic cuffs. New fall colors. Mercerized and Rayon. Sizes 9 to 10 1/2. 10c	 Slight Irregulars of \$1.29 Corduroy Playalls Narrow waist corduroys in Maroon, Navy, Green, Brown and Blue. Sizes 9 to 12. \$1.00	 Special Save on These Reg. 25c TABLECLOTHS Bright cotton plaids make every meal a cheery one! First quality! 48"x60" size. 19c
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GRANTS

JUMBO VALUES

34th ANNIVERSARY SALE

A Jamboree of Special Savings!
Friend-making Bargains! Many Regular Items Greatly Reduced for this Sensational Once-a-year Event!

Hundreds To Choose From

New Fall Dresses \$1.00

Poplins—Percales—Shantung! Fine 30x30 weaves! We know you like dresses that can go from kitchen to doorman! Tubest fronts. STAY lovely! Full-cut comfort that's a help, not a hindrance when you're working! Here are the dresses—looking smart enough to be at 101-14-32.

You Save 24%! Our Regular 25c

Cannon Towels SPECIAL 19c

Beautiful, big, shaggy-textured towels. Snow-white with bold colored borders! A knock-out value at 25c—so get yours now! 22x44"

Savings of 20% to 50%! Sensational Sale of

Yard Goods

Extra Fine Percales, Regularly 12c a yard! Mostly 30x30. And what a savings! **12 1/2c**

15c Poplin Prints. Lovely, tubest patterns. **14c**

Rayon Remnants. Values up to 20c yd. **15c**

Reg. 15c, All Flavors CHOCOLATES Sweet Milk chocolate coating. Hard and soft centers. 1 lb. 10c	Men's, Women's Reg. 5c HANDKERCHIEFS Dainty flannel, lace on white and colors. Men's: cord border, white, Cotton. 3c
Boys' Reg. 69c Flannel PAJAMAS A grand bargain in one of Grants best sellers! Flannel cotton. Middy type. 4 to 18. 50c	15c Value! New Patterns MEN'S SOCKS Sturdy rayon plaited, bestler, or part wool socks. Plain and fancy. All sizes. 10c

SPECIAL! Men's 25c "Wearite" Shirts & Shorts 19c

Button and gripper style shorts in fine 100x60 broadcloth. New patterns, fine fit, 28-44. Shirts are rib or smooth, combed cotton, 34 to 46. Get lots at 6c savings!

Nobody'll know you! Grants

Hallow'en Costumes

With hats, masks! **1.00**

Small to large!

Many other styles... 80c & 99c
Masks and wigs... 25 & 10c
Halloween Masks, blowouts... 25 & 10c
Party Decorations... 25 to 20c
Candy Cans, Creams... 15c to 10c
Tally Hams... 10c to 15c

Reg. 59c, 69c! All-Wool!

Child's Pullovers

One-button necks. Johnny collar V-necks. Colors, stripes. Sizes 2 to 6. **44c**

Save 2 dimes on Reg. 59c!

Child's Dresses

They'll wash, wear, and LOOK like more! Prints, plaids! Percales. All sizes! **39c**

Regular 11.00 Values

Women's Sweaters

Coat and Pullover. Fine, all-wool, new 11 colors. Sizes 32 to 40. **69c**

12 1/2% Wool! Women's

Luckstitch Undies

Now can't beat! One in a dandy! Warm, with padded sole and heel. Comfortable. Vests, panties. **25c**

Special! Women's Reg. 39c

Felt-Slippers

Soft! snatch these up! Warm, with padded sole and heel. Comfortable. **29c**

First Quality, High Crepe Twist

1'sis Silk Hose

66c

- Regular 79c!
- 3-thread chiffons!
- New Fall colors!

We'll have dozens and dozens, in a full range of sizes and colors, when the doors open tomorrow morning! But such a value will go fast! Make Grants your first stop if you want your share. Sizes 8 1/2 to 10 1/2.

Regular 25c Value! 80-Square

Percale Aprons

SPECIAL 19c

Double savings! 6c back from your quarter—dress spots saved if skimpy aprons are discarded for these! Full-cut, all-over prints!

Regular 79c Value! Fine Satin and Crepe

Women's Slips

SPECIAL 59c

New figure-fit cut generously trimmed with insertion and border laces! Spill-proof seams, finished hems, adjustable straps. Sizes 32 to 44.

Reg. 10c! 80-Square Unbleached Muslin New ironing board covers, clothes bags—100 uses at 3c saving. 8c	Regularly 10c! White Cotton Flannel Softest quality, fine for diapers and infants' wear! Save 20% too! 27 inches wide. 8c
Men's Regular 11.29 Work Pants Heavy molaikin or whipcord at a sensational saving! 28 to 42. 94c	Would Take \$1.49 to Match This Flannel Shirts Ask the man who's worn his twice as long as most flannels! Strong buttons. Warm and roomy. 14 1/2 to 17. \$1.00

Non-Wilt Collar Attached! White and New Fancy Patterns!

Regular 69c Value!

49c Grants Famous "Baro" Men's Shirt

There's a real punch to 30c savings—when Grants regular price is so low already! New patterns, dignified or dandy! Non-wilt collars that stay at spick-and-span neatness! Get your share! Sizes 14 to 17.

W. T. GRANT Co. KNOWN FOR VALUES MAIN ST. EAST AT EAST AVE.

LADIES
LOOK AT THESE PRICES
FUR COATS \$6.00
The Best Lining
Bottoms Shortened \$1.25

CLOTH COATS \$4.75
Relined

FUR COATS
EASTERN MUSKRAT \$149.00
HUDSON SEAL \$149.00
Holland Dyed
NORTHERN SEAL \$59.00
Guaranteed

We Make Any Type Coat To Order

H. WEINSTEIN
635 N. CLINTON
OPPOSITE KRULL'S
OPEN EVENINGS

TRY YOUR LUCK
Joe—How would you like to win a brand new 1941 Studebaker Champion? TRUE STORY Magazine is giving it away for the best "I'll Never Forget" experience. Be sure to buy the November TRUE STORY Magazine and turn to page 146 for full details—Mary.

Keep False Teeth Purified Says Dr. Sherwin
Don't brush your false teeth or dental plates—you can't purify them that way—you can't even clean them properly that way.
Keep up with the times—get today's generous 30 cent bottle of Stera-Kleen—give your plate a bath as directed, and after the first bath your false teeth will start to sparkle with purity and cleanliness—will so glisten with beauty that you'll be proud of them. Your mouth will feel much better—rejuvenated.
Just a pinch of Stera-Kleen in a half glass of water and all slimy mucin stains and murkiness begin to go—it's amazing—lasts for weeks—30 cents—all drug stores.

RUGS 9x12 \$1.00
CLEANED and STEAMED
Rugs, Rinsed, Cleaned, Washed, Stained, Mott, Damaged and Germ-Proofed \$3.00

ELTER CO. Est. 1872
Glenwood 3466 — 44 Arthur St.

INDIGESTION
may affect the Heart
Gas trapped in the stomach or gut may act like a hair-trigger on the heart. At the first sign of distress, heart men and women should use the fast-acting medicine known for acid indigestion. If the FIRST DOSE doesn't give full relief, return bottle to us and receive DOUBLE MONEY BACK.

WORTH WINNING
Nan—Chub sent in that "I'll Never Forget" story to TRUE STORY Magazine. He's trying for the grand prize in that swell contest they're running. It's a 1941 Studebaker Champion automobile! Read November TRUE STORY for full details—Barbara.

HYSTERICAL Nervous Women
HEED THIS ADVICE!!
Do cross, upset nerves make you want to fly into a rage one minute and burst into tears the next? Are you annoyed by female functional disorders that cause monthly pain and weakness?
Then try Lydia E. Pinkham's Vegetable Compound—famous for over 60 years in helping hundreds of thousands of such women to relieve distress, calm jittery nerves and help build up resistance against these annoying symptoms. Pinkham's Compound is one of the most effective "woman's" tonics made. WORTH TRYING!

ROCHESTER'S LARGEST AND MOST COMPLETE PANTS DEPARTMENT
PANTS FOR EVERY PURPOSE AT SAVINGS TO 20%
ROCHESTER JOBBING HOUSE
159-161 JOSEPH AVENUE

HERE'S WHERE to Track-down

GOOD VALUES

WITH COUPON
RINSO
Large Size
Rinso 15c
Limit 1
KEY DRUG

WITH COUPON
HOT POT HOLDERS
10c Value
3c
Limit 4
KEY DRUG

WITH COUPON
Nail Polish Remover
Giant 3 Oz. Bottle
15c Value
7c
Limit 2
KEY DRUG

WITH COUPON
SANITARY NAPKINS
Box of 12
9c
Limit 2
KEY DRUG

WITH COUPON
CHOCOLATE COVERED CORDIAL CHERRIES
Pound Box
21c
Limit 2
KEY DRUG

CASTORIA
2 oz. Bottle
11c

MIDOL
Comfort At The Time Its Needed
Large Size
32c

TINCTURE OF GREEN SOAP
Pint Size
27c

VACUUM BOTTLES
Regular \$1.00
69c

Milk of Magnesia Tab.
Tin of 30
Regular 25c
7c

A. B. D. G. CAPSULES
Box of 100
\$1.39

HILLS NOSE DROPS
Regular 35c
14c

KEY
Rochester's Modern CUT RATE DRUG STORES

470 N Goodman near Main
546 Monroe near Goodman
92 E Main near Water
457 Ridge Rd W near Dewey

TODAY, TOMORROW, SATURDAY AND SUNDAY

MANY LOSE WEIGHT by NEW EASY PLAN—EAT CANDY EVERY DAY!
Many lose weight and have slimmer, more graceful figures. ATD Candy contains NO DRUGS—No harmful ingredients—100% Purely Guaranteed. We have analyzed ATD plan with for no exercise. Many simply eat this delicious candy to curb their appetites for rich, fattening foods. ATD plan is effective only to those of overweight due to over-indulgence in eating, which includes most overweight people. ATD only helps suppress the appetite. It does not prevent desirable Vitamin A, B, and D to prevent diseases that might occur due to increased appetite. Also contains valuable food factors from egg yolk, milk, molasses and selected vegetables. Only 1c a day—30-day supply for only \$1. Free Delivery. Be satisfied—ATD. Thousands of happy women are doing it. ORIGINAL ATD—not an imitation. SATISFACTION OR MONEY BACK! Start now! Order this promptly. Just 1 phone call.

ALL KEY DRUG STORES

KEY DRUG STORES

Tums for 3 for 25c
AYER Aspirin Tablets, bottle of 100, reg. 75c 59c
Norforms, box of 12 89c
Vick's Vapo Rub, reg. 35c 27c

LIFEBUOY SHAVING CREAM
2 25c TUBES
33c
YOU SAVE 17c
"STAY-MOIST" LATHER GIVES SMOOTHER SHAVES

BORAXO
Large Size
2 for 21c

FREE LIMITED OFFER
FOUR COMPARTMENT COSMETIC BAG

With Each PURCHASE of FAMOUS **HESS ROUGE** at Regular 50c Price
Flattering Shades
Choice of Creme or Cake
HESS ROUGE
Preferred by Famous Stars of Stage And Screen for 55 Years
An Outstanding Value

1c SALE
CUE LIQUID DENTIFRICE
25c SIZE 1c
WHEN YOU BUY LARGE SIZE AT REGULAR 25c PRICE
50c VALUE 26c

Wayne King GIFT OFFER
Free 25c JAR CASHMERE BOUQUET COLD CREAM FOR CLEANSING
WHEN YOU BUY 25c JAR 50c value 25c

McKesson Aspirin Tab., bottle of 100 2 for 49c
Fever Thermometer, reg. \$1.00 49c
Oil of Wintergreen, 4 oz. bottle 20c
Haarlem Oil Capsules, reg. 35c 13c
Analgic Balm, large tube 14c
Luden's Cough Drops 2 for 5c

Anacin Tablets, bottle of 50, reg. 75c 59c
Flashlight Batteries, reg. 10c 3c
Fenaminol, reg. 25c size 15c
Rem Cough Syrup, reg. 50c 49c
Colgate Tooth Paste, 2 for reg. 20c 29c
Electric Cord Set, Reg. 35c 11c

ELECTRIC HEAT PADS \$1.39 Reg. \$2.50

- Simple 3 Heat Control
- Double Safety Thermostat on Each Heat
- Cools Only 1/4c per Hour To Operate
- Safe Uniform Heat for Relief of Pain or Chill

SPECIAL STOCK UP SALE
"Soft Weave" WALDORF
Save 5 rolls 19c

SPECIAL
While they last!
GENUINE BRIAR PIPES
VALUES UP TO \$1.00
29c
Made from selected natural Briar. Slight imperfections does not impair their smoking value.
SUPPLY LIMITED
COME EARLY FOR BEST SELECTIONS

WITH COUPON
HAIR CURLERS
Reg. 5c 3 for 7c
Limit 6
KEY DRUG

WITH COUPON
FOUNTAIN PEN INK
4 Oz. Bottle 15c Value
7c
Limit 2
KEY DRUG

WITH COUPON
MACHINE OIL
4 oz. Can
6c
Limit 2
KEY DRUG

WITH COUPON
FURNITURE POLISH
Regular 35c
11c
Limit 2
KEY DRUG

WITH COUPON
Miniature Chocolates
Reg. 50c lb. box
23c
Limit 2
KEY DRUG

LUDEN'S CANDY SUCKER
Reg. 1c Each
8c doz.

PORTFOLIO CASE
With Zipper \$1.00 Value
49c

TOASTERS
Chromium Plated \$1.00 Value
69c

CITRATE OF MAGNESIA
Reg. 25c
6c

HALIBUT LIVER OIL CAPSULES
Box of 100
69c

LAXATIVE COLD TAB.
Regular 30c
9c

YEAST FOAM TAB.
Reg. 50c Size
23c

NO. 2 CANS CLARK'S
SUCCOTASH 2 cans 25c
PHILLIPS VEGETABLE OR TOMATO SOUP 6 cans 25c
RED HEART NOURISHING DOG FOOD 3 cans 25c
FRESH CRACKERS
ONTARIO TOASTS lb. 19c
PKG 12 BLACK OR GREEN FOOTES TEA BAGS 15c
OLD HOMESTEAD ORANGE MARMALADE 2 lb. 25c
SNIDERS OLD FASHIONED CHILI SAUCE bot. 19c
12-OZ. BOTTLES HIRSH ROOT BEER 6 for 25c
NON-FATTENING DRESSING WILCORS DIETAZE pt. 29c

BONELESS ROLLED ROASTS
LAMB 21c lb.
PRIME SHOULDER ROASTS OF BEEF 21c lb.
RIB END LOINS OF PORK 16c lb.

Lb. Gorton's Fine **CODFISH 23c** can

Nestle's Semi-Sweet **CHOCOLATE BARS**
2 for 25c
For Toll House Cookies!

5 LB. ALL PURPOSE FLOUR GOLD MEDAL 21c sk.
FINE SHORTENING 3 LB. CRISCO 45c cn.
46-OZ. FLORIDA GOLD BLEND GR. FRUIT JUICE, cn. 15c
LB. CAN WILSON'S CORNED BEEF HASH 2 cans 25c
WILSON'S CERTIFIED CORNED BEEF 15c cn.
LOW PRICE ON COFFEE KILBOURN HALL lb. 15c
A FINE FRESH COFFEE! SPECIAL BLEND lb. 19c
NEW SUNBRITE CLEANSER 3 cans 14c
STALEY'S LB. PKO. CUBE STARCH pkg. 8c
INGERSOLL TASTY Chicken Fricasee cn. 29c

INTRODUCTORY 1c SALE ON NORTHERN TISSUE
NORTHERN TISSUE
THIS ROLL ONLY 1c WHEN YOU BUY 4 ROLLS AT SPECIAL OFFER
Take Advantage of This Extra Savings This Week-End at Wegmans

HERE'S YOUR GUARANTEE! HIGHEST GRADE BUTTER
U. S. CERTIFICATE OF QUALITY IN EVERY PACKAGE
Now! **34c** POUND ROLL

Wegmans HOME OWNED FOOD MARKETS
FREE PARKING FOR CUSTOMERS

ROCHESTER Girl To Foot
When but what weaker sex At least the contest last Winner prize for Sun Board Kathryn M. han Pl.
Miss Collins correctly of fifteen and board could registered by van of Aquil
Every one entries miss Army tie g Sun selector missed out Penn game, over the Pen
Honorable also goes to fair sex, Miss of 404 Lexi Christoff ran total of 14 w on the Har However, he ceived at the day, October Collins' entr October 12. contest state

SPEC FU
TAKE AD SMALL A DELIVER TIONS IN FORE PRI
Pre-Chi
SPEC Desk &
SPEC \$9
Reg. \$ ROOMY D BOOK SHI

WEB BOT THIS SUIT

UN FUR
293 N. U

Girl Picks 13 Winners To Take Prize In Sun Football Contest

When it comes to playing football, there is little doubt but what the male of the species is superior to the so called weaker sex. But, not so in picking the winners of games. At least that was the case in the first Sun football selectors contest last week.

Winner of the five dollar prize for beating the official Sun Board of selectors is Miss Kathryn M. Collins of 5 Callahan Pl.

Miss Collins chose 13 winners correctly out of a possible fifteen and the best the Sun's board could do was 12 out of 15 registered by Coach John Sullivan of Aquinas Institute.

Every one of the hundreds of entries missed on the Harvard-Army tie game, including the Sun selectors. Miss Collins also missed out on the Princeton-Penn game, choosing the tiger over the Pennsylvania lads.

Honorable mention this week, also goes to a member of the fair sex, Miss Kathryn Christoff of 404 Lexington Ave. Miss Christoff ran up the amazing total of 14 winners, missing only on the Harvard-Army game. However, her answer was received at the Sun office on Monday, October 14, whereas Miss Collins' entry was received on October 12. The rules of the contest state that only the first

entry to beat the official Sun board is eligible for the five dollar prize. A check for that amount is being forwarded to the winner.

Now for next week's games. Here is a list of games to be played on November 2. Make your entry now. Pick the winners: mail your entry to the Football Contest Editor, Rochester Sun, 420 Burke Bldg., then watch for the board's selections which will appear in next Thursday's issue of the Sun. Winner will be announced on November 7 through the columns of the Sun.

Others who tied Sullivan's score this week included Mrs. Mary Law, 44 Ellison St.; Elmer McIntyre, 623 Glide St.; Guy Nixon, 46 Benton St., and Helen Parker, 27 Burlington Ave.

Alabama-Kentucky
Alfred-Clarkson
Canistota-St. Bonaventure
Holy Cross-Colgate
Duke-Georgia Tech
Harvard-Princeton
Illinois-Wisconsin
Indiana-Ohio State
Iowa-Purdue
Louisiana-Tenn.
Minnesota-Northern
Notre Dame-Army
Penn-State
Syracuse-Georgetown

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Lowest Rates On Personal Loans! It Costs You Only \$6.88 To Borrow \$100.00 For One Year



Those steadily employed who need money for any purpose will find it easy to obtain a loan here. All interviews in strict privacy.

* Free Parking at 101 Exchange St.

GENESEE VALLEY TRUST COMPANY

Exchange and Broad THE BANK OF PERSONAL SERVICE



"KINNEY DAYS NOW ON!"

It's saving days for America in every one of Kinney's 340 stores

Hosiery Scoop!

FULL FASHIONED! PURE SILK! EVERY PAIR! PERFECT!



Sensationally REDUCED TO 2 PAIRS FOR \$2.99



HUNDREDS OF STYLES SENSATIONALLY PRICED OUT THEY GO AT \$1.67



CHILDREN'S SHOES WHILE THEY LAST 67¢



Slipper SPECIAL! BIG SELECTION AT 37¢



Collegiate Sports! SHARPLY REDUCED \$1.67

MEN... NEW FALL OXFORDS REDUCED TO \$1.77 BOYS... LONG WEARING OXFORDS REDUCED TO \$1.33

Great Guns!

From barrel to butt—they're loaded with value. Draw a bead on quality—point your way to Sears Sporting Goods Department. Bag yourself some of these outstanding bargains.

OVER and UNDER SHOTGUN

\$33.95

- ★ New Straight Line Sighting!
- ★ Proof Tested Barrels! Perfect!
- ★ Precision Bored and Choked!
- ★ Positive Automatic Safety Lock!
- ★ 12, 16, 20, and Lightweight 410!
- ★ Barrels Mount One Over Other!

SINGLE BARREL

\$6.88

- ★ 12, 16, and 410 Gauge!
- ★ Walnut Stock! Bead Sight!
- ★ Self Ejector! Full Choke!
- ★ Light Weight! Take Down!

DOUBLE BARREL

\$19.95

- ★ Choice 12, 16, 20 Gauge!
- ★ Recoil Pad! Tenite Stock!
- ★ Hammerless Type! Mat Rib!
- ★ Automatic Safety, Ejector!

MALLARD SPORTLOADS

75c 16-20 Gauge

- ★ Scientifically Loaded!
- ★ For All Around Shooting!
- ★ Skeet and Official Trap!
- ★ Priced Per Box of 25!

SHELL VEST **69c**
Clay Pigeon **\$1.29**
CLEANING ROD **39c**
DUCK CALLS **69c**

EXTRA RANGE SPORTLOADS

\$1.08

- ★ 16-20 Gauge Shells!
- ★ Long Range Shooting!
- ★ Priced Per Box of 25!
- ★ 12 Gauge Shells \$1.12!

REPEATER SHOTGUN

\$29.95

- ★ Hammerless Type! Sliding Action!
- ★ Side Ejector! Checkered Grip!
- ★ Rubber Butt Plate! Handy Safety!
- ★ 6 Shot! Chambered for Shells to 2 3/4-in.!

HUNT CAPS **49c**
WOOL SOX **69c**
GUN CASE **79c**
Hunt Knife **98c**

HUNT COAT

\$4.40

- ★ Heavy 11-Oz. Army Duck! Khaki Color!
- ★ All Around Game Pockets! Rubber Lined!
- ★ Two Shell Pockets! Corduroy Collar!
- ★ Windproof! Waterproof! Single Breasted!
- ★ 8 Ounce Army Duck Hunt Coat ... \$2.69
- ★ 11 Ounce Duck Coat De Luxe ... \$6.49
- ★ Red, Black, Plaid Woolcoat ... \$8.98
- ★ 11 Ounce Duck Hunt Breeches ... \$1.98
- ★ 11 Oz. Breeches, Waterproof ... \$2.98

ALL MERCHANDISE EXCEPT SHOES ON SALE BOTH STORES

18" HI-CUT **\$3.49**
★ Leather!
★ Uppers!
★ Leather!
★ Soles!
Monroe Only!

HUNT PACS **\$2.98**
★ 15 Inch!
★ Uppers!
★ Heavy!
★ Rubber!
Monroe Only!

LACE BOOT **\$3.98**
★ Top Lace!
★ Rubber Boot!
★ Sizes 6-11!
Monroe Only!

KNEE BOOT **\$2.29**
★ Black Rubber!
★ Med. Weight!
★ Sizes 6-12!
Monroe Only!

Don't hunt around for bargains! Sears for higher quality — lower prices!

Hunting Clothing On Sale Both Stores

THERE ARE TWO SEARS STORES IN ROCHESTER
Monroe Ave. at S. Union, Stone 2500 476 Ridge Road West, Glenwood 556

Make Faded Curtains Like NEW with easy, easy Tintex CURTAIN ECRU Perfect Results!

In 10¢ & 15¢ sizes at Drug, Dept., and 5¢ & 10¢ Sizes

Tintex Saves you Money

PARK & TILFORD PRODUCT

Mrs. Esther Sheridan, 820 Main St., E.

SPECIALS-Appropriate FURNITURE GIFTS

TAKE ADVANTAGE OF THESE SPECIALS NOW! A SMALL AMOUNT HOLDS ANY ITEM FOR CHRISTMAS DELIVERY. WE HAVE MANY OTHER XMAS SUGGESTIONS IN STOCK. COME IN AND BUY EARLY BEFORE PRICES GO UP.

Pre-Christmas SPECIAL Desk & Chair **\$9.95**

Reg. \$14.25 ROOMY DRAWER & BOOK SHELVES

2-Pc. LIVING ROOM **\$39.50**

Reg. \$69.50

WEB BOTTOM, ALL SPRINGS HAND TIED & WAYS. SEE THIS SUITE FIRST — YOU'LL LOOK NO FURTHER.

PRE-CHRISTMAS SPECIAL **\$18.50**

Reg. \$29 LIMITED TIME ONLY. \$1 HOLDS TIL XMAS. ONE OF OUR FINEST CHAIRS.

UNIVERSAL FURNITURE COMPANY
293 N. UNION ST. Open Eves. to 9

KINNEY'S
74 MAIN E. NEAR FRONT ST.

Rochester League

The strong Rochester League produced a flock of high totals last Monday night at Elm Hall. Mancuso led the pack with 679. Hettler Ice provided the thrills of the team matches with a big 1102 middle game. George Angevine provided the spark for this game, with 256. Don Scherz had 246. Al Faust 244. Dave Martin 183 and Bill Ehmann 173.

Dick Galloti had 621, Russell 621, Al Faust 613, Gus Swanson 612, Harry Green 610, List 609, Rapp 608, George Angevine 607, Koch 607 and Fox 606.

Team matches: 1. W. Auto Parts (2664) 2. Eddie's Chop House (2667) 1. Target's Smoke Shop (2628) 2. Town Talk (2622) 1. Carlisle's Restaurant (2627) 2. Big Elm Club Store (2711) 5. Big Elm Dairy (2686) 3. Brita Kitcher Restaurant (2677) 6. K&Z Novelty (2709) 2. Brass Band (2684) 1. Hettler Ice (2686) 2. Daw Drugs (2704) 1.

Football Forecasts

GAME	SULLIVAN	LYONS	CARROLL
Holy Cross-Brown	Holy Cross	Holy Cross	Holy Cross
Mississippi-Colgate	Colgate	Colgate	***
Syracuse-Columbia	Syracuse	Columbia	Syracuse
Cornell-Ohio State	Ohio State	Cornell	Cornell
Dartmouth-Harvard	Harvard	Harvard	Harvard
Fordham-St. Mary's	Fordham	Fordham	Fordham
Hobart-Kenyon	Hobart	Hobart	Hobart
Notre Dame-Illinois	Notre Dame	Notre Dame	Notre Dame
Indiana-Northwestern	N'western	N'western	N'western
Iowa-Minnesota	Minnesota	Minnesota	Minnesota
Michigan-Penn	Michigan	Michigan	Michigan
Georgetown-N.Y.U.	Georgetown	Georgetown	Georgetown
Purdue-Wisconsin	Purdue	Purdue	Purdue
N. Carolina-Tulane	N. Carolina	N. Carolina	Tulane
Navy-Yale	Yale	Navy	Yale

*** Carroll officiating at game, therefore, expresses no opinion.

Franklin League

Herb Saucke batted out a big 680 for individual honors in last Thursday's Franklin League. Stan Lampert had 658, Ray Lill 646. Bill Knapp 61, Schubert 621, Pete DeJoy 605 and Orville Benjamin 603.

Team matches: Chapin Dairy (2779) 2. Vesta Restaurant (2717) 1. Elmwood Press (2919) 2. Chateau Lunch (2556) 0. Admitt's Printers (2561) 2. Franklin Grill (2674) 1. Pepsi-Cola (2715) 2. Alice Chase Chocolates (2306) 0. Dairyland Milk (2659) 2. Ontario Discount Company (2458) 0. Budner Tobacco (2691) 2. Grom's Optical (2646) 1. Small's Jewelry (2623) 2. Hettler Ice (2524) 1. Haddock Ring-Free Motor Oil (2543) 2. Peter Schulers (2347) 1.

Genesee Kegler Registers 676

Amedeo Cappellino pounded out one of the best totals that has been registered on the difficult Genesee Hall Alleys last week.

Rolling in the Bonsignore Monument League, Cappellino connected for 676, highlighted by a big final game of 289.

Veterans Unit To Hold Hallowe'en Fele

Northeast Post No. 221. Veterans of Foreign Wars will hold a Halloween party, tomorrow night at 8 p. m., in the Post rooms on Clifford Ave., cor. Remington St. Music will be furnished by the post orchestra. Commander Marzell has appointed Benny Loveland as general chairman.

\$70 ALLOWANCE For Your Old Gray Enamel Combination Stove

To Apply Against Purchase price of New Advance Combination Ranges
New Florence Oil-Gas Combination Ranges
New Glenwood Combination Ranges
H. P. FAHRER
131 PLYMOUTH AVENUE NORTH

MOVING 3 ROOMS \$5

4 Rooms for \$7.00
6 Rooms for \$12.00
Large refrigerators and heavy combination ranges extra. Large covered vans, plenty of pads, capable handiers. Old furniture, rugs, stoves, etc. taken as payment for moving.
Phone Mr. Carter
Certified Appraiser
MAIN 8926

Genesee League

Jack Merreno topped last Monday's Genesee League with 631 Mickey had 608.

Team matches: Genesee (2425) 2. Justice Foundry (2425) 1. Brooks Brewery (2742) 2. Quatrop Chevrolet Club (2734) 1. Broadway Park (2741) 3. Kurlan (2161) 0. Hettler Ice (2558) 2. National Tool & Machine Company (2204) 0.

-WANT ADS-

FOR SALE
NEW FLORENCE gas ranges, new Florence oil ranges and combination oil and gas ranges. Florence is the standard of comparison of all stove manufacturers. Why not buy the Florence instead of one that is claimed to be just as good for you pay no more. If you are interested come to Fahrer's at 131 Plymouth Ave. North and see how much money you can save on the 1941 Florence.

FOUR electric refrigerators in good condition \$22.50; used combination ranges from \$15.00 and up; used budgetary gray enamel \$10.00 and up; oak heaters \$10.00 and up; gas stoves \$3.00 and up. H. P. Fahrer, 131 North Plymouth Ave.

HOUSE FOR RENT

48 ACKERMAN St. six room 1 1/2 double \$7.00. Also single 3 room modern cottage duplex 122 Bevier St. \$5.00. These places are clean. Inquire Main 2966, evenings Gen. 5336.

FLOOR SANDING

FLOOR sanding. New and old floors refinished. Free estimates. Stone 3172.

WANTED TO BUY

COAL RANGES \$2.00 up. Gray enamel combinations \$15.00 and up. Gray enamel or white budgetary \$10.00 and up. Phone Mr. Carter Main 8926.

FEMALE HELP WANTED

GRILLS, Indian, to distribute samples and take orders. "Conditional" salary and bonus. Experience not needed. Apply E. M. Harold, 92 St. Paul St.

PERSONALS

CARE given pre-school children. Experienced nursery school teacher. Information. Glenwood 270-W.

PRIVATE readings. Mrs. Della McLain, 37 Buena Place, call by appointment. Main 7272.

MACHINELESS permanent in your home at a great saving. For appointment call Mary Glenwood 5831-R.

AN ACCIDENT

Pop—I'm sorry I smashed up the car, but it was falling apart anyway. Can I come home again if I win that new 1942 Studebaker Champion TRIPLE STORY Magazine is giving away for the best "I'll Never Forget" experience. Maybe you'd like to try for a prize, too. It's easy! Just get a copy of November TRIPLE STORY and read all about it.—Bill

For cleaning the inside of refrigerators, many women prefer Bab-O. It is odorless and guaranteed not to taint food.

AUTO INSURANCE

Easy Way
No Collectors
No Bother
\$1 week
Complete coverage on Liability, Property Damage, Fire, Theft and Collision. For details phone
STONE 557
BUDGET PROTECTION
1441 Lincoln Alliance Bank Bldg.
Established 1916

Fill Your Bin NOW—at a SAVING

Good Pennsylvania HARD
COAL
STOVE \$9.95 Ton
NUT \$9.75 Ton
EGG \$10.45 Ton
Pea Coal \$8.80
Buckwheat \$7.60
Rice Coal \$6.60
Coke \$9.25
Phone Glenwood 700
BELMONT
COAL CO., 499 Broad St.

A Name You Can Trust **LIVADAS** Open Every Night Till Midnight

THE Best Prices IN TOWN!

ON ALL CHOICE
WINES and LIQUORS
SHOP LIVADAS AND COMPARE!

What a Value!
EARL'S COURT SLOE GIN
Only at Livadas 40 Proof
Can you secure such a fine quality Sloe Gin at such a low price.
Compare \$2.00 Value Fifth

Again We Offer!
"PRESIDENT DELUXE"
Registered Brand
Straight Bourbon
WHISKEY
100 Proof
All 4 Years Old
\$1.99
VERY SPECIAL!
Compare \$3 Value!
Here's an extraordinary price for a quality Bourbon. Full quarts, not fifths at this low price! The product of one of the country's great distillers. Well-rounded in flavor, superb in bouquet. Hundreds of our customers will take this opportunity to stock up now and save!

A Famous Brand
At a Very Low Price!
The Renowned
TRICHERI
Imported Italian
VERMOUTH
Large 30-oz. Bottle
Compare!
\$1.25

Imported Virgin Islands
RUM
Delightfully
Mellow
as PUNCH
An extraordinary
fine quality rum
for your cocktail
arrangements.
Compare!
\$1.69 Fifth

Our Very Best Seller
SANDY HOLLOW
STRAIGHT RYE
WHISKEY \$1.79
Compare
\$2.25 Value Full Quart

CITY CLUB
STRAIGHT BOURBON
WHISKEY
\$1.59
Full Quart
4 YEARS OLD
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!

One of Scotland's Finest
KING GEORGE IV
Blended Scotch
WHISKEY
\$2.69
Fifth
A rare value. 100% Scotch whiskey distilled, blended and bottled in Scotland.
Compare! \$3.39 Value!

SAVE THIS LIST OF SPECIALS FOR YOUR HALLOWE'EN PARTY

FOR QUALITY OR PRICE YOU CAN'T BEAT THESE

2 VALUES!

No Finer Quality!
LIVBRO GIN
100% Grain Neutral Alcohol
\$1.65
Full Quart 90 Proof
Compare \$2.45 Value
No matter how particular you are, you are sure to like this gin... for it's smooth and mellow, it's made from 100% grain spirit. Please don't judge it by its price. Let your taste be the test.
Try it—you'll realize instantly what a sensational value it is! Livadas assures the connoisseurs of quality gin that there is no finer at any price!

Our Famous
LIVBRO Brand RYE WHISKEY
\$2.30
Full Quart 90 Proof
Compare \$3.25 Value
A real bargain in fine whiskeys. Please note it is a full quart—not a fifth. The straight whiskey in this fine product is 51% mellow year old to give it a distinctive flavor, the remaining 49% is pure neutral spirits.
We have sold thousands and thousands of bottles of this rye because of its exceptionally fine quality and outstanding low price.

FINEST QUALITY—LOWEST PRICE

BALBOA WINES

Here are wines after your own heart! For Balboa Wines have a character all their own... a rare flavor and a delicate bouquet that is pleasant to every taste! Balboa Wines are made from choice California grapes and ably aided by skilled vintners; they have an assured quality folks in all walks of life have never questioned. Get acquainted with Balboa Wines today!—You'll like them!

SWEET
Muscatel, Sherry
Tokay, Port
FULL GALLON \$1.35
3 full quarts \$1.10

DRY
Burgundy
Zinfandel
Claret
Barbera
Chianti
Reisling
Sauterne
99c GAL

LIVADAS
A NAME YOU CAN TRUST
183 MONROE AVE.
N. Y. S. LICENSE L-4229
FREE DELIVERY STONE 5549
OPEN EVERY NITE TILL MIDNIGHT

REAL VALUE!
SUEDE SHOES
REDRESSED... 35c
New Process Will Not Rub Off
Half Soles
75c Sewed
Any Size
Zippers or Slide Fasteners Repaired
Talon Replacements Used.
Edwards
Mrs. Katharina Goodwin, 4455 Lake Ave.

DOLANS... Where You Buy THE CUTS OF CHICKEN YOU PREFER

Broads lb. 46c	Livers lb. 45c	Necks lb. 12 1/2c
Wings lb. 25c	Giblets lb. 18c	Legs lb. 25c

Milk Fatted
FOWL 19c
Whole For Fricassee or Salad
Fresh Skinless
HAMS 17c
Shank Half lb.

DOLANS 600 JEFFERSON AVE. cor. Bartlett Telephone Genesee 1417

KOMINZ TIRE CO.
6:00x16
GOODYEAR
Deluxe All-Weather
Reg. \$14.00
\$8.95
Exchange

6:00x16
GOODYEAR
All-American
\$5.95
Exchange

HOT WATER HEATERS
Biggest Assortment in Town! Rochester's Lowest Prices!
\$3.95 up

COMBINATION RANGES
Oil and Gas
Coal and Gas—at Town's Lowest Prices!
OIL HEATERS \$9.95 up

Get Ready Now For Winter!
BATTERIES \$2 EX.
Rental and Recharge During Guarantee & No. Guarantee

19-PL. 12 Mo. Guar. Ex. \$3	45-PL. 18 Mo. Guar. Ex. \$4
45-PL. 24 Mo. Guar. Ex. \$5	51-PL. 36 Mo. Guar. Ex. \$7

PORTABLE RADIOS
Complete With Batteries!
\$5.95 Only!

PHILCO • ZENITH
R. C. A. • CROSLEY

RADIOS
Lowest Prices in Town
\$9.95 UP
OTHER TABLE RADIOS \$5.95

TIRES
First Line, First Quality WILLIARDS!
6.00 x 16 **\$4.95 EX.**
5.25x18 \$4.85
5.50x17 \$4.90
4.75x19 \$4.35

3 BIG STORES OPEN EYES.
KOMINZ TIRE CO.
RIDGE WEST AT DEWEY 182 and 417 MONROE AVE.

9 OUT OF 10 AGREE*

Looks like nine out of ten favor the same "eleven". Well, here's what nine out of ten think of the same whiskey:
"10,533 out of a total of 124,185 people liked it. Hence our claim that it is 'America's Smoothest Whiskey.'"
"All-American" line-up. Try it yourself.
AMERICA'S SMOOTHEST WHISKEY
GREEN RIVER
AN AMERICAN INSTITUTION
GREEN RIVER GIN
GREEN RIVER Blended Whiskey, 86 Proof, 75% grain neutral spirits. Green River Distilled Dry Gin, 85 Proof, 100% distilled from American grain neutral spirits. Oldtime Distillers Corporation, N. Y.

Let's Go CHATEAU
In The New York Manner

- ★ DINING
- ★ DANCING
- ★ DRINKING
- ★ FLOOR SHOW

REASONABLE PRICES
★
MONROE AVENUE
AT THE 12 CORNERS
★
★ ROCHESTER'S FORMOST NIGHT CLUB ★

Genesee Ladies League

Keithell Brown was the leading lady in last Monday night's Genesee Ladies League with 556. Helen Biel had 516, Marion Sellmayer 510, Ollie Neuer 502 and Marion Weyl 500.

Team matches: Sherwin-Williams (222) 3, Lincoln Printing (212) 0, Pure Quill (212) 2, Soldi Spangruti (224) 1, Genesee (231) 2, Cook Chevrolet (225) 1, Roast Beef Tavern (200) 2, Miller Beverages (200) 0.

Elm League

High individual totals in last Wednesday's Elm League, included Debell 615, Turnbull 601 and Behringer 600.

Team matches: W. A. Case (226) 3, Seales Lincocin (212) 0, Alexander Smith Ross (211) 3, Bernard Held (233) 1, Tommy Jenks (202) 3, Hoisting Engineers (241) 0, Monroe Diner (207) 3, McFarlin (203) 0.

New Brunswick Representative

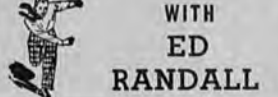


Emmet (Cap) Carroll

Friends of Emmett "Cap" Carroll have been congratulating the popular local athlete upon his appointment as district representative for the Brunswick-Balke-Collender Company of Chicago, manufacturers of bowling and billiard equipment.

Carroll succeeds Otto Hoesterey, who has been transferred to the Cleveland territory.

BOWLING



WITH ED RANDALL

This week is going to be devoted to the ladies, God bless 'em.

We want to remind them that next Sunday is the deadline for entries in the Times-Union Woman's Handicap Bowling Classic, which begins on November 3rd, and that if they haven't already registered for this attractive event, there are only three days remaining to do so.

Women's interest in bowling is increasing by leaps and bounds and it is expected that the Women's Classic will be as great a success as was the event for men instituted last year. According to the announcement weekly prizes will be awarded for high and second-high scores, handicaps included, with the roll-off taking place in February shortly after the ten-week qualifying period ends.

The latest statistics indicate that upwards of five million women are now regular bowling addicts. Women have found that bowling is fun. There is plenty of evidence, as well, that the game tones up the body and improves the general physical condition. Physical instructors stress the necessity of stretching exercises as part of the road to beauty and we will try to demonstrate how the various body movements which bowling employs lead to better posture and benefit bowlers generally from increased circulation.

From the very first step, the desirable stretching and relaxing exercises begin. When the right foot is extended and the ball is pushed forward until the arms are in front of the chest, the arm muscles are stretched vigorously, the neck and shoulder muscles gently. Then, in the next movement, when the ball is lowered until the hands are level with the knees, the shoulder and arm muscles are stretched further while the chest, back, spine and abdominal muscles begin to receive their first gentle stretching.

Following this, when the bowler starts her approach to the foul-line, the hands separate and the right hand carries the ball into the back-swing, the left hand flies upward to the shoulder level and during this time the chest, ribs, back, waistline, neck and abdominal muscles get a vigorous stretching. Finally when the ball is released at the foul line, one long pull is felt from head to foot. The muscles of the back, spine, ribs, chest, shoulder and waistline are stretched vigor-

DON'T LOSE LOVE

John—I love you with all my heart, but I simply cannot ride in that old jalopy with you any more. Why don't you enter the new TRUE STORY Magazine contest and win that new 1941 Studebaker Champion automobile they're giving away. It's a swell contest—easy as pie. That Studebaker would be swell for a honeymoon trip—Alice.

CLARK'S Have the largest selection of dressed poultry in the city. COMPARE THE PRICES!

SMOKED HAMS String End **19c** lb.

CHICKENS **25c** lb.

LEG O' LAMB **21c** lb.

FOWLS **17c** lb.

CHERRY STONE CLAMS Fresh Dug **1 ea.**

CHICKEN BREASTS... lb. 45c CHICKEN NECKS... lb. 10c
CHICKEN LEGS... lb. 35c CHICKEN WINGS... lb. 15c
CHICKEN LIVERS... lb. 30c CHICKEN GIBLETS... lb. 17c

CLARK'S 824 Portland near Lux Stone 471

Mrs. Mabel Pritchard, 14 Roxborough Rd.

Re-Organization & Remodeling Sale

AUCTION

Diamonds, Watches, Silver, Jewelry, Novelties, Etc. At Great Savings

ROYAL JEWELRY CO.

62 EAST MAIN ST.

FREE! To The First 50 Ladies Handsome Gifts

Friday, October 25, at 10:30 A. M.

Louis J. Glaser Auctioneers S. Sidney Wolfe

MR. HATT: BIFF! RIGHT ON THE SCHNOZZLE PAL—YOU'RE SURE A DARN GOOD KICKER—

SMOOTH AS SILK but not HIGH HAT

MR. HATT: RIGHT, MY FRIEND—AND KESSLER'S BLEND—IS SURE A DARNED GOOD LIQUOR

KESSLER'S Blended Whiskey

700 JULIUS KESSLER 85-109-110 Dist. of Distilleries

KESSLER'S AMERICA'S GREATEST WHISKEY VALUE

KESSLER'S PRIVATE BLEND—A BLENDED WHISKEY. 75% Neutral Spirits distilled from Grain. 90 Proof. Julius Kessler Distilling Co., Incorporated, Lawrenceburg, Indiana.

COUPON CORNER

WEEKLY IN SHOPPING NEWS — CLIP COUPONS NOW AS REMINDERS — PRESENT AT THE STORE

HUNTING CAPS 39c

GENUINE PYROIL FREE

1 LB. XXXX SUGAR 5c

DOUBLE COUPON

Coupon Corner Contest

The editor of the Coupon Corner wishes to present the items YOU want to buy. Send your suggestions today. \$1 will be paid weekly to the person submitting the best suggestion, most helpful criticism or newest idea. What are YOU in the market for?

Address Coupon Corner Editor, 420 Burke Bldg., Rochester, N. Y. (Enclose this paragraph).

Amateur Football Loop Leader To Be Decided Sunday

By DON MATTARO

Highlighted by the undefeated records of the 9th Ward Merchants in the American league and the Kesslers in the National league, the Rochester Amateur Football League will swing into its final week of action before the championship playoffs with three games listed in the American circuit and one game on schedule in the National loop.

Ninth Warders with five consecutive victories to their credit will oppose the Sigma Deltas. The Warders may run into a snag as the Fraternal gridders have won their last two games in easy fashion.

Romping on home grounds, the Ellisons are expected to continue on the heels of the league leaders when they oppose the Red Raiders at Ellison Park. The Ellisons only one-and-a-half games behind first place may spring right to the top if plans work out successfully Sunday.

The only National league tilt has the DeLuxe eleven, facing the Paiges at Cobbs Hill. Both clubs have shown very little to date, but this meeting may demonstrate some real football action. The Kesslers, with a day off, will meet a local club, in a non-league clash.

STANDINGS

AMERICAN LEAGUE

Club	W	L	Per.
9th Ward	5	0	100%
Ellison	3	1	75%
Stans Sweet Shop	2	1	50%
Sigma Deltas	2	2	50%
2nd Ward Merchants	1	3	25%
Red Raiders	1	3	25%
Speedy Dry Cleaners	1	4	20%

NATIONAL LEAGUE

Club	W	L	Per.
Kesslers	3	0	100%
Acherman Klein	3	1	75%
Parnalles Exon	2	1	66%
Deluxe Shoe Repairing	1	1	50%
Paiges	0	3	0%
Irondequoit A. S.	0	3	0%

WHERE TO GO FOR ENTERTAINMENT

BINGO PARTIES AT BEELEY'S
Tues. Fri. 8:15 P. M.
Sat. 1:30 P. M.
142 GENESEE ST. in REAR

PARTIES AT CARPENTER'S HALL
113 No. Fitzhugh
Thursday — 8:30 P. M.
Admission 20c

PARTIES AT WEST AVE. MANOR
165 West Ave.
Wed. Nite—8:30 P. M.
Mon., Tues., Thurs. Fri.—1:30 P. M.

BINGO
Show 7 P. M. Games 8 P. M.
WEDNESDAY SPECIAL
Jack Pot \$50 on full card.
\$5 on each of 23 games.
\$20 and 25 on special games. PAID OFF IN SILVER DOLLARS!

UNION LEAGUE HALL
Sunday and Monday, 8:15 P. M.
Wednesday and Saturday 1:30 P. M.
290 Gregory, at South Ave.

BINGO-Sunday 2:30 P. M.
Monday Nite — 8:30 P. M.
HALOWEEN PARTY
Novelties, Clad and Do-It-Yourself Prize For Best Costume
GLADY BINGO 142 GENESEE

NORM'S BINGO PARTY RECREATION HALL CHILI
509 Chili Ave.
MONDAY 8:30 P. M.
SATURDAY 2 P. M.
ADMISSION 25c
23 GAMES \$5 EACH

PARTIES AT Capitol Theatre Hall
85 W. Main St.
WED. and SUN. 8:15 P. M.

BINGO at CHILI Recreation Hall
Every Friday Night 8:15 p. m.
\$5.00 each for the 23 games
Tues. and Wed. 1:30 p. m.
Tues., Thurs., Fri. and Sat. 8:15 p. m.
509 Chili Ave. at Thurston

BINGO PLYMOUTH CHURCH HALL
Plymouth Ave. at Troup
25 DOOR PRIZES
Admission 20c
Every Sat. 8:30 P. M.
Door Prizes—Jack Pot

EVERY MONDAY NITE De Luxe Bingo
Run Solely by Knights of Columbus
PLAY FOR MORE THAN \$650
30 — DOOR PRIZES — 30
RAY FAGAN'S ORCHESTRA
Entertainment From 8 to 8:30
Bingo 8:30 P. M. to 10:30 P. M. Dancing After Games.
K of C AUDITORIUM — Chestnut Street

BERGHASH
ROCHESTER'S LEADING LIQUOR STORE
Next To Loew's Theatre

Offer for Friday and Saturday a generous assortment of wines and liquors at greatly reduced prices. Stock up now! Phone your order today—MAIN 786.

WE DELIVER

DO YOU KNOW—
That with recent price increase and additional taxes wines & liquors have gone up? Yet Berghash maintains consistently low cost on finest brands.

Look at the Prices!

4 Yrs. Old!
STRAIGHT BOURBON WHISKEY "CREAM O'GRAIN"
A smooth whiskey made from matured grains producing a uniform whiskey of fine bouquet and flavor.
CASE 12 QTS. \$21.00

\$1.89 Full Qt.

LOOK AT THE PRICE

100% Pure CALIFORNIA WINE "CHATEAU BRISAC"
MUSCATEL • ANGELCA SHERRY • PORT TOKAY • MADERIA

Enjoy a rich full-bodied wine of quality and flavor. Attention! For extra quality look for the label reading 100% Pure California Wine — Your guarantee of excellence.

Compare! \$2 VALUE! **\$1.49** FULL GAL.

LOOK AT THE PRICE

100% CANE GIN DISTILLED DRY GIN
LONDON INN
90 Proof **\$1.29** 4/5 Quart

Distilled according to an old English formula. Most excellent straight, or when used in cocktails. Smooth, palatable, satisfying.

CASE 12 BOTTLES \$14.50

Noted in Bond 100 Proof	PEACH BRANDY	1/2 Pt.	70c
Redwood California	GRAPE BRANDY	1/2 Pt.	50c
	BARTON PEAR BRANDY	99 Proof 1/2 Pt.	59c
	Imported Clearbrook Whiskey	Special Reserve 40% Alc.	\$1.80
	SLOE GIN	GOLD CROSS Reg. \$1.95 Value 4 1/2 Quart	\$1.59
	GORDONS DRY MARTINI COCKTAIL	4 1/2 Quart	\$1.69
Imported Italian	VERMOUTH	Compare \$1.65 Value 38-Oz. Bottle	\$1.15

IMPORTED SCOTCH WHISKEY QUEEN VICTORIA SPECIAL RESERVE

Compare \$3.49 Value **\$2.54** 4 1/2 Quart

A choice blend of Highland Whiskies from Scotland's finest distilleries. CASE 12 BOTTLES \$30.00

BERGHASH
124 CLINTON AVE. S. MAIN 786
NEXT TO LOEW'S FREE PARKING
ROCHESTER THEATER OPPOSITE OUR STORE
Next To Loew's Theatre

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

FOURTH YEAR—No. 1

ROCHESTER, N. Y., THURSDAY, OCTOBER 31, 1940

10

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

Workers, Farmers And Business To Return Roosevelt To Office

Editor's Note: The following article, submitted by the Democratic County Committee was written by Norman O'Brien, campaign manager. The views expressed therein do not necessarily represent the opinions of the Rochester Sun.

The die is cast for another great Roosevelt sweep next Tuesday. Monroe County will roll up decisively with the rest of the nation, a record vote to sustain the President and his New Deal. Perseverance with defense plans and continued courageous foreign relations are assured for the future.

City streets and crossroads alike are surcharged with sentiment for the Democratic standard bearer. When he arrives in Rochester Saturday morning, he will feel it. He will leave confident that the Genesee Valley will stand as it did four years ago.

These are not boasts. Statements are based on canvasses of Democratic workers, on intimate returns by independent Republicans themselves, and on an outpouring of workers who never before had rung a doorbell, who are out defending the President against vicious and malign attacks of his opponents.

Despite Republican claims of ability to do all that the Democrats are doing and more, the people are standing firm for the man they know from experience is for the greatest good for the greatest number.

The intensive drive of Republicans to mobilize all the selfish forces of privilege, their readiness to accept anybody and anything so long as it increased the movement against the President, their willingness to promise anything to any group regardless of conflict and impossibility of fulfillment, have caught up with them.

The common man cannot be moved. The worker knows his (Continued On Page 6)

Kelly To Introduce President

George B. Kelly, former Congressman and ardent New Dealer will have the honor of introducing President Roosevelt when he arrives in Rochester for a defense inspection trip on Saturday. Rumors from Washington assert that Kelly was the President's own choice. It is said that Kelly, a personal friend of the President is considered the leader of New Deal thought in Monroe County.

P.T.A. Unit To Sponsor Magician Show

The P. T. A. of No. 44 School is sponsoring a show of magicians to be presented by the Rochester Magicians Association tomorrow at 8 p. m. Feats of magic will be forthcoming; this show will last more than two hours. Tickets may be purchased from members of the P. T. A. or at the school on Chill Ave.

Will Eliminate Useless Jobs Says Roy F. Bush



ROY F. BUSH

Claiming the present sheriff's administration is "extravagant and wasteful," Roy F. Bush, Democratic candidate for Monroe County Sheriff, has promised the voters that, if elected, he will eliminate the useless jobs in the Sheriff's office and provide efficient and economical operation of the office and full co-operation with the State Police.

Bush seeks to substantiate his claims of wastefulness by showing a comparison between the salaries during 1939 in the Monroe County Sheriff's office and those in Westchester and Erie counties, both of which are considerably larger than Monroe.

Bush has been a member of the Democratic County Committee for fifteen years and of the State Committee for ten years. He is a member of the Doud Post of the American Legion, Knights of Columbus, Steuben Society, Elks, Rochester Automobile Club and the Rochester Club.

A Message From The Mayor

CITY OF ROCHESTER, N. Y.
Office of the Mayor

October 29, 1940

Mr. G. Curtis Gerling, Publisher,
The Rochester Sun
420 Burke Bldg.
Rochester, New York

DEAR MR. GERLING:

I wish to extend to you my congratulations on the beginning of your fourth year of continuous publication of The Rochester Sun. Your paper obviously has been well received by the people of Rochester, or you would not have been able to continue publication for this length of time.

It is heartening to know that Rochester can support a new publication which provides employment and helps to keep the wheels of commerce rolling.

With best wishes for continued success, I am
Sincerely yours,
SAMUEL B. DICKER,
Mayor.

40,000 Plurality Claimed For Sheriff Skinner



ALBERT W. SKINNER

Sheriff Albert W. Skinner entered the last lap of his campaign for re-election this week, claimed by his headquarters, a 2 to 1 favorite with political dopesters who estimate his plurality at 40,000 or better.

The Skinner Campaign Committee, has issued the following statement:

"The responsibility of operating and maintaining the Monroe County Jail, of providing adequate policing service outside the city and of serving thousands of civil processes is the responsibility of the sheriff."

"The records show that, while service has been maintained in all divisions of the Sheriff's Office at a higher level than ever before and while equipment has been brought to the highest point of efficiency, total expenditures for the three years' period have been LESS than the preceding three years."

Sun Enters Fourth Year Of Service To Shoppers Of City

The Rochester Sun today marks the beginning of its fourth year of service to the shoppers and merchants of the Rochester area.

Three years ago the Sun made its first appearance in Rochester as a "streamlined, modern newspaper form — the shopper's guide."

In that time the Sun has fulfilled the prophecy voiced in its first edition, "... The Rochester Sun is expected to play an increasingly important role in the city."

And The Sun has played just such a role. Each passing week has seen more and more merchants using its columns for the

most direct method of conveying their message to the consumers of the city — a method which they have long since found has produced outstanding results.

For, in the three years it has been serving Rochester, The Sun has acquired a unanimity (Continued On Page 2)

Cowardice, Confusion And Despair Doctrine Preached By New Deal

Editor's Note: The following article, submitted by the Republican County Committee is a portion of a speech delivered by Wendell Willkie to the women of America. The views expressed therein do not necessarily represent the opinions of the Rochester Sun.

"For almost eight years a little group of cynics called the New Dealers has been in control of this country, cynics whom we did not elect and who have no faith in us.

"These men have said to themselves: We are the intelligentsia; we know what is good for the people; we know

how to govern better than the people know how to govern. Let us therefore, so these cynics say, coin some smart phrases, some pungent words like 'economic royalist' and 'the forgotten man.' These trick words will appeal to the people. They will arouse their emotions and attract their votes, and if only we can keep their votes, we, the intelligentsia can govern as we see and know best.

"It is because they do not trust us that those men have constantly sought more power for themselves and the chief executive.

"It is because they do not trust us that almost every problem is declared to be an emergency (Continued On Page 8)

Brown Takes Bride; Army Takes Brown

The month of October, 1940, will long be remembered by Foster Brown, 49 Troup St.

First of all Brown took unto himself a wife and then along came Uncle Sam and took unto himself Foster Brown.

A first lieutenant in the U. S. Army Reserves, Brown has been called for a year of active duty at Ft. Knox, Ky. He leaves Rochester tomorrow for his new post.

NO BETTER Whiskey IN ANY BOTTLE

WILSON "THAT'S ALL"

Blended whiskey, 90 proof.
70% grain neutral spirits.

BLENDING WHISKEY

WILSON DISTILLING CO., INC., BRISTOL, PA.

A SAVING on Every Purchase or Your Money Back **OPEN EVERY EVENING TIL 9 P. M.**

ROCHESTER JOBBING HOUSE offers Entire Family Red Hot Savings on Warm Winter Apparel

FREE UNRESTRICTED PARKING

Men's ZIP-OUT Lined COATS \$15.95
Reg. \$20.00 Value!

Here you get—3 coats in 1. A typical Jobbing House tie-up of wool top-coat for Fall. With separate zip-in lining to make it a Winter OVERCOAT.

TOPCOAT OVERCOAT Combined!

MEN'S ALL WOOL Plaid JACKETS \$3.98
Reg. \$5.00

Big, sturdy, warm jackets with zipper closing and large muff pockets. Wide selection of famous makes usually \$5.99.

Others to \$7.98, Sizes to 54

MEN'S ALL WOOL Campus COATS \$5.59
Reg. Value \$8.00

Warm, useful coats for all kinds of active outdoor wear. Made of heavy plaid wool materials in belted style with four pockets. A BIG value at \$5.59.

OTHERS TO \$21.00

We're stocked to the ceilings! Over \$125,000 worth of warm winter apparel for men, women, boys and girls! And what a break for our thousands of customers all over the Rochester area—every last garment in the house is priced to let you share in our large-order, low-rent savings! The more you buy at the Jobbing House the more you save!

OPEN A NEW BUDGET ACCOUNT 10 Weeks To Pay

Buy Direct Save the Middlemans Profit
Save By Our Low Overhead Away from High Rent Location

LADIES' ALL WOOL CAMPUS COATS REVERSIBLES \$4.98
Reg. Val. \$7.00

Here's cozy warmth all right! Soft all wool coating with water repellent gabardine lining. Maroon, green, navy, royal plaids. Sizes 12 to 20.

Bowling SHOES

LADIES' Oxford Style \$1.79
MEN'S Oxford Style \$1.98
MEN'S Oxford Style \$2.19

Ladies' Hooded CARDIGANS \$1.00
Reg. \$1.29

See the glowing colors and you'll want several of these comfy fleece-lined cotton cardigans.

Ladies' REVERSIBLE COATS \$6.98
Reg. \$10.00

The City's outstanding coat value. A topcoat on one side, a raincoat on the other. Sizes 12 to 18.

Boy's ALL WOOL CAMPUS COATS SHEEPSKIN LINED \$5.98
Reg. \$8.00 Value

Wonderfully warm! Browns, blues, greens, silvertone.

Boys' Combination LEATHER — WOOL JACKETS \$2.98
Reg. \$4.00 Value

Wool cord sleeves, genuine leather body to resist wind.

Boy's ALL WOOL CAMPUS COATS \$3.79
Reg. Value \$6.00

No matter how choosy your boy is, we have the newest plaids. Warm as heavy wool and durable as h b r y a need them.

Others to \$14.95 — Sizes to 22

CHILDREN'S ALL WOOL Snow SUITS \$4.39 to \$12.95

Snow suits as you like them . . . 2-pc. 3-pc. tailored or trimmed . . . plaid or plain . . . tremendous variety! Guaranteed savings to 20%. Sizes 3 to 20.

LEATHER AND SUEDE JACKETS \$5.98 to \$17.95

Get yours at leather jacket headquarters! We have all the wanted types, the most famous makes! — Bronco, Admiral Byrd, Royal and many others.

BOYS' ALL WOOL CAMPUS COATS \$3.79

CHILDREN'S ALL WOOL Snow SUITS \$4.39 to \$12.95

ROCHESTER JOBBING HOUSE
159-161 JOSEPH AVE. Cor. Nassau St
Open til 9 Every Evening Unrestricted Parking

Sun Anniversary

(Continued From Page 1)
of acceptance among the buying public of this area unparalleled in the city's history. The weekly edition of the Sun, on

their doorstep every Thursday, is accepted by the consumers as the most direct, reliable and efficient guide to values available. That was, and is, the prime objective of the Rochester Sun when it made its debut — to

provide an accepted, dependable medium which merchants and shoppers alike could employ with the greatest economical benefits for both. At the same time, moreover, The Sun has fulfilled another mission. Its editorial content has been informative, entertaining and instructive, to householders and homemakers alike. Features, which tend to make the task of homemaking lighter, to aid in shopping shortcuts, to stretch limited budgets and to make the joy of living more complete, have always found a prominent place in The Sun.

During the past week The Sun has received scores of congratulatory messages on its birthday from merchants, civic leaders and readers. Space makes it impossible to reproduce these. For all these kind expressions The Sun wishes to voice its heartfelt thanks. When volume 1, Number 1 appeared in 1937, none would dare predict that we would be publishing Volume IV today. But we believe The Sun has proven itself. We have no hesitancy now about predicting that a year from now, Volume V of an even better Rochester Sun will be printed. Nor do we hesitate to again renew our pledge voiced in the initial edition: "The Sun will play an increasingly important role in the city."

Assembly Candidate Accuses Opponents Of 'Running Out'



CHAS. A. McNAMARA

Claiming the Republicans have "run out" on their campaign pledges during the past two years, Charles A. McNamara, Democratic candidate for the Assembly, 5th district, is basing his campaign on the promise that, if elected, he will work closely with Governor Lehman in reorganizing school districts, and in returning state aid for schools in the community.

He claims that the Republican majority in both the State Senate and Assembly stand in the way of progressive legislation. He points to the suspension of the Feld-Hamilton Law to stimulate efficiency among personnel in administrative departments. He also says that the Republicans attacked unemployment insurance, they slashed ten million dollars from the highway and parkway appropriation put forth by the governor.

But chief of McNamara's claims is that the Republicans, in the face of a pledge to continue full state aid for education, slashed nearly ten million dollars in 1939 and nearly two

million in 1940. This, says the Democratic candidate, is why he is needed in the State Assembly. To work toward getting back that state school aid.

British Legion To Participate In Special Service

Members of the Rochester Branch of the British Legion will parade with the American and Canadian Legion at the Annual Boulder services planned for Sunday afternoon, November 10, at Edgerton Park. A business meeting of the group will be held on Saturday at 8 P. M. in Union League Hall, Gregory St.

A costume Halloween party will be held by Commandery No. 25, Knights of St. John at St. Boniface Church Hall, Whalen St. next Monday. Music will be furnished by Carl Dengler. Prizes will be offered for the best costume.

Political Advertisement Political Advertisement

WHOM DO YOU WANT AT THE HELM...

Roosevelt or Wall Street?

AVON
IS FAMOUS FOR
New Untrimmed
COATS
\$9.99
VALUES TO \$14.99

- SMART TWEEDS
- HERRINGBONES
- CASHERES
- CAMELENS
- NEW SWAGGERS
- COATS WITH HOODS
- REVERSIBLE COATS
- FITTED COATS
- BOXY COATS
- REEFER COATS

SIZES 11 to 20, 38 to 46

There's nothing cheap about these Coats except their price! Ten seasons' best styles at savings that should bring you here when the doors open tomorrow!

AVON SHOP
132 E. MAIN ST.

Mrs. Rose Nagay, 45 Westmore PK.

You'll Use It Regularly After ONE TRIAL!

GLIO-BRITE COAL
ANTHRACITE

THE FINEST FUEL at a SAVING

Cash Prices Per Ton Shoveled Off

ROCHESTER FUEL
AND FEED COMPANY
OFFICE & YARD - 1525 CLINTON AVENUE NORTH

STOVE NUT EGG \$10.95

Pea	\$9.10
Rice	\$5.85
Buckwheat	\$7.85
Coke	\$9.25

Rudolph's Electrical Appliance Dept. Features

Reg. 9.95
STEEM IRON
7.95

Famous Make
ELECTRIC MIXER
13.95

General Electric
KITCHEN CLOCK
3.95

Toast n' Jam Set
Toastmaster Jr.
8.50

RUDOLPH'S
Main at South Ave. Open Saturday Evenings

To Organize Home Nursing Unit

The Woman's Benefit Association will organize a home nursing class for members and non-members on November 6th from 2 to 4 o'clock and once a week on Wednesday thereafter during the duration of the course. Reservations will be taken at the Health Center, 509 Taylor Building. There will be no charge for the course.

BOTH

Sears STORES

OPEN UNTIL 9:30 P. M.

- Thursday
- Friday
- Saturday

THIS WEEK ONLY

"Whoops... Automatic GAS Water Heating Rates are down, too!"

Costs slashed as much as 20% in Rochester district! Now automatic gas hot water service costs little or no more than your present method.

\$1 A Month Rents An Automatic GAS WATER HEATER
Pay a small amount for gas used.

ROCHESTER GAS & ELECTRIC Corporation

For trouble and service calls Telephone MAIN 3960 For sales dept. & personal calls Telephone MAIN 7070

In Lauer's 5th Floor Rug Department

Sale! Finest Quality WILTON BROADLOOM

Reg. \$6.75

\$5.75 SQ. YD.

We repeat! This is Lauer's finest quality Wilton Broadloom reduced in price for the first time in our history! Need we say more? Hurry! Come to Lauer's now — tonight — tomorrow! Select your pattern and color from big full rolls of Wilton carpet right on our floor. Burgundy, green, dark blue, and turquoise colors.

LONDON CLUB
For Your Living Room

Reg. \$129

\$100

DAVENPORT and CHAIR

"Fine value" is written all over this two piece living room suite. Every detail of construction is superb... The hard wood frame is pegged and hot-glue doweled... Each spring is tied 8 ways... The platform is guaranteed sagless for life... Every stitch of the tailoring is perfect... And all exposed woods are beautiful solid Cuban mahogany. Lauer's have spared no effort to make this one of our outstanding living room values. The fabric is beautiful, lustrous moire velvet — Or, if you prefer, tapestry, frieze, or velour at the same price. We have scores of lovely color tones for you to choose from.

This 5 Piece Chrome Breakfast Set Has the Newest **BAKELITE TOP**

\$37
5 Pieces

Just think! The table top is made of heat resistant, alcohol proof, acid resistant, laminated bakelite... it will not chip or stain. The table legs and chair frames are heavy, rust-proof, seamless chromium steel. Notice the large table drawer... the two side leaves which extend easily to accommodate 6 or 8 people... the protective aluminum band that carries entirely around the table top. Lauer's sell this five piece breakfast set for only \$37. The regular price of table and 4 chairs was \$44.50. Black, Red, Blue, Marble, Swedish modern colors.

LAUER'S • 50 STATE ST

9 OUT OF 10 AGREE*

Pretty one-sided, isn't it? But so is this example of the people's choice:

*110,533 out of a total of 124,195 people liked it. Hence our claim that it is "America's Smoothest Whiskey."

Yes, and once you taste Green River we believe you'll elect it your favorite, too.

AMERICA'S SMOOTHEST WHISKEY

JUST TRY GREEN RIVER TODAY

AN AMERICAN INSTITUTION
GREEN RIVER

Green River Blended Whiskey 40 Proof, 75% grain neutral spirits. Green River Distilled by Geo. W. Pease, 1912, distilled from American grain, neutral spirits. Distillers Corporation, N. Y.

ROCHESTER
O. E. S.
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• WIN

O. E. S. CARD PARTY
Germania Chapter, No. 72, Order of the Eastern Star will hold a card party Saturday at 8 p. m. in Star dining room of Masonic Temple. There will be a prize for each table, door prizes and refreshments. The public is invited.

STOP
PRESENT EXTRAVAGANCE IN SHERIFF'S OFFICE!
ELECT ROY F. BUSH



BUSH PLEDGES: Elimination of useless jobs. Efficient, economical operation of Sheriff's office. Full co-operation with State Police.

LOOK At The Comparison Of Salaries of Sheriffs' Offices During 1939 Showing HOW THE PRESENT REPUBLICAN SHERIFF WASTED YOUR MONEY!

COUNTY	POPULATION	SALARIES
Westchester	536,000	\$102,535.00
Erie	781,000	\$ 82,446.05
MONROE	437,000	\$124,206.14

VOTE FOR ROY F. BUSH FOR SHERIFF

Who Saved Taxpayers Over \$300,000 While Serving For 6 Years As Monroe County Clerk!

★ PULL DOWN LEVER 13-B ★

Mrs. Helen Hoffman, 247 Curtis St.

- LOOK! -

Money Saving Values on

PENNSYLVANIA HARD COAL

NUT ... \$9.95 Per Ton
Stove \$10.15
Pea \$8.80
Coke \$9.25
Cash Shovelled Off, Grade B
PRICES SUBJECT TO CHANGE WITHOUT NOTICE

EGG STOVE \$10.95 Per Ton
NUT
PEA \$9.05
COKE \$9.55
Cash Shovelled Off, Grade A
PRICES SUBJECT TO CHANGE WITHOUT NOTICE

FREE A beautiful household Gift with the purchase of 1 TON or more of GRADE "A" COAL OR COKE. ASK FOR IT!

LAKE COAL CO. GLEN 538
255 Lyell Ave.

BOTH

Sears STORES

OPEN UNTIL 9:30 P. M.

- Thursday
- Friday
- Saturday

THIS WEEK ONLY

Screwballs To Stage Hallowe'en Party Tonight

The Screwballs are on the loose again and, according to the executive committee of that strangely named organization, tonight in the Moose Club, one of the most weird and terrifying programs ever presented in this city will be staged.

Among the attractions promised are prizes for the best and funniest costumes; a Screwball quiz with questions secured from the College of Insanity; a genuine indoor horse race; a slippery pig chase, and other amusing events. Diplomas will be awarded to members of the Screwball fraternity who have distinguished themselves during the past month by doing

things out of the ordinary. This Halloween Jamboree, as it is called, will be sponsored by Rochester Asylum, No. 1, which has a membership of more than 300 men and women who, according to their own statements, "do not consider themselves overly clever but still know enough to mind their own business."

To the Voters of Monroe County

Please take notice that the following persons have been nominated as candidates to be voted for at the Election to be held on the 5th day of November, 1940, as follows:

PATRICK A. GRIMES
ROBERT W. SMITH

Board of Elections

CANDIDATES NOMINATED BY THE REPUBLICAN PARTY

NAME OF CANDIDATE	RESIDENCE	TITLE OF OFFICE
FORTY-SEVEN ELECTORS NOMINATED TO SUPPORT WENDELL L. WILKIE FOR PRESIDENT AND CHARLES L. McNARY FOR VICE-PRESIDENT		
EDMUND H. LEWIS	East Genesee St., Skaneateles	Associate Judge of the Court of Appeals
ALBERT CONWAY	845 Carroll St., Brooklyn	Associate Judge of the Court of Appeals
BENJAMIN B. CUNNINGHAM	Kilbourn Rd., Pittsford	Associate Judge of the Court of Appeals
BRUCE BARTON	117 East 55th St., New York City	United States Senator
MARY DONLON	33 West 51st St., New York City	Representative in Congress at Large
MESSMORE KENDALL	152 Broadway, Dobbs Ferry	Representative in Congress at Large
LEWIS A. GILBERT	121 Williams St., Newark	Justice of the Supreme Court
JOSEPH J. O'BRIEN	East Rochester	Representative in Congress, 38th District
JAMES W. WADSWORTH	Genesee	Representative in Congress, 39th District
RODNEY B. JAMES	Pittsford	Senator, 45th District
KARL K. BECHTOLD	649 Seneca Pkwy., Rochester	Senator, 46th District
FRANK J. SELLMAYER, Jr.	Brighton	Member of Assembly, 1st District
ABRAHAM SCHULMAN	353 Culver Rd., Rochester	Member of Assembly, 2nd District
GEORGE T. MANNING	1654 Alexander St., Rochester	Member of Assembly, 3rd District
PAT PROVENZANO	376 State St., Rochester	Member of Assembly, 4th District
WILLIAM B. MANN	Brockport, N. Y.	Member of Assembly, 5th District
WILLIAM C. KOHLMETZ	1889 Highland Ave., Rochester	County Judge
ALBERT W. SKINNER	Court House, Rochester	Sheriff
DANIEL J. O'MARA	511 Hurstbourne Rd., Rochester	District Attorney
DAVID H. ATWATER	347 Seneca Pkwy., Rochester	Coroner
RICHARD A. LEONARDO	1935 Clinton Ave., N., Rochester	Coroner
JOHN CONRADT	6 Stebbins St., Rochester	Supervisor, 13th Ward

Emblem chosen to represent and distinguish candidate for Republican Party

CANDIDATES NOMINATED BY THE DEMOCRATIC PARTY

NAME OF CANDIDATE	RESIDENCE	TITLE OF OFFICE
FORTY-SEVEN ELECTORS NOMINATED TO SUPPORT FRANKLIN D. ROOSEVELT FOR PRESIDENT AND HENRY A. WALLACE FOR VICE-PRESIDENT		
EDMUND H. LEWIS	Genesee St., Skaneateles	Associate Judge of the Court of Appeals
ALBERT CONWAY	845 Carroll St., Brooklyn	Associate Judge of the Court of Appeals
CHARLES S. DESMOND	62 Chatham Ave., Buffalo	Associate Judge of the Court of Appeals
JAMES M. MEAD	79 Ideal St., Buffalo	United States Senator
CAROLINE O'DAY	Sunset Lane, Rye	Representative in Congress at Large
MATTHEW J. MERRITT	144-47 Ave., North Drive, Malba	Representative in Congress at Large
JOHN W. MILES	Lyons	Justice of the Supreme Court
GEORGE B. KELLY	967 Harvard St., Rochester	Representative in Congress, 38th District
J. FREDERICK COLSON	129 Genesee Park Blvd., Rochester	Representative in Congress, 39th District
NORMAN T. LYON	1795 Culver Rd., Rochester	Senator, 45th District
GEORGE F. ROGERS	19 Perinton St., Rochester	Senator, 46th District
JOHN K. CURTIN	42 Eastland Ave., Brighton	Member of Assembly, 1st District
MARIO VENTURA	144 Croydon Rd., Rochester	Member of Assembly, 2nd District
ROBERT HAND	50 Chestnut St., Rochester	Member of Assembly, 3rd District
NELSON E. OWEN, Jr.	85 Keehl St., Rochester	Member of Assembly, 4th District
CHARLES McNAMARA	220 Bronson Ave., Rochester	Member of Assembly, 5th District
GEORGE HOFFENBERG	1204 S. Goodman St., Rochester	County Judge
ROY F. BUSH	485 Rockingham St., Rochester	Sheriff
LEO G. HOSENFELD	Spencerport	District Attorney
DR. CHARLES TERESI	179 Lake Ave., Rochester	Coroner
DR. CHARLES RANSOM	Brockport	Coroner
JOHN E. KRECKEL	17 Cayuga St., Rochester	Supervisor, 13th Ward

Emblem chosen to represent and distinguish candidate for Democratic Party

CANDIDATES NOMINATED BY THE AMERICAN LABOR PARTY

NAME OF CANDIDATE	RESIDENCE	TITLE OF OFFICE
FORTY-SEVEN ELECTORS NOMINATED TO SUPPORT FRANKLIN D. ROOSEVELT FOR PRESIDENT AND HENRY A. WALLACE FOR VICE-PRESIDENT		
EDMUND H. LEWIS	Genesee St., Skaneateles	Associate Judge of the Court of Appeals
ALBERT CONWAY	845 Carroll St., Brooklyn	Associate Judge of the Court of Appeals
CHARLES S. DESMOND	62 Chatham Ave., Buffalo	Associate Judge of the Court of Appeals
JAMES M. MEAD	79 Ideal St., Buffalo	United States Senator
CAROLINE O'DAY	Sunset Lane, Rye	Representative in Congress at Large
MATTHEW J. MERRITT	7 North Dr., Malba	Representative in Congress at Large
JOHN W. MILES	Lyons	Justice of the Supreme Court
GEORGE B. KELLY	967 Harvard St., Rochester	Representative in Congress, 38th District
J. FREDERICK COLSON	129 Genesee Park Blvd., Rochester	Representative in Congress, 39th District
NORMAN T. LYON	1795 Culver Rd., Rochester	Senator, 45th District
GEORGE F. ROGERS	19 Perinton St., Rochester	Senator, 46th District
JOHN K. CURTIN	42 Eastland Ave., Brighton	Member of Assembly, 1st District
MARIO VENTURA	144 Croydon Rd., Rochester	Member of Assembly, 2nd District
ROBERT HAND	50 Chestnut St., Rochester	Member of Assembly, 3rd District
NELSON E. OWEN, Jr.	85 Keehl St., Rochester	Member of Assembly, 4th District
CHARLES McNAMARA	220 Bronson Ave., Rochester	Member of Assembly, 5th District
GEORGE HOFFENBERG	1204 S. Goodman St., Rochester	County Judge
ARTHUR J. NOTHAKER	664 Lake Ave., Rochester	Sheriff
LEO G. HOSENFELD	Spencerport	District Attorney
DR. CHARLES TERESI	179 Lake Ave., Rochester	Coroner
DR. CHARLES RANSOM	Brockport	Coroner
JOHN E. KRECKEL	17 Cayuga St., Rochester	Supervisor, 13th Ward

Emblem chosen to represent and distinguish candidate for American Labor Party

CANDIDATES NOMINATED BY THE SOCIALIST PARTY

NAME OF CANDIDATE	RESIDENCE	TITLE OF OFFICE
FORTY-SEVEN ELECTORS NOMINATED TO SUPPORT NORMAN THOMAS FOR PRESIDENT AND MAYNARD C. KRUEGER FOR VICE-PRESIDENT		

Emblem chosen to represent and distinguish candidate for Socialist Party

CANDIDATES NOMINATED BY THE PROHIBITION PARTY

NAME OF CANDIDATE	RESIDENCE	TITLE OF OFFICE
FORTY-SEVEN ELECTORS NOMINATED TO SUPPORT ROGER W. BABSON FOR PRESIDENT AND EDGAR V. MOORMAN FOR VICE-PRESIDENT		

Emblem chosen to represent and distinguish candidate for Prohibition Party

STEPHEN W. PAINE	Houghton	United States Senator
HELEN H. G. ESTELLE	137 Academy St., Poughkeepsie	Representative in Congress at Large
NEIL DOW CRANMER	307 Catherine St., Elmira	Representative in Congress at Large

CANDIDATE NOMINATED BY THE PEOPLES PARTY

NAME OF CANDIDATE	RESIDENCE	TITLE OF OFFICE
GEORGE A. HICKS	722 South Ave., Rochester	Supervisor, 13th Ward

Emblem chosen to represent and distinguish candidate for Peoples Party

FOR THIS ONE WEEK ONLY...

Basement Month-End Sales

Bargains In Men's And Boys' Wear You Won't Want To Miss

Boys' Campus Coats \$3.95

Big, husky, pure wool coats in the newest plaid patterns. Full-cut durably tailored. Double-breasted style with full belt. Extra heavy fabrics. Every one an exceptionally outstanding value, at this price.

Sale! Men's Shirts 88c

VALUES TO \$1.35

If you don't get a few of these, you'll be missing some of this season's best shirt bargains. Included are fine broadcloths, woven madras cloths and chambrays. Stripes, patterns and plain whites. Every one perfect quality. Every one finely tailored throughout. Collar-attached styles.

Boys' Wool Jackets ... \$2.95

The wanted new contrast-color sleeve jackets. All are made of all-wool fabrics in heavy winter weight. Full zipper front. Cossack style with side take-ups.

Sale! Men's Ties (Value to 49c) 33c

Exceptionally fine quality, hand-tailored ties. The kind you never see, regularly, at anywhere near this price. A huge variety of new Fall patterns and colors.

Corduroy or Wool Slacks \$1.95

We know the kind of slacks boys want... and we have them. All have pleated fronts, high-rise waist. All are sturdily tailored from wear-tested fabrics.

Flannel Pajamas (Value \$1.29) \$1.09

You need a few of these for cold, frosty nights ahead. Get them now at a real saving. Button front or pull-over style in fine quality domed flannel.

Cord. or Wool Knickers \$1.55

Built to stand hard use and plenty of abuse. Good tough, sturdy wools and long-wearing corduroys. A big variety of this season's wanted patterns.

Winter Union Suits (Val. to \$1.19) 95c

One-piece union suits of 10% wool. Warm but will not scratch. Long leg style with either long or short sleeves. All sizes up to 46. Natural color.

- BOYS HOSIERY ... 2 Pcs. 25c
- PLANNEL PAJAMAS ... 79c
- PLAID SHIRTS ... 59c
- WINTER UNDERWEAR ... 29c

- MACKINAW (Val. to \$8.95) 6.89
- JACKETS (Val. to \$4.45) 3.69
- SWEATERS (Val. to \$2.95) 1.89
- PLAID FLANNEL SHIRTS 95c



FRIDAY AND SATURDAY

In GOODYEAR'S
28th ANNIVERSARY SALE!

LAVISHLY FURRED COATS \$21.95
Made to Sell Up to \$40!

This group of magnificent coats features fine needlepoint fabrics, in Black, Wine, Teal and Brown. Beautifully tailored—in the newest modes and lavishly furred with such genuine furs as Persian, Tipped Skunk, Squirrel, Jap Mink. Equal in quality to many you've seen at TWICE our special low ANNIVERSARY PRICE! Sizes 12 to 20; 36 to 48.



Open A Charge Account!

30-60-90-Day Payment Plans Available!

• No Carrying Charge
• No Interest

FOR FRIDAY ONLY!

SPECIAL GROUP CASUAL COATS \$9.95

ACTUAL \$15 VALUES!
Warm tweeds and fleeces. The year's clever modes ANNIVERSARY SALE PRICED! Misses' and Women's sizes.



Dozens of Other Great VALUES In This Great SALE!

House of Coats
Goodyear's
75-77 E. MAIN

District Attorney 'Incompetent and Lax' Says Leo Hosenfeld



LEO G. HOSENFELD
Accusing the present District Attorney of incompetence in the prevention and solution of crime and of inaction in voting frauds, Leo G. Hosenfeld, Democratic candidate for District Attorney in Monroe County, has waged an active campaign for election to that office. Hosenfeld claims that figures prove frauds in registration figures for the first ward. He says that 942 votes were cast last year for supervisor in this ward with a total population of 953. The Republican leader and candidate, he claims, received 350 percent more votes than his opponent. Hosenfeld claims that figures total of 1038 have been registered in that same area this year, out of a total population of 953 people. He promises that, if elected, he will put an end to handling crime as a political problem. He says that he will enforce the laws vigorously but fairly and impartially.

ROCHESTER'S LARGEST POPULAR PRICED STORE **Edwards**

for FRIDAY & SATURDAY!

3-Piece Bedroom SUITE **59.98**



NO DOWN PAYMENT
As Low As \$1 Weekly

Made of fine mahogany veneers and gumwood. Hand-rubbed finish. Large dresser with mirror; roomy chest of drawers, full size bed. Only a limited number . . . Hurry!

EDWARDS—Fifth Floor

Purchased Separately

Boudoir Chair6.98
Bed14.50
Chest19.50
Dresser25.98
Vanity25.98

ONE OF AMERICA'S LEADING VACUUM CHAIRS

The "News" You've Been Waiting For!

REBUILT
HOOVER
Plus BRAND NEW FAMOUS MAKE
HAND CLEANER
LIBERAL ALLOWANCE ON YOUR OLD CLEANER

FULLY GUARANTEED For the Same Length of Time as a New Hoover

IF YOU CAN'T CALL, PHONE OR WRITE FOR A FREE HOME DEMONSTRATION

\$14.95 FULL CASE PRICE

10 DAY TRIAL PLAN

PENN VACUUM STORES
30 SOUTH AVENUE
STONE 6747 OPEN EVENINGS 'TIL 9 P. M.

ROCHESTER'S LARGEST POPULAR PRICED STORE **Edwards** IT'S MATTRESS Check-Up TIME!

WHAT'S SPRING-AIR GOT THAT YOUR MATTRESS HASN'T?

ARE YOU sleeping on a mattress that's as behind the times as Aunt Emma's old phonograph up in the attic? Great changes have come about in mattress-making — values have been added such as you probably never before thought possible. Check up on these Vital Values — you should be enjoying them. There are four of these Vital Values — all to be found in one mattress. Spring-Air! Let your Spring-Air dealer demonstrate these Vital Values — try them out on your own bed. The difference they can make in your greater enjoyment of life will astonish you. Don't be content with less than the world's finest mattress — Spring-Air!

SPRING-AIR MATTRESS GIVES YOU ALL FOUR VITAL VALUES



COMFORT THAT FITS. Just as the glove should fit the hand, so should your mattress fit the body. Spring-Air does. There is within the construction an automatic adjustment to both your weight and shape — making it seem that Spring-Air was tailor-made especially for you.

COMFORT FOR KEEPS. To be fair to you, your mattress should not only be comfortable, but it should stay that way. Spring-Air does. The construction does not weaken, nor lose its original comfort. It is guaranteed for as many as 15 years! You always enjoy the same freshening comfort as when new — never a let-down!

SCIENTIFICALLY COMPLETE. You want a mattress that has all of the desirable features — smooth edges, upright sides, effective ventilation, efficient handles, stretch-proof ticking, etc. Spring-Air has them. They are real, not phony — functional, and not just ornamental.

RATIFIED BY CONSUMERS. Laboratory tests are impressive — but it is the word of the Consumer that counts! Spring-Air carries off the honors, whether it be in the laboratory, or on the beds of those who use it. You neither experiment, nor take anything for granted, when you buy Spring-Air.



America's favorite — with all the extra refinements that go hand in hand with its 15-Year Guaranteed Construction. Tufted or Tuftless styles, with correctly matched Box Spring — each \$3950

ADVERTISED IN **LIFE**

No Down Payment
AS LOW AS \$1 WEEKLY

EDWARDS—Seventh Floor



They all answer **P.D.Q.**
[Perfectly Delicious Quality]

when you say
let's have a drink of

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

'Pins and Needles' To Be Shown At Aud. Fri. and Sat.

"New Pins and Needles," the Labor Stage revue which recently set an all-time long run record of 1105 performances for musicals at the Windsor Theatre in New York, comes to the Auditorium for three performances tomorrow and Saturday night and Saturday matinee of this week.

member the old "Pins and Needles" which played here in 1938. Using reformed garment workers as the cast, it spoofed the Hitlers and Mussolinis and all whom it regarded as reactionary. It started the social significance value in musicals. Highlights of the "New Pins and Needles" are "The Harmony Boys," a takeoff on Fritz Kuhn, Father Coughlin, and Senator Reynolds; "Bertha, the Sewing Machine Girl, Or It's Better With A Union Man;" "The Red Mikado," with its three little D. A. R.'s; "Mene, Mene, Tekel;" and "G-Man," a spoof of G-Man Hoover.

Roosevelt . . .

(Continued From Page 1)
advantage in collective bargaining and who is responsible for it; the aged know the true backer of their assistance and sense who would restore the uncertainty of other days. The farmer realizes his improved position. Business has its own figures to show how far it has come in seven years.

The people have ears and eyes and can feel. They are beyond the influence of those who put profit before human needs. The ballyhoo of the circus cannot fool them. Alarm spreads through all Republican efforts, particularly here in Monroe County. The fear is knowledge. All advices are that with the Roosevelt sweep all the Democratic candidates of the county will go into office, in a grand rebuke to a contemptible local machine. The extent of the desperation in which local Republicans are working was well illustrated by their dragging out of a year-old campaign ad to check the swing to Roy F. Bush for Sheriff.

HICKSONS



Model 336

TERMS \$1 A Week
No Interest FREE DELIVERY

HEAR BOTH SIDES OF THE QUESTION on a Brand New, 1941 Emerson Radio



Model 331

\$6.95 up

Beautiful, sturdy little sets with positively amazing performance.

Your old cleaner is worth \$20 towards a new **UNIVERSAL SUPREME**



ACT QUICKLY!
—and get \$20 for your old vacuum cleaner towards a big new UNIVERSAL Supreme Model. Quality-built, with all the conveniences you want. What's more, you receive as a gift a \$5.95 Landers Open Top Sweeper! Stop in TODAY!

UNIVERSAL
The Trade Mark Known in Every Home

FREE
With each Supreme Vacuum Cleaner, this Landers Open Top Sweeper. Certified \$5.95 Value.

Regularly \$39.95
\$39.95
With Your Old Sweeper

The Saving Sensation of the Season!

OLD STORE
MAIN ST. E.
SMALL
SERV.
OIDS
NEW RICHMOND ST.
UNIVAN.

FREE PARKING

OPEN MONDAY & THURS. EVES. 7 TO 9 O'CLOCK

HICKSON'S
37 Richmond St. Stone 93

TERMS \$1 A Week

This ad when it appeared was deliberate deception, and still is. It had so little effect a year ago that Mr. Bush ran 20,000 votes ahead of his ticket. These voters are again with him, and working valiantly to make him Sheriff.

Where Bush's record as born out by state comptroller and audit figures show he effected a surplus in the conduct of his office of county clerk amounting to \$73,178.59, the Republicans have tossed in a WPA project charge of more than \$100,000 to present an alleged deficit of \$25,000.

The voters know this WPA project was to aid collar workers on relief, and had nothing to do with actual conduct of the county clerk's office.

What the Republicans fail to show is that the Republican predecessor of Bush had a deficit of \$246,000, and that even if the WPA project could be considered as a charge against the office of county clerk, bush had improved operations of his office by more than \$200,000.

This in itself is a remarkable tribute to efficiency and economy, using the Republicans' own figures.

Bush has made a splendid campaign for better prosecution of crime in Monroe County. Leo Rosenfield, nominee for district attorney, has stood shoulder to shoulder with him for better government, and they have made telling inroads on the normal Republican strength of the county.

Indeed, there are signs that were the county candidates running outside a presidential year, they would still win. The people are aroused for a great Democratic victory next Tuesday.

Hearty Sandwiches Ideal Lunch For Hungry Kiddies

By IRENE MUNTZ

Hot sandwiches make a delicious lunch for hungry children on these cold fall days. There are so very many delicious combinations and they can be made in less time than it takes to tell. Leftovers may be utilized. Sandwiches are always good if we use good bread, soft butter and take a bit of time and thought in putting the sandwich together. Creamed sandwiches are always delicious. Creamed chicken or ham on toast make an excellent lunch. Add a crispy

vegetable and milk and your children will be well nourished. Children require an egg a day and lunch time is a grand time to include it in the diet. Try a corn omelet sandwich. It is good to taste and good for them. Use toasted whole wheat bread.

AT SMALLS



YOU WILL MARVEL AT THE AMAZING TONE QUALITY OF THIS NEW 1941 ZENITH RADIO

MODEL 6D510
\$14.95

LONG DISTANCE RADIO AND IT'S ONLY

Sears Mark Opening Of Enlarged Store



FRED LINDNER
Another step forward in the expansion program of Sears Roebuck & Co. will be celebrated today in the opening of an addition to the main local store of the company on Monroe Ave.

Fred Lindner, group manager for Sears in Rochester, told associates at a celebration dinner Tuesday night, that the addition, begun in April and formally opened today doubles the floor space to 226,000 square feet. It cost \$650,000 and has \$250,000 worth of new fixtures.

RUGS 9x12 \$1.00
CLEANED AND STEAMED
RUGS, Stained, Cleaned, Washed, Sized, Moth, Damp and Germ-proof
\$3.00
ELTER CO. Est. 1872
Glenwood 3466 - 44 Arthur St.

LOST LOVE
Joe—it was too bad you didn't meet Carmela when you were younger. How different everything would have been. Maybe you will become so wrapped up in your music that you will forget about her in time. For the whole story read "The Love Pears That Haunted Me" in the December True Story Magazine now on sale.

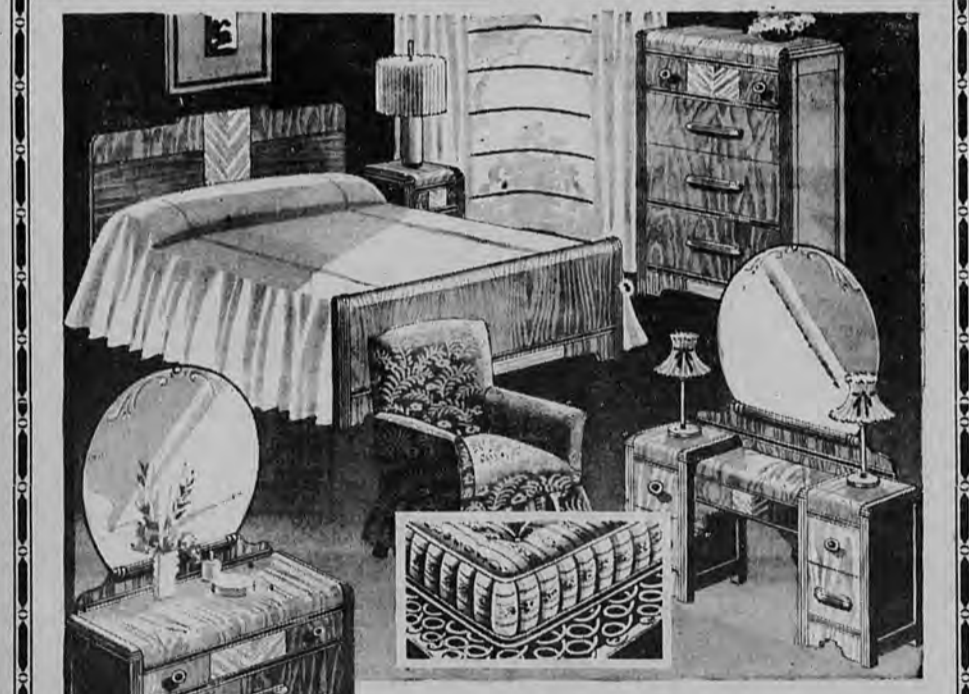
50c DOWN • 50c WEEKLY

Smalls

28 EAST MAIN ST.

Open Saturday Evening
FREE PARKING - CASINO PARKING STATION, IN REAR

A COMPLETE LIVING ROOM FOR THE PRICE OF A LIVING ROOM SUITE ALONE



A Modern Set! 10 Fine Pieces

Everything shown in this picture included at this sensationally low price. Your bedroom can be completely furnished by the selection of this fine group. It offers you modern design pieces including bed, chest and choice of vanity or dresser—coil spring—mattress—two fine pillows—three boudoir lamps.

\$79.50
\$5 DOWN DELIVERS

MAJESTIC FURNITURE CO.
OPEN EVENINGS TO 9 204 COURT ST. OUT OF THE HIGH RENT DISTRICT

FREE PARKING AT BILL & SONS OPPOSITE OUR STORE

FALL 1940

FASHION VIEW

Follow the Color Styles with **Tintex** World's Largest Selling TINTS & DYES

KEEP COLOR-FASHIONABLE—SAVE MONEY ON EVERY ITEM OF YOUR WARDROBE

47 Colors

10" & 15" SIZES
AT DRUG, DEPT. & 10' STORES

Perfect Results—Used by Millions
PARK & TILFORD PRODUCT

Political Advertisement

During the bowling season, 5,000,000 men and women spend \$450,000,000 for the thrill of making strikes and spares.

It must be good... so many people like it!



100 PROOF

OLD OVERHOLT
AMERICA'S MOST POPULAR BOTTLED IN BOND

NATIONAL DISTILLERS PRODUCTS CORPORATION
COPYRIGHT 1940, A. OVERHOLT & CO., INC., NEW YORK

\$2.55
1.59

For Wall Street's Sake Elect Willkie

Mrs. Lucille Julian, 168 Lark St.

BOTH Sears STORES

OPEN UNTIL 9:30 P. M.

- Thursday
- Friday
- Saturday

THIS WEEK ONLY

CLARK'S Campaign Platform: MORE MEAT FOR LESS MONEY
Make us Prove It This Week-End

Fresh, Small Corn-Fed PORK LOIN 14c Rib End	Fresh, Milk-Fatted FOWLS 17c For Fricassee or Salads	Home Dressed Frying or R'sting CHICKENS 25c
Fresh Cut Hourly CHOPPED BEEF 17c	They Are Better! VIRGINIA OYSTERS 23c	

CHERRY STONE CLAMS Fresh Dug 1 ea.

CHICKEN BREASTS . . . lb. 45c	CHICKEN NECKS . . . lb. 19c
CHICKEN LEGS . . . lb. 35c	CHICKEN WINGS . . . lb. 18c
CHICKEN LIVERS . . . lb. 39c	CHICKEN GIBLETS . . . lb. 17c

906 N. Goodman near Bay Cul. 4875 **CLARK'S** 884 Portland near Lux Stone 471

Political Advertisement

IF YOU HAVE FORGOTTEN ABOUT INSULL... Vote for Willkie!

RUMMAGE SALE
Daughters of St. George will hold a rummage sale for the

benefit of British War Relief on November 7, 8 and 9 at 479 Main St. E.

ELECTION NIGHT SUPPER
The annual sauerkraut and roast ham supper will be served from 5:30 until all are served on Tuesday, November 5th, by the Ladies of the Loyal Circle of the Women's Society of Christian Service at Spencer Kipley Methodist Church, Culver Rd. at Parsells Ave.

HOME COMING DAY
Lakeside Presbyterian Church has announced a 'Home Coming Day' next Sunday. All friends and former members of the Church are being invited to unite with the congregation in a friendship service to be followed by a social hour of fellowship together. There will be special music and sermon in keeping with the day. General

Chairman Milo D. Estes is being assisted by Edward Watson, Ferguson, Martin Cushing, Mrs. Harry Lascell, Mrs. Edna Manchester, Mrs. Fechner and Mrs. Schwucho.

ARDEAN R. MILLER GEN. 20
"SPECIAL"—GUARANTEED QUALITY
COAL \$10.95
STOVE EGG NUT
Hard Coal
"SPECIAL PEA" \$9.05
Cash Ton Short Off.

Election returns will be heard by radio.

FRESH GRADE EGGS 36¢
CHICKEN 22¢ up
SPRING RABBIT 18¢
AT OUR MARKET
We Deliver Fresh Dressed
Call Main 2966
Monroe County Poultry 68 Front St.
ROY MESTLER and BILL DEFIELD

INDIGESTION
may affect the Heart
One trapped in the stomach or colon may not like a hair-trigger on the lower. At the first sign of distress, read and follow the directions on the Pills. Do not take any other medicine. If the PILLS DO NOT bring relief, call your doctor. Write to us and receive DOUBLE Money Back, Inc.

LOVE REGAINED
Hannah—You certainly used the right tactics with Sam. He loved you all the time but didn't realize it until you jolted him that night. Read how a woman falls in love with her own husband in "To Make A Man Love You" in the December True Story Magazine now on sale at all newsstands.

EASY STOVE CLEANER
To clean a grimy kerosene stove, there's nothing like Bab-O and hot water.

Blessed Relief...
FOR DIFFICULT DAYS
CHI-CHESS-TERS PILLS are helping thousands of women relieve from "The Look-of-the-Month-Leagues". Why don't you try them to relieve symptomatic periodic pain and discomfort. Absolutely safe to take as 50¢ grocery. Contains no habit-forming drugs or narcotics. Used beneficially for over 35 years.
CHI-CHESS-TERS BRAND PILLS

FACTORY CLOSEOUT OF 475 MATTRESSES!

THIS WEEK-END ONLY—While Quantities Last!
Shop Early!
The Most Amazing Mattress Value in Rochester!



FAMOUS QUALITY "Sleeprite" INNERSPRING MATTRESSES

BONA-FIDE \$19.75 to \$24.50 VALUES!

YOUR CHOICE,
\$10
ONLY \$1 CASH—\$1 MONTHLY

NOTE!
ALL THESE INNERSPRING MATTRESSES ARE GENUINE "SLEEPRITE"
Wire Coil Units of 180 Coils or More!

Here's a sale that tops anything you, we, or anybody else ever heard of! One of the leading mattress manufacturers had short lots and odds and ends of fine covers on hand, the kind of expensive tickings used on mattresses that sell for as much as \$39.50. They made them up into mattresses especially for us, so that we could offer them to you at savings heretofore unheard of, for such fine quality! The Innerspring Construction, made up of sturdy, resilient "Premier" Coils, is fully guaranteed, and the rich tailoring leaves nothing to be desired in the way of fine workmanship. When it comes to comfort, you'll have to admit you've never experienced greater relaxation or restfulness. It's the greatest mattress event ever held anywhere!

HERE ARE A FEW OF THE QUALITY FEATURES:
COTTON DAMASK HEAVY, WOVEN TICKINGS
IMPURIED COTTON DAMASK FANCY WEAVES
GOVERNMENT STANDARD TICKINGS

MAIL THIS COUPON

UNION TIRE
East Ave. at Union, Rochester, N. Y.

Please send me (write quantity) _____
Mattresses as advertised, for \$10 each. I agree to pay \$1 for each upon delivery, and the balance in regular monthly installments, plus the usual low carrying charge.

Name _____
Address _____
City _____
(If UNION Acc't. give No.) _____
Acct. Number _____

- ★ Pre-Built Borders
 - ★ Inner-Roll Edges
 - ★ Fine Covers
 - ★ All Have Quilted Borders
 - ★ All Have Button Tufts
 - ★ Ventilators For Thorough Circulation of Air
 - ★ Handles For Easy Turning and Convenient Handling
 - ★ Resilient Coil and Layer Felt Combinations
- Quantities Are Limited! Shop Early for Best Selection!
- Limit—2 Mattresses of Any Size to a Customer

IMPORTANT!
Do not confuse this with the ordinary \$10 mattress sale! — These are bona fide
\$19.75 to \$24.50 VALUES
They're fine quality mattresses in every detail of construction and workmanship, an each one is fully guaranteed! It's only because of a very special purchase of short lots of fine tickings, that we are able to make this sensational offer! Shop Tomorrow and Save.

SALE STARTS THURSDAY NOON

MAIL AND PHONE ORDERS FILLED WITHIN A 40-MILE RADIUS OF ROCHESTER

POSITIVELY NONE SOLD TO DEALERS

UNION 286 EAST AVE.

The Ladies of General Welfare Center No. 220 will serve a sauerkraut and cabbage dinner in Eagle's Hall, 22 Washington St. N. next Tuesday from 4:30 to 7:30 P. M. Dancing in the main auditorium will follow.

KIENER'S
100 HUDSON AVE.

CUSTOM TAILORED COATS

Dress Coats \$25.00 Reg. \$35.00

The latest styles. The newest furs. The finest materials.

Newest! Smartest! MADE for YOU!

FUR TRIMMED COATS \$45.00 Reg. \$55.00

Large Sizes Included In This Group

KIENER'S
599 HUDSON AVENUE
COR. CLIFFORD

Willkie . . .

(Continued From Page 1)

gony—an excuse for the concentration of more and more power in a central authority, dominated by the chief executive who is advised by them.

"Seven years ago when this administration came into power our people were hungry and confused. They gave to the administration a confidence and support which no administration in the history of this country has ever enjoyed before.

DOCTRINE OF COWARDICE

"But today, instead of courage and hope, the New Deal preaches the doctrines of cowardice, confusion and despair. It has lost faith in the people. It is governing by force and by fear. It depends for a large share of its vote-getting power upon the corrupt political machines of Hague, Kelly-Nash and Pendergast. It plays on the fears of the insecure by demanding the votes of the unemployed—the recipients of governmental relief. And it pushes us ever closer and closer toward war.

"When Senator McNary and I are elected, the first thing I shall do to help you in the great task that lies ahead of you, will be to clean house in the government. I will clean out the cynics and unbelievers, the nuts and the bunk-artists. My administration will be composed of men who believe in the American people.

GOT US IN THE MIDDLE

"Don't misunderstand me. There has been a lot of talk about the danger of changing administrations in an emergency. The closer Mr. Roosevelt gets us to war, the more the New Dealers say that we ought not to change horses in the middle of the stream.

"Well, for one thing, what are we doing in the middle of the stream? How did we get there? The man who got us in is not the right one to get us out.

"But changing administrations does not mean changing the whole government. I want to clean out the cynics and I want gradually to reduce the bureaucracy. But the backbone, the working force of our government will remain just as it is. The army will be there even though Mr. Roosevelt won't, and likewise the navy. All the civil service, and may I say I believe completely in the civil service—while no administration in the history of this country has violated that principle as much as this one—all of the civil service employes who do the real work of government will remain. All the commissions will remain, except insofar

as Congress sees fit to change them—and with men on them who understand the functions of our economic system.

NEEDS MEN FOR DEFENSE

"I should anticipate also retaining most of those who are now giving their services to the national defense program. Many competent and patriotic men are giving their time to this most urgent and vital task. I shall need their services—and you shall need them—and I shall put them to better work by organizing them, by having confidence in them and by giving them more authority.

"I have confidence in them, and they have confidence in me—confidence that together

we can get this industrial machine of ours going full blast—for defense—for jobs—for prosperity.

"That will be my first step in helping you.

GOOD ADVICE

Helen—Grace was right. You found out an older woman's advice was wise before it was too late. Jerry never knew, either. The complete story is in the December True Story Magazine. Turn to page 43 and read "I Didn't Want My Baby". On sale now at all news dealers.

Best Coal Value In The City

BLACK MAGIC
QUALITY
COAL \$10.95

Egg Stove Nut

TON CASH Shovelled Off

Pea Coal \$9.05 Ton
Buckwheat \$8.00 Ton

SEMET-SOLVAY COKE

PAYNE & DUNHAM GEN. 586

The Rochester Sun

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KNITTING CLASS
A class in knitting and needlework has opened on Tuesday and Thursday evenings from 7:30 to 9:30 at Benjamin Franklin High School. All types of fancy stitches will be taught, including crocheting, tatting, needlepoint, cut-work, etc. A competent instructor is in charge.

BOTH

Secord STORES

OPEN UNTIL 9:30 P. M.

- Thursday
- Friday
- Saturday

THIS WEEK ONLY

Sibley, Lindsay & Curr Co. Stone 6500

Famous Beech-Nut COFFEE 1 lb. 25c

All Kinds Beech-Nut SOUPS doz. \$1.45
Coupons redeemed here.
2 cans 25c, 6 cans 75c.

Flaky Good Luck PIE CRUST 2 pkgs. 23c

Tempting Good Luck DESSERTS 3 pkgs. 25c

Lge. Bots. Anderson's BEVERAGES doz. \$1.05
Plus Bottle Deposit

Lge. Can Armour's BAKED BEANS 10c, 3 for 29c

No. 1 Can Libby's Cooked CORNED BEEF 23c, 2 for 43c

Pride of the Salad SHRIMP 17c, 3 for 49c

One-Pie, Maine BLUEBERRIES can 14c

NEW NUT CROP!
Diamond Walnuts 1 lb. 23c 2 for 45c
Large Polished Brazils, 2 lbs. 33c
Filberts 1 lb. 27c 2 for 51c
Soft-Shell Pecans 1 lb. 31c

Extra Fancy Tender Young LONG ISLAND DUCKLINGS 6 pounds average wt. lb. 19c

1 Pound Cartons, Wilson's Certified PRINT LARD 2 lbs. 15c
100% Pure Pork, Tower Brand

SAUSAGE MEAT lb. 19c
Extra Fine, Solid Meat

Standard OYSTERS pt. 19c
6-lbs. Average Weight

Flav-O-Rich CALLAS lb. 17c

Fancy High Score Creamery TUB BUTTER 2 lb. 67c
CHATEAU or VELVEETA CHEESE 1/2 lb. pkgs. 2 for 29c

BOILED HAM, Sibley's own brand, tender, sliced, 1/2 lb. 27c

SWISS CHEESE, fancy domestic . . . lb. 31c
SWISS CHEESE, fancy imported . . . lb. 73c
GOOSE LIVER Style Sausage . . . lb. 37c

Big Juicy Texas Seedless GRAPEFRUIT 3 for 25c
CAULIFLOWER, snow-white, solid heads . . . 2 for 17c
RUTABAGAS, the finest in quality 3 for 10c

Fit For a King! Our Famous 3-Layer Whipped Cream CAKES 59c—89c
Chocolate or white cake with lavish layers of fresh whipped cream! Two generous sizes.
Delicious Fresh

APPLE KUCHENS ea. 22c

Phone Order, Stone 6500
Grocery Order Board Opens at 8 A. M.
GROCERY, MAIN FLOOR

DO NOT FORGET!

THE PRESENT DEMOCRATIC CANDIDATE FOR SHERIFF WAS A CANDIDATE FOR COUNTY CLERK LAST YEAR FOR WHICH OFFICE HE WAS DEFEATED WHEN THIS ADVERTISING GAVE THE FACTS ABOUT HIS METHODS OF "ACCOUNTING" FOR HIS RECORD IN PUBLIC OFFICE

Now - The **BUSH** Campaign!

BLOWS UP!

WHEN CONFRONTED BY ALL THE FACTS

THE ALLEGED—

SURPLUS BECOMES A DEFICIT

OF

\$28,000

Here are the **FACTS!**

MR. BUSH SAYS (Correctly) THAT IN 5½ YEARS HIS EXPENDITURES FROM REGULAR COUNTY FUNDS WAS	\$732,753.83
BUT	
HE "NEGLECTED" TO INCLUDE OTHER PUBLIC FUNDS* EXPENDED IN HIS OFFICE IN THE AMOUNT OF	\$101,289.55
WHICH MAKES THE TOTAL COST OF BUSH "MANAGEMENT AND EFFICIENCY" (NOT \$732,753.83) BUT THEN	\$834,043.38
DEDUCTING THE CORRECTLY REPORTED FEES	\$805,932.42
THERE IS AN ACTUAL DEFICIT BETWEEN MONEY SPENT AND FEES	\$28,110.96

Total of W.P.A. Funds Expended by Mr. Bush, But Not Included in His "Report"

REMEMBER THE FACTS THAT DEFEATED BUSH FOR COUNTY CLERK and VOTE FOR

SKINNER REPUBLICAN CANDIDATE FOR **SHERIFF**

"ROW A---ALL THE WAY!"

This Advertisement Appeared in the Rochester Daily Papers Oct. 31, 1939

Everybody Agrees....It's LIVADAS For the Choicest Brands

The Largest Stock and the Lowest Prices

WINES and LIQUORS

✓ ✓ ✓ CHECK THESE ROCK-BOTTOM PRICES ✓ ✓ ✓

<p>Very Choice! Old Quaker Dark Straight RUM 7 1/2 Years Old Compare! \$1.75 Value!</p>	<p>What a Value EARL'S COURT SLOE GIN Only at Livadas can you secure such a fine quality Sloe Gin at such a low price. Compare! \$2.00 Value! \$1.49 Fifth</p>	<p>A Famous Brand At a Very Low Price! The Renowned TRICHERI Imported Italian VERMOUTH Large 36-oz. Bottle Compare! \$1.75 Value! \$1.25 Fifth</p>
--	--	--

LIVRO GIN



No Finer Quality
100% Grain Neutral Alcohol

\$1.65
Full Quart
90 Proof

Compare \$2.45 Value

Our Very Best Seller
One of Scotland's Finest
KING GEORGE IV Blended Scotch WHISKEY
A Rare Value 100% Scotch Whiskey Distilled, Blended and Bottled in Scotland.
Compare! \$3.39 Value!
\$2.69
Fifth

LIVRO RYE WHISKEY



Our Famous Brand

\$2.30
Full Quart
90 Proof

Compare! \$3.25 Value!

SANDY HOLLOW STRAIGHT RYE WHISKEY
90 Proof
Compare! \$3.00 Value
\$1.79
4 Years Old
Full Quart

A Great Value!
WELFORD CLUB STRAIGHT BOURBON WHISKEY
Bottled in Bond Under U. S. Government Supervision
\$1.99
Full Quart
Compare! \$3.00 Value

Check These 6 Amazing Points

- Finest Type of Penna. Bourbon
- Full 4 Years Old
- Full 100 Proof
- Full Quart Bottle
- Product of Penna. Distiller
- Special Low Price

This bourbon is an exceptionally melo-whiskey and one of the biggest values that is has been our privilege to offer our customers.

Extra Choice
AMERICAN GOLD BURGUNDY
Large 36-oz. Bottle
Compare! \$2.00 Value!
\$1.49

FAMOUS HOUSE
Straight California
Grape
BRANDY
\$1.49
Fifth

One of California's finest brands at an exceptionally low price.
Compare! \$1.95 Value!

CITY CLUB STRAIGHT BOURBON WHISKEY
4 YEARS OLD
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!
\$1.59
Full Quart

Imported Virgin Islands
RUM
\$1.69
Fifth

86 PROOF

An extraordinary fine quality rum for your cocktail arrangements.

FINEST QUALITY—LOWEST PRICE

BALBOA WINES

Here are wines after your own heart! For Balboa Wines have a character all their own... a rare flavor and a delicate bouquet that is pleasant to every taste! Balboa Wines are made from choice California grapes and shielded by skilled vintners; they have an assured quality folks in all walks of life have never questioned. Get acquainted with Balboa Wines today!—You'll like them!

<p>SWEET Muscatel, Sherry Tokay, Port FULL GALLON \$1.35 3 full quarts</p>	<p>DRY • Burgundy • Zinfandel • Claret • Barbera • Chianti • Reising • Sauterne 99c GAL</p>
--	---

LIVADAS

A NAME YOU CAN TRUST

183 MONROE AVE.
N. Y. S. LICENSE L-4229

OPEN EVERY NITE TILL MIDNIGHT

FREE DELIVERY STONE 3549

HUGE VOTE FOR FINER WHISKEY

Three Feathers Flavor-Protection Enthuses All New York

ROCHESTER, N. Y.—Every once in a while a product deservedly leaps into public favor. For example, Three Feathers Whiskey, now enjoying the largest sale in its greater-than-ever popularity is Clari-fining (flavor-protection) which effects a new peak of richness. "Light as a feather" in body, Three Feathers Whiskey offers, in all, a new peak of whiskey value!

Try **THREE FEATHERS DISTILLED LONDON DRY Gin**
90 proof - 100% neutral spirit distilled from grain. Oldtime Distillers Corp., N. Y.

buy **THREE FEATHERS**

IT'S CLARI-FINED (FLAVOR-PROTECTED)



the whiskey that's "light as a feather"

Blended Whiskey, 90 Proof, 7 1/2% Grain Neutral Spirit. Oldtime Distillers Corp., N. Y.

BOTH Sears STORES

OPEN UNTIL 9:30 P. M.

- Thursday
- Friday
- Saturday

THIS WEEK ONLY

From "A to Z" a Record Breaker

A ANALGESIC BALM
50c Size **14c**

ACIDINE Powder, 75c size **43c**
ATWOOD'S Bitters, 35c size **21c**
ADLERIKA Laxative, \$1.00 size **68c**
AYER PECTORAL Cough Syrup, 60c size **36c**
ALCAROID Powder, \$1.00 size **63c**

SAVINGS always have been as simple as A B C for DAW'S customers... but here's a whole alphabet full of bargains... record breakers even for the seven big stores, which always undersell. If you have an eye for a bargain, run it right down this list... "A to Z"... and pick out ALL the things you need while they're 'specially deep cut in price. They're all guaranteed, you may be sure, to the DAW standard of quality and freshness.

DAW'S ORIGINAL CUT-RATE DRUGS

56 Clinton Ave. S. Temple Theater	31 Main St. E. Corner Aqueduct	353 Main St. E. 1 Door from Stillson	452 Ridge Rd. W. Corner Dewey	880 Main St. W. At Bull's Head	473 N. Goodman Just Off Main	539 Monroe Ave. Near Goodman
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KREML HAIR TONIC
Size **58c**

TODAY THRU SATURDAY

KOHLER'S Corn Remedy **12c**
KLUTCH 50c Powder for Plates **29c**
KOLYNOS Tooth Paste, 50c size **39c**
KRUSCHEN Salts, 70c size **59c**
KOLORBAK Fur crav hair, \$1.50 size **98c**

B BARBASOL SHAVE CREAM
75c Jar **41c**

BARBO COMF For Gray Hair, 60c size **36c**
RISODOL POWDER Regular 65c size **49c**
BATTERIES For Flashlights, 10c value **3c**
"ON-AMI" Powder, 15c size **9c**

WITH THIS COUPON
PLAYING CARDS
Fine Linen Quality BRIDGE or PINOCHLE Reg. 35c Value
21c
(Limit 2 Decks)

WITH THIS COUPON
50 RAZOR BLADES
Made of the finest blue chrome steel. Money back guarantee.
Reg. \$1.00
Box of 50 **49c**
(Limit 2 Boxes)

LIVEBUOY SHAVE CREAM
2 for **33c**

LYKOLENE Tooth Paste, 25c size **11c**
LADY ESTHER Cream, Reg. 35c size **59c**
LIMEWATER Pink Bottle **9c**
LIMESTONE Phosphate, 20c size **27c**

C CALOX Tooth Powder
30c Size **21c**

CARBONA Cleaning Fluid, 25c size **18c**
CALDWELL'S Syrup of Pepsin, 60c size **36c**
COCOMALT Regular 50c, 1-lb. can **33c**
CASTORIA 3-OZ. Bicycles, 25c size **12c**
CARTER'S 75c Little Liver Pills **57c**

WITH COUPON
FITCH'S SHAVE CREAM
Large 25c Size Tube
8c
(Limit 2 Tubes)

WITH COUPON
LIGHTHOUSE CLEANSER
Large Size
2c
(Limit 2)

MODESS NAPKINS
Box of 65 **89c**

McKENSON Aprons, 24x36-100's **2 for 49c**
MERCOLIZED Wax, \$1.50 Jar **69c**
PABULUM Meads **19c, 39c**
MILK SUGAR Regular 60c Pound **39c**
MAZON Ointment, \$1.00 size **59c**

D DENTAL FLOSS
12 Yard Spool **8c**

DANDERINE Hair Tonic, 60c size **38c**
DIGITALIS PILLS Davies, Rose, 75c size **46c**
DIAMOND DRS., Reg. 15c **2 for 23c**
DR. BUTLER'S Tooth Brush, 50c value **33c**

WITH COUPON
AppleBlossom Talc. Powder
Reg. 50c 1-lb. Can
19c
(Limit 2)

WITH COUPON
WOODBURY TOOTH PASTE
Large 25c Size
8c
(Limit 1)

OVALTINE Plain or Choc.
50c Size **34c**

NAVITOL Squibb's, 10 c. c. **57c**
NOXZEMA Cream, 75c size **49c**
OMEGA OIL Reg. 25c size **29c**
OVOPERRIN Tonic, \$1.00 size **74c**

E EX-LAX LAXATIVE
Large Size **19c**

EPHEDRINE Inhalant, 60c, 1-oz. **28c**
EMERALD OIL Moore's \$1.25 size **\$1.03**
ESKAY'S, 8-OZ. Neutrophosphates **98c**
ESPOFANE Laxative, 25c size **19c**

WITH COUPON
WAX PAPER EXTRA HEAVY
125 Feet
11c
(Limit 2 Rolls)

WITH COUPON
DISH CLOTHS
Full Size—Knitted—Pastel Embroidery
10c Value **3 for 7c**
(Limit 12)

PALMOLIVE SHAMPOO
Large Size **23c**

PEROXIDE 2c Pint size **7c**
PEPTO-BISMOL Norwich, 60c size **47c**
POLAM Ointment, 30c size **34c**
PERTUSSIN COUGH SYRUP, 60c size **49c**

F FATHER JOHN'S
\$1.20 Size **72c**

PASTETH For Plates, 60c size **49c**
FLEETS 60c Phospho - Soda **49c**
FELLOW'S Syrup, \$1.50 size **91c**
FITCH'S Hair Oil, Large size **9c**
FURS, Box of 4 11 or 12 Assort. **11c**

WITH COUPON
DELSEY TOILET TISSUE
Soft like KLEENEX Double ply for extra strength.
3 Rolls For **25c**

WITH COUPON
KLEENEX CLEANSING TISSUES
Boxes of 200 Sheets
2 Boxes For **25c**

REM FOR COUGHS
60c Size **49c**

REVELATION Tooth Powder, 50c size **29c**
SAL HEPATICA Tablets, Bottles of 100 **49c**
SERUTAN Laxative, 60c size **46c**
SIBLAC Baby Food, \$1.25 size **76c**

G GLOVERS MANGE
85c Size **69c**

GROVES Bromo-Quinine, 35c size **27c**
GREEN SOAP Dircure, 75c Pint **27c**
GLYCERIN Pure, 4 ounces **16c**
GUDS \$1.35 Super-Margarine **82c**

TRY **Alka-Seltzer**
Quick Relief of HEADACHES, COLDS, SOUR STOMACH, ACID INDIGESTION and MORNING SICKNESS
Large 60c Size **49c**

EPSOM SALTS
3 Lbs. **11c**

13-oz. Barber Size NOXZEMA CREAM For Shaving **59c**

Reg. Size STORK Castile Soap **6c**

Bottle of 1000 SACCHARIN TABLETS 1/2 or 1/4 Grain **44c**

25c Size COLGATES—Brushless—Shave Cream **2 for 26c**

TREET BLADES
Pkg. of 14 **25c**

TAKAMINE Tooth Brushes, Boxes of 2 **19c**
THYROID I GR. Tablets, Bottles of 100 **39c**
TYRRE'S 60c Antiseptic Powder **38c**
THERMOMETER Oral or Rectal, \$1.00 Val. **69c**
TILANTONE Chloroformate **57c**

H-B COUGH DROPS
5c Boxes **2 for 5c**

HYGELA, Reg. 20c Translucent Nipples **11c**
HEM-ROD **79c**
LUMPHREY'S Milk, Reg. 30c size **18c**
HEET **44c**

INSULIN
Lilly or Squibb U20 10cc **49c**

INGRAM'S 35c Hibiscus Cream **39c**
IODEX Ointment, 60c size **36c**
Regular 60c Jar **41c**
JOHNSON'S HEET Foot Soap, 25c size **13c**

BARGAIN COMBINATION
800P SIZE WILDROOT and GENUINE 50c PRO-PHY-LACTIC HAIR BRUSH BOTH FOR ONLY **79c**
REGULAR FORMULA or WITH OIL

VICK'S VAPOR RUB
35c Size **27c**

VERACOLATE Tablets, Bottle of 100 **71c**
VITALONE Hair Tonic, 50c size **39c**
WILLIAMS Tonic for Men, 25c size **11c**
WORCESTER SALT Tooth Paste, 60c size **24c**

ZEMO OINTMENT
60c Size **49c**

YEAST & IRON Compound, 75 Tablets **39c**
YEASTOAM Tablets, 30c size **26c**
ZONERT Tablets, 50c size **44c**
Anti-Biotic, 60c size **47c**

An American Institution On a U. S. Highway

IT'S THE RED TOP TOPS

THE RED TOP

E. BLOOMFIELD, N. Y. ROUTE U. S. 20—N. Y. 5

SOURBRATEN & POTATO DUMPLINGS

EVERY SAT. AND SUNDAY **50c**

SPECIAL! — CHICKEN ON THE ROUGH Red Top Style, Saturday and Sunday

Special Dinners Served To Parties of 25 or More Go out East Ave., through Pittsford, Route 64 to 20 and 5 Junction, then 1/4 mile east.

AUDITORIUM Friday and Saturday, Nov. 1-2
MAIN ST. EAST AT PRINCE SATURDAY MATINEE

COMPLETELY NEW SHOW! "Bigger and Better Than Ever" N. Y. Herald Tribune

NEW American Hit Musical Review

PINS & NEEDLES

M. Y. CAST • ALL-W.M. PLAYERS
Music and Lyrics by Harold J. Rome
Sketches by Joseph Schrank

Nights: Orch., \$2.20-1.65. Lodges, \$1.85. Bal., \$1.10-55c
Mat.: Orch., \$1.85-1.10. Lodge, \$1.10. Bal., 55c. Tax Inc.
BOX OFFICE OPEN DAILY: 10 A. M. to 8 P. M. Good Seats Still Available

EASTMAN THEATRE
of the University of Rochester

Friday and Saturday Evenings, Nov. 1 & 2

'MARTHA'

(Sung in English)

James with Josephine

MELTON ANTOINE

Edwina Eustis and Julius Huehn

FRI. \$1.50—\$2—\$2.50; SAT. \$1 TO \$2.50

Librettos on Sale in Eastman Lobby

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DEMOCRATIC CANDIDATE
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Former instructor of Law and American Government at Niagara University, College of Business Administration, United States Commissioner.

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Sears STORES

OPEN UNTIL 9:30 P. M.

- Thursday
- Friday
- Saturday

THIS WEEK ONLY

BOTH

Sears STORES

OPEN UNTIL 9:30 P. M.

- Thursday
- Friday
- Saturday

THIS WEEK ONLY

-WANT ADS-

FOR SALE

NEW FLORENCE gas ranges, new Florence oil ranges and combination oil and gas ranges. Florence is the standard of comparison of all stove manufacturers. Why not buy the Florence range of one that is claimed to be just as good, for you pay no more! If you are interested come to Fabre's at 124 Plymouth Ave., North, and see how much money you can save on the 1941 Florence.

FOUR electric refrigerators in good condition \$22.50. Used combination ranges from \$15.00 and up; used bun-allow gray and white enamel \$25.00 and up; oak heaters \$10.00 and up; gas stoves \$3.00 and up. H. P. Fabre, 124 North Plymouth Ave.

BEAUTIFUL \$70.00 Coolator ice refrigerator, cost \$70.00 for sale \$25.00. H. P. Fabre, 124 North Plymouth Ave.

GAS RANGE reasonable. 429 Meigs St.

WANTED TO BUY

COAL RANGES \$20 up. Grey enamel combination \$15.00 and up. Grey enamel or white bungalows \$10.00 and up. Phone Mr. Carter Main 9224.

HIGHEST prices newspapers 40c a hundred. Iron, metal, rags Stone 3612-R.

FEMALE HELP WANTED

GIRLS, ladies, to distribute samples and take orders. "Conditional" salary and bonus. Experience not needed. Apply E. M. Harold, 82 St. Paul St.

PERSONALS

CARE GIVEN pre-school children. Experienced nursery school teacher. Information Glenwood 3770-W.

MRS. McCLAIN, 37 Buena gives Spiritual readings and message services, Tuesday & P. M. Appointments Main 7272.

MACHINERY permanent in your home. All styles. Regular \$3.95 now \$2.50 complete. All ways furnished. Call Mrs. Glenwood 3631-R.

YOUR child's portrait. Have it taken in your own home. Three \$45 and one large \$40 for only \$2.50. Phone Stone 3029.

READINGS Katherine Welsh Stone 6610.

HOUSE FOR RENT

46 ACKERMAN St., six room 1/2 double \$7.00. Clean, modern. Main 2966. evenings Genesee 5238.

142 NEAGER St., five room cottage. Clean, modern. \$8.00. Main 2969, evenings Genesee 5238.

FURNISHED ROOMS

EXCEPTIONALLY large room suitable for one or two. Reasonable. Vicinity Danby's Hickory. Phone 318-W. 147 Ave. D.

Lawyers Co Op League

Ken DeLorn had 610 last week to lead the individual scoring in the Lawyer's Co-Operative League at Genesee Hall.

NEW FELT BASE RUGS

6x9 9x12
\$1.75 \$2.95

All colors suitable for living room, dining room and bedroom. Large assortment of Armstron's, Sloan-Babson and Fabco Rugs.

INLaid LINOLEUM, sq. yd. 68c

H. P. FAHRER
134 NORTH PLYMOUTH

LOOKING FOR A BIRD?

PUNK ROWE'S GAME PRESERVE NOT POSTED

Always Open Season For The One & The Only THE ORIGINAL **Chicken On The Rough** Game Fee Forty Cents

Punk Rowe's Eleven-Sixty Jay St. Orchestra Sat. & Sun. Large Free Parking Lot. Attendant in Charge at All Times.

GENESEE 2301

SOUND BANKING

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SOCIAL SECURITY

★
OLD AGE PENSIONS

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BUSINESS BOOM

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NATIONAL DEFENSE

★
KEEP THE BALL ROLLING! ELECT ROOSEVELT

Buck Hunters Look For Their Names Between The Ads

Football Forecasts

GAME	SULLIVAN	LYONS	CARROLL
Alabama-Kentucky	Alabama	Alabama	Kentucky
Alfred-Clarkson	Alfred	Clarkson	Alfred
Canisius-St. Bona.	Canisius	Canisius	St. Bona.
Holy Cross-Colgate	Colgate	Colgate	Colgate
Duke-Georgia Tech.	Duke	Duke	Duke
Harvard-Princeton	Princeton	Princeton	Princeton
Illinois-Wisconsin	Wisconsin	Wisconsin	Wisconsin
Indiana-Ohio State	Ohio State	Ohio State	Ohio State
Iowa-Purdue	Purdue	Purdue	Purdue
Louisiana-Tennessee	Tenn.	Tenn.	Tenn.
Minnesota-N'western	Minnesota	Minnesota	Northwest.
Notre Dame-Notre Dame	Notre Dame	Notre Dame	Notre Dame
Penn-Navy	Penn	Penn	Penn
Syracuse-Georgetown	Georgetown	Georgetown	Syracuse

Experts (?) Nosedive As Michael Fasano Cops Sun Football Prize

An open letter to the Sun football prediction "experts."

Dear Experts—

What happened to you estimable gentlemen last week? Were your prediction facilities, in reverse? Did you know that we pay out five dollars each week when you are beaten? Did you know that you were not only beaten but positively annulled under last week's results?

Mr. Sullivan, what made you think that Holy Cross, Ohio State, Harvard and Fordham would win their respective games? Or, likewise, Purdue, N. Carolina and Yale? Why didn't you ask Michael Fasano, 594 Smith St.

Or you Mr. Lyons—aren't you ashamed of yourself for going on record as believing Holy Cross, Columbia, Harvard, Fordham, Purdue and N. Carolina would emerge victors? Why didn't you ask Michael Fasano?

Then let's look at your record Mr. Carroll. I'll admit it's the best of the three—only five misguesses last week. But whether said Holy Cross would win, or Harvard, or Fordham, or Purdue or Yale? Why didn't you ask our friend Mike Fasano. He knew the answers.

Yes, the winner of last week's Sun football prediction contest was won (and by a wide margin) by the aforementioned Michael Fasano, 594 Smith St. To him goes a check from the Rochester Sun for five dollars.

MOVING 3 ROOMS \$5

4 Rooms for \$7.00
6 Rooms for \$12.00

Large refrigerators and heavy combination ranges extra. Large covered yards, plenty of pads, capable handmen. Old furniture, rugs, stoves, etc. taken as payment for moving.

Phone Mr. Carter
Verified Appraiser
MAIN 8926

THE HONORED BOTTLE FOR THE Honored Guest

Rich in tradition and delicate in flavor, Mount Vernon has long been the choice of the gracious host, and the delight of all those who partake of this superb whiskey—the "patrician of American ryes."

2.69 1.69

Mount Vernon
BOTTLED IN BOND
Straight Rye Whiskey

Re-Organization & Remodeling Sale

AUCTION

Diamonds, Watches, Silver, Jewelry, Novelties, Etc. At Great Savings

ROYAL JEWELRY CO.

62 EAST MAIN ST. COR. FRONT

FREE! To The First 50 Ladies Handsome Gifts
Friday, October 25, at 10:30 A. M.

Louis J. Glaser Auctioneers S. Sidney Wolfe

Mount Vernon

GALA OPENING!

TOWNER'S HALL — 700 UNIVERSITY CORNER ATLANTIC AVE.

FRIDAY SATURDAY SUNDAY NOV. 1-2-3

23 GAMES ★ ALL PRIZES \$5 AND OVER ★ OVER \$200 WILL BE GIVEN

Admission 25c

Warders Gain Amateur Grid League Toga

By DON J. MATTARO

The powerful Ninth Ward football eleven ran roughshod over the Sigma Deltas gridders last Sunday to clinch the American League pennant of the Rochester Amateur Football League. The Warders romped through a torrid schedule unmarred to mark up six consecutive victories.

In the National circuit the race is still going hot and heavy with the Kesslers and Ackerman-Kleins battling to the home stretch. Kleins will soon clash with the Eber representatives, to decide the winner of the National race. Playoffs will be staged in two weeks for the league championship, which has enjoyed a successful season in every respect.

Elm League

Elm League bowlers were topped by Meyers with 635 and Lipsky with 631.

Team matches: Monroe Diner (253) 2, Bernard Field (245) 1, Holting 20-guineers (247) 2, Nalro Lincoln (210) 2, McParlin (214) 2, Alexander Smith Rugs (209) 0, Tommy Jenks (207) 3, W. A. Case & Sons (218) 0.

AUTO INSURANCE

Easy Way

No Collectors
No Bother
\$11 paid.

Complete coverage on Liability, Property Damage, Fire, Theft and Collision. For details call phone.

STONE 557

BUDGET PROTECTION
144 Lincoln Alliance Bank Bldg. Established 1916.

CONSTIPATION CAN COME FROM A BAD-ACTING LIVER

When the liver gets stubborn, as it often does in temporary constipation, you need something more than ordinary laxative aid. Beechams Pills, besides being a purely vegetable laxative that helps produce a pleasant, thorough movement, also helps stimulate the flow of bile from the liver. It is this bile that acts on intestinal wastes and helps bring real relief from irregular elimination. Buy Beechams Pills at your druggist's—10c, 25c, 50c.

Where to go for Entertainment

PARTIES AT Capitol Theatre Hall
85 W. Main St.
WED. and SUN. 8:15 P. M.

BINGO PLYMOUTH CHURCH HALL
Plymouth Ave. at Troup
25 DOOR PRIZES
Admission 20c
Every Sat. 8:30 P. M.
Door Prizes—Jack Pot

CORNIS PARTIES

PARTIES UNION LEAGUE HALL
Sunday and Monday, 8:15 P. M.
Wednesday and Saturday 1:30 P. M.
290 Gregory, at South Ave.

BINGO at CHILI Recreation Hall
Every Friday Night 8:15 p. m.
\$5.00 each for the 23 games
Tues. and Wed. 1:30 p. m.
Tues., Thurs., Fri. and Sat. 8:15 p. m.
509 Chili Ave. at Thurston

Buonomo League

Calvert collected a big 3082 in Monday night's Buonomo League. Three consistent games of 1071, 984 and 1027 accounted for the good total. Individual scoring was topped by the 655 of Stubenrod and Brown. Russ Thomas had 646, Herb Scheuch 640, Haag 634, Hooper 625, Wirtz 623, Holtz 621, McGill 619, Norm Wolk 612, Al Pembroke 612, Frank Ohlau 608.

DOLANS... Where You Buy THE CUTS OF CHICKEN YOU PREFER

Breasts lb. 45c Livers lb. 45c Necks lb. 12 1/2c
Wings lb. 35c Giblets lb. 19c Legs lb. 35c

Delicious CHICKENS 23c
Young Northwestern TURKEYS 25c

DOLANS 600 JEFFERSON AVE.
6th. Barlett Telephone Genesee 1417

VOTE FOR John K. Curtin

DEMOCRATIC CANDIDATE
for ASSEMBLY

FIRST DISTRICT

PARTIES AT WEST AVE. MANOR
165 West Ave.
Wed. Nitro—8:30 P. M.
Mon., Tues., Thurs. Fri.—1:30 P. M.

PARTIES AT CARPENTER'S HALL
113 No. Fitzhugh
Thursday — 8:30 P. M.
Admission 20c

NORM'S BINGO PARTY RECREATION HALL CHILI
509 CHILI AVE.
MONDAY 8:30 P. M.
SATURDAY 2 P. M.
ADMISSION 25c
23 GAMES \$5 EACH

BINGO PARTIES at BEELEY'S
Tues. Fri. 8:15 P. M.
Sat. 1:30 P. M.
142 GENESEE ST. in REAR

BINGO
Show 7 P.M. Games 8 P.M.
WEDNESDAY SPECIAL

Jack Pot \$50 on full card. \$5 on each of 23 games. \$20 and 25 on special games. PAID OFF IN SILVER DOLLARS!

Bring Your Friends To The BEST PLACE IN TOWN
HOLLYWOOD BINGO HALL
Wed., Thurs., Fri. & Sat.
NEW JACKPOT—7 NUMBERS

THIS IS YOUR INVITATION TO DE LUXE BINGO

Every Monday Night

Under auspices of Knights of Columbus K. OF C. AUDITORIUM — CHESTNUT ST.

PLAY FOR MORE THAN \$650

30 DOOR PRIZES 30 FREE Gold Award Tickets Every Night

Special Entertainment at 8 P. M.
BINGO 8:30 to 10:30 P. M. Dancing after Games.

RAY FAGAN'S Orchestra

DE LUXE BINGO

Every Monday Night

Under auspices of Knights of Columbus K. OF C. AUDITORIUM — CHESTNUT ST.

PLAY FOR MORE THAN \$650

30 DOOR PRIZES 30 FREE Gold Award Tickets Every Night

Special Entertainment at 8 P. M.
BINGO 8:30 to 10:30 P. M. Dancing after Games.

RAY FAGAN'S Orchestra

Franklin League
Dinny Angers 648 was the best individual total in last Thursday's Franklin League. Clarence Krowl had 633. Al

Lusardi 632, Elmer Sweemer 630, Ed Florack 616, Pryor 614, Vic Lang 604, Schubert 601, Norm Dailey 601 and Walt Wallock 600.

Team matches: Chateau Lunch (772) 2, Rodney Tobacco (268) 1, Ontario Biscuit (774) 2, Franklin Grill (267) 1, Dairy Milk (257) 2, Alice Chase Chocolates (237) 1, Chaplin Dairy (260) 2, Green Optical (244) 1, Simons Press (274) 2, Peter Schuyler (262) 0, Heider Ice (276) 2, Valt Restaurant (277) 1, Hadlocks (285) 2, Ankrut Printers (282) 1, Small Jewelers (282) 2, Pepsal-Cola (266) 1.

Masonic Gothic League
Masonic Gothic Leaguers at Genesee Hall were paced by George Deckers 607.

Arpeako League
Arpeako Leaguers at Elm Hall last Friday were led by

Vince Bocci with 619, Bill Long had 613 and El Sylvas 601.
Team matches: Kufinks (253) 2, Pork Chops (243) 1, Bacon (250) 2, Puciles (247) 1, Butter (269) 2, Stealers (262) 1.

Amalgamated League
Frank Zollweg connected for a big 665 at Genesee Hall last Friday night to lead the individual scoring in the Amalgamated Clothing Workers of America League.

IF HUBBY DID THE WASHING



YOU'D OWN A BENDIX HOME LAUNDRY
WASHES... RINSES... DAMP-DRIES AUTOMATICALLY

Your husband doesn't realize how hard you work on washday. When he bought your present washer it was probably the biggest labor-saver in the house. Now over 150,000 happy owners will tell you that ordinary washers are as out-of-date as curling irons.

All you do is flip a switch when the Bendix does the wash. Hands need never touch water! Washes a 25% to 50% larger load of clothes than ordinary washers. No dangerous wringer, no agitator to wear and tear clothes. It's a thrill to see a Bendix demonstration! Bring your husband with you to the nearest Bendix dealer.

YOU'LL BUY BENDIX IF YOU COMPARE THE FACTS

OTHER WASHERS	BENDIX
Scour tubs.	Feed through wringer or hot water spinner.
Clean washer.	Empty and clean tub, washer.
Shave machine into position.	Remove and clean agitator.
Test hot water by hand.	Clean wringer or spinner.
Add soap and suds.	Shave back machine.
Lift heavy, wet clothes from machine.	Map floor.
Rinse by hand.	

FREE! "Klipit" Plastic Clothes Pins
Batin-smooth plastic. Won't splinter, cause fire, leak or rust. Leading stores retail for 25c a dozen. Fill out coupon and bring to your nearest Bendix dealer. He'll give you some "Klipit" FREE!

Name _____
Street _____
Phone _____

Prices from \$114.50 plus small installation charge.

SENECA STORES
CREDIT JEWELERS
149 MONROE AVE. OPEN EVENINGS



If You Desire Competent And Fearless Representation

VOTE FOR GEORGE B. KELLY
For CONGRESS

SMOOTH ASSILK
MR. HATT: POUR YOURSELF SOME KESSLER'S, PAL-IT GOES DOWN SMOOTH AND EASY

MR. HI-WHAM! I SURE DO GO DOWN HARD-IM GETTIN' OLD AND WHEEZY-

KESSLER'S AMERICA'S GREATEST WHISKEY VALUE

Kessler's Private Blend - A Blended Whiskey, 75% Neutral Spirits distilled from Grain, 90 Proof. Julius Kessler Distilling Co., Incorporated, Lawrenceburg, Indiana.

Keep False Teeth Purified Says Dr. Sherwin

Don't brush your false teeth or dent plates—you can't purify them that way—you can't even clean them properly that way.

Keep up with the times—get today a generous 50 cent bottle of Stera-Klen—give your plate a bath as directed, and after the first bath your false teeth will start to sparkle with purity and cleanliness—will so glisten with beauty that you'll be proud of them. Your mouth will feel much better—rejuvenated.

Just a pinch of Stera-Klen in a half glass of water and all slimy mucin stains and markings begin to go—it's amazing—lasts for weeks—30 cents—all drug stores.

STOP
Discover REAL Foot Comfort!

TORRI
Shoes From \$1.25 to \$12.50

Authorized Health-Spot Dealer
Est. 1918—X-Ray Fittings
1624 Clifford Ave.
Phone Main 1381
Hours 9-9—Wed. 9-7

HEALTH SPOT SHOES
For The Whole Family

Mrs. Ruth H. Rowell, 70 Evergreen St.

BOTH Sears STORES

OPEN UNTIL 9:30 P. M.

- Thursday
- Friday
- Saturday

THIS WEEK ONLY

WITH COUPON SWEETHEART SOAP 3 for 11c
Limit 3

WITH COUPON KEY DRUG 5c BABY RUTH BAR & 5c BUTTERFINGER BAR
10c Value Both for 4c
Limit 3

WITH COUPON DOUBLE EDGE BLADES
Pkg. of 5, Reg. 10c
3c
Limit 3

WITH COUPON KEY DRUG BANDAGE
2" by 10 Yds.—Reg. 10c
2 for 11c
Limit 2

WITH COUPON KEY DRUG WILLIAMS TALCUM POWDER
25c Size
7c
Limit 2

470 N Goodman near Main
546 Monroe near Goodman
92 E Main near Water
457 Ridge Rd W near Dewey

KEY
Rochester's Modern CUT RATE DRUG STORES

TODAY, TOMORROW, SATURDAY AND SUNDAY

HILL'S COLD TAB.
Reg. 30c
13c

SAFETY PINS
Bunch of 40
2 for 9c

SODA MINT TAB.
Bottle of 100
7c

ZIPPER BAGS
Sturdy
Ruber Lined
Water Proof
Regular \$1.00
44c

POUND TOBACCOS at CUT PRICE
Half & Half 72c
Prince Albert 72c
Union Leader 59c
Edgeworth \$1.01
Granger 69c
Model 69c
Geo. Washington 59c

PER VITAMINS & MINERALS
Now you can get all the vitamins and minerals you need in this easy to take form. Modern, over-refined foods are often deficient in important health giving vitamins and minerals, causing a breakdown of normal health and vigor. The result is that people get frequent colds, are easily fatigued, get nervous and irritable. The skin becomes rough, nails brittle and elimination becomes irregular.

Mayfair Alvita with Liver & Iron Caps. contains Vitamins A, B, C, D, E and G are an abundant source of these all important vitality and health giving essentials. Get this convenient combination package of MAYFAIR ALVITA capsules TODAY and start feeling good with more pep, vim and vigor.

25 Day Supply 1.79
50 Day Supply \$3.19

WITH COUPON JERGEN'S TOILET SOAP 5 for 11c
Limit 5

WITH COUPON KEY DRUG BOOK MATCHES
Box of 50 Flaps
Reg. 10c
5c
Limit 2

WITH COUPON KEY DRUG ADHESIVE TAPE
1/2" by 5 Yds.—Reg. 10c
2 for 11c
Limit 2

WITH COUPON KEY DRUG POT CLEANERS COPPER SPUN
Large Size Reg. 5c
5 for 11c
Limit 5

WITH COUPON KEY DRUG RAT TAIL COMBS
Reg. 10c
4c
Limit 2

SMITH BROS. COUGH DROPS 2 for 5c

NUJOL 3 Quart Size Reg. \$2.37 \$1.58

Household Ammonia Pint Bottle 7c

RUBBING ALCOHOL Pint Bottle 8c

SACCHARIN TAB. Bottle of 1000 1/4 or 1/2 Grain 44c

PINE BROS. COUGH DROPS Reg. 10c Size 2 for 11c

50c JERGEN'S LOTION 25c JERGEN'S CREAM 75c Value—Both For 39c

DESK LAMP And Guaranteed Fountain Pen
Plastic Base with walnut finish, two grooves for pens, clips, etc. The fountain pen has a stainless steel smooth writing point.
98c
\$1.75 VALUE

TWICE AS MUCH MONEY NOXZEMA FOR YOUR
175c GIANT HOSPITAL JAR ONLY \$1.19

NOSE And THROAT ATOMIZER 49c
\$1.00 VALUE

LUCKIES, Camels, Chesterfields, Raleigh, Old Gold, Philip Morris \$1.39
Carton Tax Paid

DOG FOOD Lb. Can 3 for 11c

STYPTIC PENCILS 2 for 3c

WITCH HAZEL Double Distilled Pint Size 9c

MILK OF MAGNESIA U.S.P., Pint Size 14c

Marrow Oil Shampoo 60c Size 28c

Pebeco Tooth Paste 50c Size 2 for 39c

ROCK CANDY White, Reg. 35c 19c Lb. 10c—1/2 Lb.

SUPER SALE! PALMOLIVE SHAVE CREAM LATHER OR BRUSHLESS 2 25c TUBES 33c

ECONOMY BAR HERSHEY'S MILK CHOCOLATE 2 for 25c

VASELINE HAIR TONIC LARGE #1 SIZE 37c

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

FOURTH YEAR—No. 2

ROCHESTER, N. Y., THURSDAY, NOVEMBER 7, 1940

10

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

Events Of The Week

THURSDAY, NOVEMBER 7
ACADEMY OF SCIENCE — Geology Talk; Main Library Auditorium; 8 p. m.
PHILHARMONIC ORCHESTRA — Concert—Joaquin Turbida, Director; Eastman Theater; 8:30 p. m.
INDEPENDENT ORDER OF CLUB WOMEN — "Cherry" Party; Monroe County Home; 7 p. m.

FRIDAY, NOVEMBER 8
DAUGHTERS OF ST. GEORGE — Luncheon; 479 Main St.; 2 p. m.
WOODLAND GARDEN CLUB — Meeting; 484 Winona Blvd.; 2:30 p. m.
PRIVATE DUTY NURSES' ASSOC. — DISTRICT NO. 2 — Meeting; Ochsone Hospital; 9 p. m.

SATURDAY, NOVEMBER 9
YMCA — Co-Ed Mixer; Central Y.M.C.A.; 8 p. m.
DAUGHTERS OF ST. GEORGE — Luncheon; 479 Main St.; 2 p. m.
WASHINGTON MENSITE MEN — 25th Annual Concert and Dance; Hotel Saxe Ballroom.
ROCHESTER CHAPTER, AMERICAN INSTITUTE OF BANKING — Penthouse Party; Sagamore Hotel.
399th FIELD ARTILLERY ASSOC. — Armistice Dinner; Elks Club.

SUNDAY, NOVEMBER 10
RADIO TECHNICIANS GUILD — Conference; Hotel Sagamore 10:45 a. m.
HOLY ROSARY HOLY NAME SOCIETY — Communion, Breakfast; School Hall; 8 a. m.
LOCUST HILL COUNTRY CLUB — Supper and Bridge Tournament; Clubhouse.
CIVIC MUSIC ASSOC. — Concert—Rochester Civic Orchestra; Eastman Theater.

MONDAY, NOVEMBER 11
MONROE COUNTY VETERAN'S CIVIL SERVICE LEAGUE — Meeting; 221 Dewey Ave.; 8 p. m.
NATIONAL SOCIETY OF NEW ENGLAND WOMEN — Hobby Show; Edwards' Store.
ARMISTICE DAY

TUESDAY, NOVEMBER 12
LOCUST HILL WOMEN'S ASSOC. — Bridge Luncheon; Clubhouse; 1 p. m.
MANN-BLOCH CONCERT — Kibbort Hall.

WEDNESDAY, NOVEMBER 13
YV DRAMATICS CLUB — Dramatic Class; YWCA; Franklin St.; 8 p. m.
TINSMAN CHAPTER OF YWCA — Musical and Tea; Home of Mrs. Chas. B. F. Gibbs; Highland Ave.; 2:30 p. m.
FIRST EPITAPH CHURCH — Supper; 1000 Park Ave.; 6:30 p. m.

Art Exhibition Planned For New Civic Bldg.

A community art exhibition and art-mart will be conducted in the Rochester Civic Exhibits Building during National Art Week, November 25 to Dec. 1, it was announced this week.

Artists, sculptors, printmakers and craftsmen of Rochester and of the counties of Monroe, Livingston and Wayne will be invited to exhibit their work.

Mrs. Gertrude Herdle Moore, director of Memorial Art Gallery, has been appointed honorary chairman and Mrs. John Christie, Rochester artist and officer of the Rochester Art Club, chairman of observance arrangements in the Rochester area.

Mrs. Christie said that entry blanks for artists and craftsmen desiring to exhibit their work will be available today at Rundel Memorial Building, Mechanics Institute, Board of Education, Memorial Art Gallery, Monroe High School and on the first floor of the office of the Democrat and Chronicle.

Entry blanks must be returned or mailed to Memorial Art Gallery by November 18 and all work for exhibition must be delivered at the gallery before 5 p. m. November 19, Mrs. Christie said. The work will be judged at the gallery before being transported to the Civic Exhibits Building.

HOW TO BUY is a favorite topic of the day. Making money produce more in comfort, service and pleasure, is a task at which Rochester Sun ads help.



The Rt. Rev. Henry St. George Tucker, D. D., presiding bishop of the Protestant Episcopal Church of the United States, who will speak on Columbia Church of the Air Series, Station WABC-WHEC, Sunday at 10 A. M. Episcopalians of the Rochester Diocese are making special plans to hear Bishop Tucker speak on "Forward in Service."

Democrat or Republican, We're All Americans

Once again the national election is a part of history. The polling over, the ballots counted and the winner named.

Now, as befits the world's greatest democracy, the people of the United States should put partisan rancor aside, and once again resume the business of living "The American Way."

To the thousands of Rochesterians who cast their votes for the losing side and to the other thousands whose preference was for the winning candidate, it is well to remember that this nation is greater than any political party or any one man. Representatives of both major parties will go to the Congress to protect the interests of all the nation.

Franklin D. Roosevelt is president of all the people, Republicans as well as Democrats.

Therefore, let us put aside quibbling and squabbling and in their place put unity of purpose and a determination that Americanism, rather than partisanship shall continue to be our way of life.

Armistice Dinner Planned By 309th Field Artillery

The 309th Field Artillery Association will hold its sixth annual Armistice reunion dinner in the Elks Club Saturday starting at 6:45 p. m. An attendance of 200 ex-servicemen is expected, including a large delegation from the New York City and New Jersey areas.

Thomas H. Connor, principal of Scottsville High School, will be guest speaker. Al Sigl, noted radio commentator, is to be a guest of honor. Lieut. Colonel Henry Kirkham, of the current 309th Regiment will be toastmaster.

Harry Ellwell, president of the Association, has designated Philip Gross as general chairman.

Scout Mothers To Hold Card Party

The Mothers' Auxiliary of Troop No. 54 of St. Stephens Church will hold a card party in the church hall next Tuesday at 8 p. m.

Proceeds from this party will be used to buy additional equipment for the troop which it is said has been growing very rapidly in membership.

Mrs. Fred Howland is chairman and will be assisted by Mrs. Cornelius Behage, Mrs. Clude Stewart, Mrs. Gertrude Gullen, Mrs. Helen Wright, and Mrs. Arthur Kulp.

Veterans Group To Meet Monday

The Monroe County Veterans Civil Service League, Inc. will hold a meeting at 221 Dewey Ave. on Monday, at 8 p. m. President John Knapp will preside. The principal subjects for discussion will be the time and place for future meetings. Members are urged to attend and persons eligible to become members are also welcome.

ROCHESTER SUN carriers are chosen for their ability to accept discipline and faithfully carry out orders. One rule is, no bicycle riding while delivering the Sun.

Penthouse Party Planned By City Banker's Group

Whatever the weatherman holds in his November bag of tricks for Saturday night, there will be starlight for members of Rochester Chapter of the American Institute of Banking. They have chosen the Starlight Roof of Hotel Sagamore for their Penthouse Supper Dance on that date.

Howard R. Chamberlain president of the local group, has appointed Donald P. Umpleby and Allen C. Loudon as co-chairmen of the party, assisted by Miss Mary Wilson, chairman of the Women's Committee.

The committee's plans call for supper at 7 p. m. with dancing to follow the supper hour. Johnny Schwab and his orchestra have been engaged for dancing.

Publicity is in charge of Miss Madelyn H. Sullivan.

Yule Party Planned for City's Needy



Angelo DiNieri

Proof of the nearness of the Christmas season is contained (Continued on page 2)

Conference Here To Stress Peace Theme

Representatives from 16 courts of the Catholic Daughters of America located in the Rochester and Syracuse Diocese will hold their conference at Hotel Rochester on Saturday, November 16. Rev. Edward J. Lintz, Ph. D., Professor of Philosophy at Nazareth College, will be the main speaker.

The conference will stress peace for all nations and will show the part Catholic women can play in furthering the National Defense program. Similar conferences are being held in areas all over the state so that at the close of the series of conferences representatives from each of the 200 courts in New York State will have come in contact with the wider aims of the parent organization.

Mrs. Joseph A. Murphy, Grand Regent of Court Rochester, has prepared a full program for the one-day conference. One hundred delegates (Continued on page 2)

Welcome!

Today the Sun welcomes into its family of readers the residents of more than 900 homes in the Brighton area adjacent to Monroe Ave. As the city spreads out to surrounding communities, The Sun, Rochester's Shopping News, moves into an ever greater sphere of service to buyers and merchants alike.

To you, who will receive this Shopping News at your home for the first time today, we say "welcome." A thorough reading of this medium to easier, thrifter shopping will prove to you, as it already has to thousands of others that Rochester's leading merchants advertise their outstanding values each week in The Rochester Sun.

NO BETTER
Whiskey
IN ANY
BOTTLE

WILSON

"THAT'S ALL"

BLENDED WHISKEY

Blended whiskey 50 proof.
70% grain neutral spirits.

WILSON DISTILLING CO., INC., BRISTOL, PA.

Like Sleeping on a cloud...

LAUER'S OPEN FRIDAY NIGHT

Sale! Sale! Sale!

REG. \$29.75 ECLIPSE SANITIZED MATTRESS

\$16⁷⁵

An outstanding Lauer value that saves you \$13 on every mattress you buy. "SANITIZED" tickings... pre-built borders... perfect tailoring... durable quality. Now you can enjoy the health-giving, comfortable, dreamless sleep that only a better Lauer mattress can give you.

* Approved For The Use Of The Dionne Quintuplets

Full or Twin Size

Sale! Sheets... Towels... Curtains... Draperies... Bedspreads...

IN LAUER'S DRAPERY DEPARTMENT

The Store That You Should Know

"I didn't know you had so many beautiful things in your Drapery Department!" that is what a new Lauer customer exclaimed after making her first purchase on our mezzanine floor. But thousands of you DO know the new Lauer Drapery Department—know it to be a veritable store within a store. Here you will find everything that is beautiful in useful home decorative accessories—curtains, draperies, bedspreads, blankets, sheets, pillow cases, towels, slip covers, lamps, knick-knacks and the like. If you are "in the know" you'll hurry right down to Lauer's to take advantage of this great Drapery Department Sale! And if you haven't yet been in, put Lauer's on your shopping list this week. You'll be pleased and surprised with everything you see and buy.

Reg. \$8.98 Printed Satin
DRAPERIES

Soft, shimmering floral pattern satin. 50"x2 1/2" yards wide. Fully lined with luxurious saten.

\$6⁹⁸

Lauer's Dotted Ruffled CURTAINS

Permanent finish washable curtains that require no ironing. Thousands of thick, fluffy cushions. 48"x36" wide, 7 1/2 lbs. long.

\$1⁹⁸

Lauer's Best
Down Pillows

Rest your head in luxurious comfort on these fluffy 100% down filled pillows. Durable ticking.

\$6⁷⁵ Each

100% Wool Filled
Comforters

Reg. \$6

\$3⁹⁵

Quilted rayon satin comforters made by Palmer. Famous for their feather-weight warm-giving qualities. 7 beautiful color combinations.

Candlewick BEDSPREAD

The finest bedspreads in America. Bates' nationally known quality. Thousands of thick, fluffy, hand-dyed, candlewick tufts. You can wash this spread regularly with assurance that it will give you years of splendid service.

\$9⁹⁸

ON Sale AT **LAUER'S • 50 STATE ST**

Veterans Units To Join For Special Service

The semi-annual American and Canadian Legions Boulder service will be held next Sunday at 3 p. m. at the Boulders in Edgerton Park.

Participating in the event will be representatives of the Gold Star Mothers, American War

Mothers, American Legion Auxiliaries, Army and Navy Unions, Spanish War Veterans, Disabled War Veterans, British and Canadian Legions and auxiliaries, Scotch Clans and other fraternal groups.

James T. McGuire, past commander of the Canadian Legion is general chairman with George McAvoy, past county commander of the American

Concert Tour to Bring Jeanette MacDonald To Eastman Stage

Jeanette MacDonald, famous Hollywood screen star and soprano, will appear in recital Monday evening, Nov. 25, at the Eastman Theater.

Her appearance here is made possible by her recent decision to work, to prepare herself for opera and the concert stage.

She acquired an amazing repertoire of operatic roles, she perfected her knowledge of the languages, her voice improved phenomenally — and then it happened — the one thing she wanted most.

Edward Johnson, world-famous tenor and newly appointed director of the Metropolitan Grand Opera Company, offered Jeanette MacDonald her debut at the Metropolitan.

He offered her the completion of everything for which she'd worked so hard and so long. And she couldn't accept. Her motion picture contract granted no quarter for opera, or any other medium. Ironic that this famous singer with the world at her feet was forced to turn down the one thing in the world she wanted.

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THE YOUNG MAN who brings the Rochester Sun to your door every Thursday lives in your neighborhood. He tries to please. Does he?

Bible Class Group To Celebrate 25th Anniversary

Rev. Frederick E. Reissig, pastor of Emanuel Lutheran Church, will address the 25th Anniversary meeting of the Rochester and Monroe County Federation of Men's Bible Classes on Sunday, at Central Presbyterian Church.

Founded November 15, 1915, the Federation will celebrate 25 years of study and service in the Rochester area with a program beginning at 4 p. m. in which one of the city's outstanding choirs will also participate.

John A. Sherman, president of the organization, announced through the Rochester Convention and Publicity Bureau today that Herbert P. Lansdale, Jr., will preside.

Rev. Reissig was recently chosen chairman of all Adult Bible Classes in the state which come under the jurisdiction of the Federation of Churches in America.

Texas Tech has a mighty football team this fall and 25 of the squad are only sophomores.

Starting Tomorrow! Limited Time!
1000 Fairs Women's And Misses This Seasons New Fall Shoes

at about **1/2 price**
Sale

\$1.19

ALL \$1.99 to \$2.98 Values

SIZES 3 1/2-10 AA To D

All Height Heels

- Black & Brown
- Suedes
- Patents
- Kids & Calf
- Dress & Sports

DON'T MISS THIS SENSATIONAL OFFER

Get 2 Pairs For The Price Of One.

DOROTHY MAY SHOP
68 E. MAIN ST. Opp. Democrat & Chronicle

Mrs. Hazel Rahm, 55 West Pkwy.

Yule Party . . .

(Continued from page 1) in the announcement, released this week by the Young People's Association, naming Angelo DiNieri to head the Business Men's Cheer committee, co-sponsors with the Young People's group of a gigantic Needy Children's Christmas Party.

The parties, originated in 1930, have become increasingly popular and this year, for the first time, appeal will be made for children from all sections of the city to participate. Previously, the affairs have been confined to eastsiders.

The party last year, held in St. Francis Church Hall, attracted 1132 boys and girls who were the recipients of toys, clothing, books candy and food. In addition, sponsors of the party distributed 215 food baskets to needy families.

The Young People's Association, a non-political and non-sectarian organization has, as its executive committee: Stephen S. Joy, B. A. Speedy, Hy Mandell, Rosemary Stafford, Samuel Pandina, Richard Fiorella, Angelo DiNieri and Don Matfaro.

A general committee will be named shortly, to enlist the aid of business and professional men, select a suitable hall for this year's affair and decide on the exact date.

Conference . . .

(Continued from page 1) will attend the morning session, open to members only, and it is expected that the luncheon and afternoon meeting will attract more than two hundred and fifty women interested in the preservation and propagation of the Catholic faith and the intensification of patriotism, as their name implies.

Present at the convention will be Miss Mary C. Duffy, Supreme Regent of the Catholic of American and other national and state officials.

★ At SMALLS

FREE-Philco Jubilee Special!

with this new 1941

PHILCO 280X

\$69.95

Trade In Your Old Radio

NO DOWN PAYMENT AS LOW AS \$1 A WEEK

Smalls

28 EAST MAIN ST.

Open Saturday Evening

FREE PARKING—CASINO PARKING STATION, IN REAR

CELEBRATING THE 15th Anniversary PHILCO

Sensational Philco Jubilee Special . . . biggest value ever offered at the price!

- NEW OVERSEAS WAVE BAND. Get Europe's times easier, stronger and clearer
- BUILT-IN AMERICAN AND OVERSEAS AERIAL SYSTEM. Plug in anywhere and play!
- MORE TUBES FOR THE MONEY.
- 8 ELECTRIC PUSH-BUTTONS.
- HANDSOME WALNUT CABINET.

SENSATION OF 1941

ZENITH RADIO

45 Powerful New Models

80310 Brown Plastic A. C. D. C. Convenient handle. **\$14.95**

80325 Walnut finish. Acoustically designed. A. C.-D. C. **\$19.95**

4 G 3 R1 Detachable Wave-magnet. U. S. Pat. 2164231 & 2203-674 Dry Batteries or A. C.-D. C. **\$29.95**

85311 Concert Grand 3" Speaker. **MODEL 6511 \$24.95**

Smart, Brown Plastic Cabinet.

HICKSON'S

37 RICHMOND ST. STONE 93

NO INTEREST CHARGE—FREE DELIVERY

"Mild"

IS THE WORD FOR IT

NATIONAL'S EAGLE BLEND WHISKY

MILD . . . that's the answer to EAGLE'S growing popularity. "Mild" is the word for it. It's a more comfortable whiskey to drink . . . smoother . . . easy-going. And it doesn't wear out its welcome. Insist on National's EAGLE and see if mild isn't the word for it!

National Distillers Products Corp., New York—90 Proof. 80% grain neutral spirits.

Former City Aide To Speak At Breakfast

Members of the Holy Rosary Holy Name Society will sponsor their annual communion breakfast Sunday morning after their Memorial High Mass. George J. Nier, former Commissioner of Public Safety, will be the guest speaker.

Breakfast will be served at the School Hall and everyone is urged to attend.

Best Coal Value In The City

BLACK MAGIC QUALITY COAL \$10.95

TON CASH SHIPPED OFF

EGG STOVE NUT SEMET-SOLVAY COKE \$10.20

ESTABLISHED OVER 25 YEARS

PAYNE & DUNHAM

GEN. 586

Repeated For Tomorrow and Saturday!!

IN GOODYEAR'S 28th ANNIVERSARY SALE!

FUR TRIMMED

COATS

A Sellout Last Week! **\$21.95** Made To Sell Up To \$35

Fine needlepoint fabrics, in black, wine, teal and brown. Luxuriously tailored in the newest modes and furred with such genuine furs as Persian, Tipped Skunk, Squirrel and Jap Mink. Sizes 12 to 20 and 36 to 48. Genuine \$35 values on sale Friday and Saturday at \$21.95.

COMPANION SALE! CASUALS \$14.95

Actual \$19.95 Values!

Luxurious Tweeds and cozy-warm fleeces—all beautifully lined. — ANNIVERSARY SALE PRICED! — Misses' and Women's sizes. Bonafide savings up to \$5.

Goodyear's

75-77 E. MAIN

FREE PARKING

One hour's free parking to purchasers at new parking station. — S. Water St. Rear Security Trust Co.

Sibley, Lindsay & Curr Co.

Week-End Money-Savers in Our Grocery!

Individually Selected For Sibley's

KAUFMAN'S DELUXE

Legs O' Lamb 21c Lb.

Extra Fancy Home Dressed Leg or Rump VEAL ROAST lb. 21c

6 1/2-Lb. Ave. Extra Fancy Long Island DUCKLINGS lb. 19c

Wilson's Wholesome Certified PRINT LARD 2 lbs. 15c

3 1/2-Lbs. Ave. Rib Half Roast PORK LOIN lb. 15c

25c Mocha-Filled Sandwich-Style COOKIES

35c Angel Food CAKES

Dairy Features, Fresh and Wholesome!

Fancy High Score Creamery TUB BUTTER . . . 2 lbs. 69c

Epicure's Delight! Wine-Cured Cheddar Cheese lb. 59c

Like Imported Roquefort! 'Treasure Cave' Cheese lb. 49c

Sibley's Sliced Smoked Tender Boiled Ham 1/2-lb. 27c

Check These Fine Grocery Specials!

Dated for Freshness Chase & Sanborn COFFEE 1 pound bag 21c

Domino Pure Cane Granulated SUGAR 10 lb. bag 49c

Package of 100 Salada TEA BAGS 87c

P&G White Naphtha SOAP 4 bars 14c

Parson's Household AMMONIA quart bot. 21c

Grand Silver Polish! PARKO jar 21c

Wilson's New Lunch Meat! Wilson's New Lunch Meat! MOR can 25c

Your Pet Deserves PARD DOG FOOD 3 cans 27c

Tempting Crisp Educator CRAX lb. pkgs. 2 for 29c

Many Varieties of Beech-Nut SOUPS 2 cans 25c doz \$1.45

L&S Semi-Placed Dill PICKLES qt. 19c

Ice Box Jar L&S Burr GHERKINS 25c 2 for 47c

Takes only 4 Minutes to Make! NOODLE SOUP 3 pkgs. 27c

Fresh Fruits & Vegetables!

Seedless Juicy GRAPEFRUIT **4 for 25c**

Fancy Large CRANBERRIES 2 lbs. 37c

Juicy Large ORANGES 2 doz. 65c

Idaho Baking POTATOES

Fancy Selected 5 lbs. 25c

GROCERY MAIN FLOOR STONE 6500

Phone Order Board

Opens at 8 A.M.

Author To Con Business

A Course wology w ing session Y. M. C. ber 19, at

It will d vancement of how to h employees t how to dea er, and h personality utmost to y

The instr Hepner, is Psychology acuse Uni several boo and a busi many large has he tau in the Roc since 1931 b to Rocheste at Ad Club groups.

Full info course and opening lec calling Geor Central 'Y.

V do LIO Sc

You defin ahead on a get "liqu

Every d is special " which mea of fine S Martin's i instead of i goes just a

Martin's than most i and enjoy without ext

"Scotc . . . Liqu is

CALL MAR

86 PROOF - BLE Imported by MCKE

Author, Professor To Conduct YMCA Business Course

A Course in Business Psychology will have its opening session at the Central Y. M. C. A. Tuesday, November 19, at 8 p. m.

It will deal with business advancement through a knowledge of how to handle the public, the employees under your direction, how to deal with your employer, and how to improve your personality so it contributes the utmost to your success.

The instructor, Dr. Harry W. Hepner, is head of the Business Psychology Department of Syracuse University, author of several books on the subject, and a business consultant for many large concerns. Not only has he taught similar courses in the Rochester Y. M. C. A. since 1931 but he is well known to Rochesterians as a speaker at Ad Club and other luncheon groups.

Full information about the course and a free ticket to the opening lecture can be had by calling George A. Brown at the Central 'Y.'

Food Stores' Auto Drawing To Be Held Monday

This week-end marks the final days for the Automobile promotion offered to the public by the Wegman Food Markets.

The grand drawing is scheduled to be held on Monday at 4 p. m. in Rochester's new Civic Exhibits Building on Main St. W. In addition to the new Auto-

mobile, 100 baskets of groceries will be given as secondary prizes.

There is no admission charge to the drawing on Monday and the Wegman Stores announced that tickets would be given out

as usual this weekend right up to closing Saturday night.

The best, quickest way to clean bathtubs is with grease-dissolving Bab-O.

Spanish Fiesta Planned By Parish Group

Chile-on-carne, sombreros and castanets will predominate

at the Spanish Fiesta planned for tomorrow and Saturday nights at Immaculate Conception Church by members of the various societies of that parish. Linus Lawler is general chairman with Frank Stockmaster as

his assistant. Others who are serving on the general committee are the Misses Alice Walters, Anne McDonnell, Margaret Larkin, Florence Howard and Helen Graney. Also J. J. Skelly, William Beahon and William Purcell.



Simmons Distinctive "Countess"

Charm and comfort flower in your living room the very first moment you have this lovely decorator-styled studio couch with its unusual pillow combinations. An Innerspring Mattress and Coil Spring Base make it amazingly comfortable, sitting or sleeping. Opens at rear for use as double or twin beds. . . . \$2 Down, **\$34.75**

Rust, Green, Blue, Mulberry, Floral Covers



Beautyrest Modern Lounge Bed

Back and seat are of the same "Pocketed Coil" construction as Simmons famous Beautyrest Mattress. This stunning Modern Sofa never hints at its hidden double bed and roomy Bedding Box. But it gives you healthy BED HI sleeping quarters. Extremely smart—and a known quality Value! . . . \$2.50 Down, **\$49.95**

Mulberry, Green, Blue, Brown Tapestry.



Save on "Pulleasy" Convenience

Different-looking cover combinations lend decorator-interest to this smart Innerspring Mattress Studio with Coil Spring Base. It's unusual to find such smartness anywhere nearly so low priced. Note those knuckle arms—stunning! Opens at the back by exclusive "Pulleasy" action to double or twin beds. . . . \$2 Down, **\$39.95**

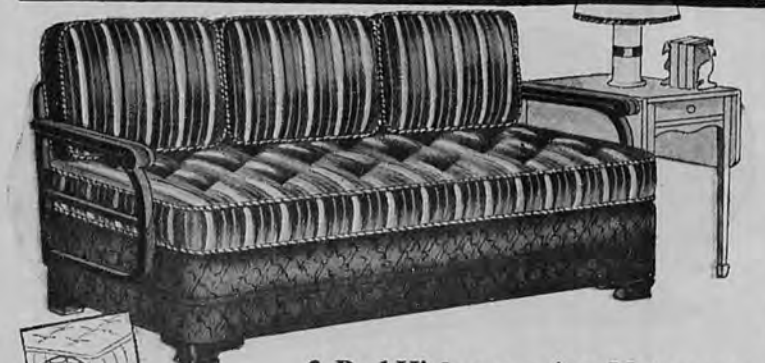
Blue, Green, Brown, Mulberry Modern Covers



Automatically Rises Bed-Hi!

Popular "Pulleasy" model with Automatic Spring-Up device that gives you BED HI double or twin beds with ease. Those arms are upholstered to be easy-on-the-elbows, too. TWO Simmons Innerspring Mattresses, the lower one with head-rest and foot extension, for sleeping comfort. Gorgeous Covers, superb tailoring. Only \$2 Down **\$59.95**

Brown, Green, Blue, Mulberry Tapestries.



2 Bed-Hi Innerspring Mattresses

TWO separate Simmons Innerspring Mattresses, mind you—for perfect sleeping comfort. And the lower one has "head-rest" to keep your pillow in place! Easy to open, with its "Pulleasy" spring-up action. Correct sitting posture, perfect sleeping comfort at BED HEIGHT, away from floor drafts. Full or twin beds. \$2.50 Down, **\$49.95**

Green, Blue, Brown, Mulberry Modern Covers.



With 2 Beautyrest Mattresses

Superlative beauty—value—comfort—with this graceful model that has fully upholstered Tuxedo arms. TWO Simmons world-famed Beautyrest Mattresses with pocketed coils, top one with exclusive pre-built border. Automatic Spring-Up with head and foot extensions. Double or twin beds. Magnificent striped Covers. \$4 Down **\$79.50**

Green, Blue, Brown, Mulberry Rayon Damask.



SLEEP AS YOU HAVE NEVER SLEPT

Awake Refreshed on Beautyrest!

10c A DAY in the Budget Bank

Soon pays for Simmons Beautyrest Mattress or Simmons Studio Couch!

New Deeper BEAUTYREST MATTRESS

Guaranteed Twice as Long—10 Years!

17.5% Deeper and More Comfortable! Tested Durability!

You've never known such sleeping comfort as this new DEEPER Beautyrest gives! And factory tests prove it lasts 3 times as long as other quality mattresses. That's why it's guaranteed 10 years—tho, of course, it nerves far longer than that. Sag-proof Pre-Built Border brings mid-mattress comfort clear to the edge. Beautyrest Mattress, \$39.50 or matching Box Spring, only **\$39.50**

Blue, Rose, Orchid, Green ★ Full or Twin

On Sale All Week At Weis & Fisher's, Rochester and Geneva Stores

MAIL THIS COUPON

Fill in name and address of the person to whom you wish to mail this coupon. If you wish to pay the balance on your Easy Budget Bank Plan, check the box below.

NAME: _____
 STREET: _____
 CITY: _____
 STATE: _____
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IF YOU WISH TO PAY THE BALANCE ON YOUR EASY BUDGET BANK PLAN, CHECK THE BOX BELOW.

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 STREET: _____
 CITY: _____
 STATE: _____
 ZIP: _____

MAIL TO: WEIS & FISHER'S, 44 Clinton Ave., Rochester, N.Y.

Why do you say LIQUEUR Scotch?



You definitely come out ahead on quality when you get "Liqueur" Scotch. Every drop of Martin's is special "Liqueur" Scotch—which means the very pick of fine Scotch whiskies. Martin's is also 88 proof instead of the usual 85.8 . . . goes just a little farther. Martin's costs no more than most brands. Call for it and enjoy "Liqueur" quality without extra cost. "Scotch is good . . . Liqueur Scotch is better"

CALL FOR MARTIN'S



88 PROOF - BLENDED SCOTCH WHISKY Imported by McKESSON & ROBBINS, INC., N.Y.

JUST TWO MORE GREAT DAYS OF OUR

SIBLEY'S 34TH SEMI-ANNUAL Sibley, Lindsay & Curr Co. **BASEMENT SALE**

A HOSIERY SENSATION BEYOND EQUAL!

ALL SILK HOSE

You Can Afford To Stock Your Drawers Full For Weeks To Come!

We're famous for hosiery sensations in the Basement . . . and this one sure does keep up that reputation! A famous, nationally-known brand—we promised not to mention the name because of the low price—but you'll recognize it in a second! 3-thread Crepes, 4-thread Crepes, 3-thread High Twists, 4-thread High Twist in the right color for early winter and in every size from 8½ to 10½.

44¢

Seconds of Quality Hose
Sold The Country Over
At \$1.00



They Were Marvels At \$52.50!

Swagger FUR COATS

\$44.95

- Northern Bonded Seal-dyed Coney
- Premium Bonded Beaver-dyed Coney

Rich, gleaming, thick pelts in swagger styles perfect any time of day or evening. They have the new extended shoulder line, yoke back, the new snug-fitting collars—marks of the current season. No money down to make one yours!

SIZES 12 to 44

aisle 12



\$1.95 to \$3.95 Looks and Value!

Winter MILLINERY

A Marvelous Opportunity,
When Such Hats Are Only

\$1.57

Fresh from their wrappings—in fact, fresh from New York, where they were picked out and bought less than a week ago! Wool and fur felts in ALL the new styles, much too numerous to mention. All the latest colors.

aisle 13



Actual \$3 and \$4 Quality!

Women's SHOES

\$1.97

PUMPS! TIES! STRAPS!
Many Elasticized Models!

All the season's best-selling styles in high-fashion shoes, at a "rock-bottom" price! Kid, maracain and suede leathers, in black, patent, brown, wine and blue. Sizes 3½ to 9 but not every style in every size.

aisle 7

Irregulars of 44c
SILK HOSE
27c

Circular-knit hosiery, 3-thread weight, with lisle feet. Sizes 8½ to 10½.

aisle 9

Irregulars of 59c
WOMEN'S HOSE
37c

A good quality silk-and-rayon full-fashioned hose, 4-thread weight. Sizes 8½ to 10½.

aisle 9

Irregulars of 25c
SIBETTES
15c

Vests and panties of cotton and rayon. Tealose color. Small, medium and large sizes.

aisle 10

Irregulars of 25c to 39c
RAYON UNDIES
17c

Circular-knit "Trico" panties, bloomers, step-ins, briefs. Regular and extra sizes.

aisle 10

59c and 69c Flannelette
NIGHT GOWNS
49c

Warm cotton flannel, 1-button type; yoke neck. White, tealose or stripes. 16 to 20.

aisle 10

Irregulars of 59c
WOMEN'S SLIPS
37c

Rayon crepe or rayon satin; 2-gore or 4-gore. V-top or supplee. Tealose; 34 to 44.

aisle 10

\$1.19 "Lewella"
CORSETS
94c

All our best-sellers of this grand \$1.19 brand; both girdles and all-in-ones included.

aisle 10

Irregulars of \$1.00
GIRDLES
59c

Cotton and rayon lastex, two-way stretch. 14 inch length; small, medium or large sizes.

aisle 10

Regularly 59c
FABRIC GLOVES
27c

Cotton-and-rayon gloves, both tailored and novelty. All winter colors. Sizes 6 to 8.

aisle 8

Regularly 5c and 8c
HANKERCHIEFS
6c for 19c

Novelty cotton prints, both 13-inch and 15-inch size. Grand assortment of patterns.

aisle 8

After-Sale Price, \$1.59
UMBRELLAS
94c

Women's oiled-silk and broadcoted rayon umbrellas. 16-rib type; novelty plastic handles.

aisle 7

Irreg's of 50c to 59c
3-IN-1 SUITS
29c

Children's undersuits of cotton-and-rayon; short sleeves; French legs; sizes 2 to 12.

aisle 11

Irreg's of 15c to 19c
ANKLET SOCKS
9c

Misses' and women's cotton-and-lisle socks in solid colors and fancies. Sizes 8 to 10½.

aisle 8

SEMI-ANNUAL BARRAGE OF BARGAINS

SIBLEY'S 34TH SEMI-ANNUAL Sibley, Lindsay & Curr Co. **BASEMENT SALE**

For Your Home! Ideal Gifts! SALE of CRYSTAL GLASSWARE

5c to \$1.25 Values

3c to \$100

- 5c Value — Crystal and Ruby Tumblers 3c
- Fruit juice or water size 3c
- 49c Value — Crystal Horse Heads 25c
- For bookends or ornaments pair
- 69c Value — 3-Pc. Crystal Console Set 49c
- Large bowl and pair of double candlesticks 49c
- 69c Value — 8-Pc. Refrigerator Set 49c
- 8x8 and 4x8 with cover, 2 4x4's 49c
- \$1.25 10-Pc Salad Set — Raised fruit design, Large salad bowl, cabaret plate, 6 salad plates, cherry wood fork and spoon \$100



Regularly \$1.29
HASSOCKS
99c

Two types: round or square; approximately 15x13 inches. Red, green, brown, blue, rust. AISLE 14

Irreg's of 75c and \$1
SHEARS
39c

A nationally known manufacturer's close-out; ground blades; nickel plating. 6 and 8 inch length. AISLE 6

15c Value! 80-square
MUSLIN
8c yd.

Unbleached cotton, for all household uses. 39 inches wide. 1 to 10 yard pieces. AISLE 13

49c Value Rayon
TABLECLOTHS
27c

They'll go like hotcakes! Plaid patterns of red, blue, green or gold. 51 ins. square. AISLE 13

12½ Value! Flour Sack
DISH TOWELS
7c 6 for 39c

Very absorbent and about as lintless as cloth can be. 18x31 inches; full-bleached. AISLE 13

21c Value! "Kilkenny"
TOWELING
16c yd. 6 yds. 89c

It's 50% linen, 50% cotton. Full-bleached, with borders of red, blue, green or gold. AISLE 14

59c Value! "Dumello"
SPUN RAYONS
25c yd.

An ideal material for dresses; smooth, lustrous, long-wearing. Neat designs. AISLE 14

\$1.89 Value! Nashua-make
BLANKETS
\$1.49 ea.

Made for the government but rejected because of tiny imperfections. 70x80; tan color. AISLE 14

\$2.59 Value
Nashua BLANKETS
\$1.98 ea.

25% wool. Solid colors, in rose, blue, mahogany, orchid. AISLE 13

\$3.98 Value! Chenille
BEDSPREADS
\$2.98 ea.

Closely-tufted waffle patterns on solid grounds of blue, woodrose, green, peach, gold. AISLE 12

20c Value! Printed
OUTING FLANNEL
10c yd.

Fine cotton outing in a good assortment of printed florals. 1 to 3 yard pieces. AISLE 13

39c Hand-embroidered
PILLOW CASES
25c

All-white, with fine hand-embroidery lavished on them. A grand gift idea! AISLE 14

39c Irreg! 54-inch
OILCLOTH
27c

Grand for shelves, cupboards and kitchen tables. All-white as well as patterns. AISLE 14

\$1.98 Value! Chenille
BEDSPREADS
\$1.49 ea.

Solid colors, closely tufted with floral patterns in rose, blue, gold, green, peach. AISLE 13



Will Be \$79.00 After This Sale!

3-Piece Stump Arm LIVING ROOM SUITE

Sofa, Club Chair and Barrell Back Chair **\$59**

Not only a handsome suite, but a well-made suite, with such features of construction as super-sagless bases, hardwood frames, moss filling. See the samples cut away to show construction details on our floor. Smart rayon tapestry covers in wine, blue, rust and green.

CONVENIENT TERMS CAN BE ARRANGED

AISLE 14

Seconds of "Pequots!" COHASSET BRAND SHEETS and CASES

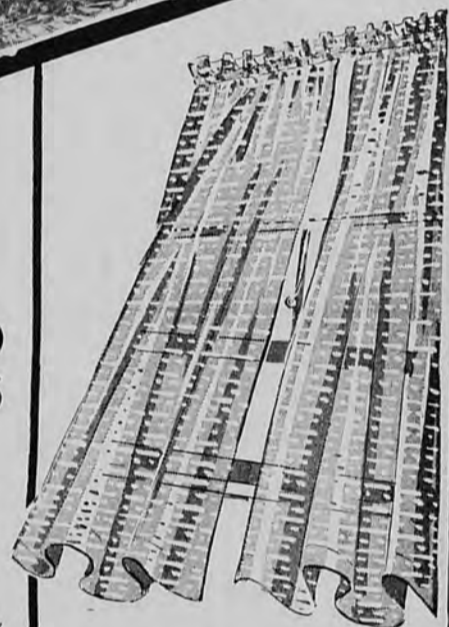
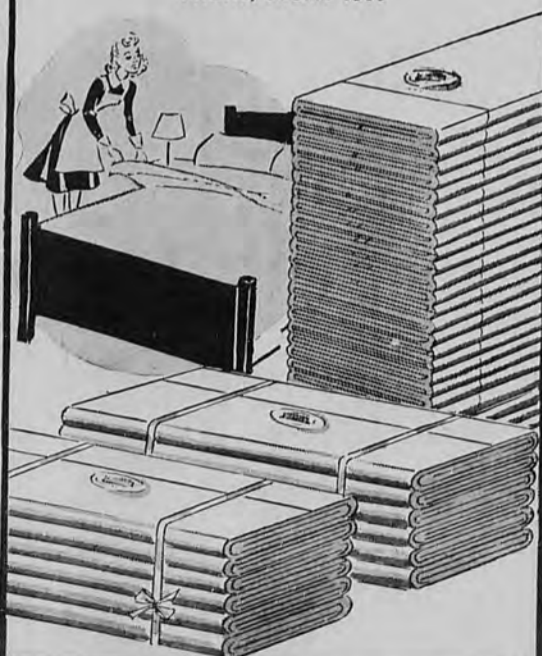
\$1.39 to \$1.59 Values
Sizes 63x108 to 81x99 **99c**

Pequot calls them seconds—most folks would say they're so close to perfect that any other name is an exaggeration. Other values:

- 42x38½ Cases, 39c value 26c
- 45x36 Cases, 42c value 27c
- 81x108 Sheets, \$1.75 value \$1.29

AISLE 14

PHONE, STONE 6500



\$1.35 to \$1.59
VALUES!

MARQUETTE CURTAINS

The 3 Most
Wanted Types

99c

PRISCILLAS: in 6 patterns of cushion dots, point d'esprit dots and fancy figures. Size 41 ins. x 2 1/6 yds. Tailored: in 6 patterns, hemmed and headed. Size 33 ins. x 75 ins. COTTAGE SETS: in 5 patterns, dots and fancy figures. 32x43 top; 32x34 bottom.

AISLE 14

KINNEY SCOOP!
431 PAIRS
Women's SHOES

Regular \$2 to \$3 values. Pumps, Straps — Ties!

HOSIERY
REG. 59c
37c

Flattering Fall styles — Pre-holiday prices. This week-end only. Come early.

KINNEY'S
74 Main E. Near Front St.
Mrs. Elizabeth Kearle, 7 Fenwick St.

POULTRY TIME IS HERE!
Quality Is Good — Prices Are Low
This Week-End At **CLARK'S**

Fresh Milk Fatted FOWLS For Fricassee or Salad **17c** lb.

Choice, Fresh Wheat-Fatted Young TOM TURKEYS 23c 14-20 lb. Average	Milk Fatted ROASTING CHICKENS 25c 5 Lb. Average	Fresh, Small Corn-Fed PORK LOINS 13c 1 lb.	BEEF ROASTS 21c From U. S. Inspected Young Steers
---	--	--	---

CHERRY STONE CLAMS Fresh Dug **1 ea.**

CHICKEN BREASTS .. lb. 45c	CHICKEN NECKS .. lb. 10c
CHICKEN LEGS .. lb. 35c	CHICKEN WINGS .. lb. 19c
CHICKEN LIVERS .. lb. 39c	CHICKEN GIBLETS .. lb. 19c

CLARK'S
824
Portland
near Lux
Stone 471

Make Faded Curtains Like
NEW with easy, easy
Tintex
CURTAIN ECRU
Perfect Results!

In 10¢ & 15¢ sizes
at Drug, Dept., and 5¢ & 10¢ Stores

TINTEX
Saves you Money

10¢ & 15¢ sizes
PARK & TILFORD PRODUCTS

ONE OF AMERICA'S LEADING VACUUM CHAINS

USED
Electrolux
COMPLETE WITH ATTACHMENTS
LIBERAL ALLOWANCE ON YOUR OLD CLEANER

\$16.95 FULL CASH PRICE
Easy Terms

FULLY GUARANTEED.
For the Same Length of Time
as a New Electrolux
IF YOU CAN'T CALL, PHONE OR
WRITE FOR A FREE HOME
DEMONSTRATION

10-DAY TRIAL PLAN

PLEASE BRING THIS AD.

THE CLEANER OF 101 USES
Clothes, Uphol-
stery, Mattresses,
Bedspreads, Rad-
iators, Blankets,
Auto, etc.

Mail Order, Filled
Send \$1 Deposit

PENN VACUUM STORES
30 SOUTH AVE.
STONE 6747
OPEN EVERY EVENING TILL 9 P. M.

PIERRE'S COOK BOOK

BAKED HADDOCK
3 POUND HADDOCK
4 OZS. SALT PORK
MACHINE SLICED, EXTRA THIN
HADDOCK MAY BE
DRESSED WITH OR
WITHOUT HEAD

FISH STUFFING—
MELT 3 TBSP. BUTTER AND
ADD A CUP OF QUITE DRY
BREAD CRUMBS, STIR OVER
LOW FLAME UNTIL CRUMBS
ARE GOLDEN BROWN, NOW
ADD 1 TB MINCED ONION,
1 TB MINCED GARLIC, 1 TBSP
CHOPPED PICKLES
1/2 TB SALT AND
1/2 TB PEPPER.
MIX IN BOWL WITH
1/2 CUP BOILING
WATER

**Wipe fish dry inside and
out, stuff lightly with
savory stuffing...
Dredge with flour, sea-
soned with salt and
pepper, place in roast-
ing pan, on rack, or on
oiled paper.**

**Cover with slices of
salt pork, place in hot
oven, baste often, time
45 minutes.**

**I will serve this
fish with an egg sauce
and baked potatoes.**

**Learn to Make Delicious
Sweet Rolls, Jelly Buns**

By IRENE MUNTZ.

Although many of us feel that we know all there is to know about roll making, it's a pretty big accomplishment to know all the tricks of the trade. For instance, maybe you never did understand how to make those attractive crescent rolls. Or again, maybe you have always wondered how in the world they ever shaped those chewy simply-delicious jelly buns. There is no reason for future doubt, though, because following the recipes on this article will be included the method of preparing these two favorite rolls.

There is nothing that is more fun than handling yeast dough. It's not difficult to mix up, and after it's done, it's such sport to roll and manipulate the little rolls into various shapes and sizes to surprise your family and guests. Raisins and nuts mixed into the dough or just added to the sugar frosting are always good. Cinnamon and brown sugar make delicious frostings, and garnishes, such as cherries, mint leaves, small colored candies, citron fruit, etc., enable you to carry out any particular color scheme you have in mind.

So for that final touch to that party, take some of that yeast dough that you made two days ago and quickly make it up for that special dinner tonight.

Jelly Buns — Temperature: 425 degrees F. Time: 20 to 25 minutes.

Roll whole wheat roll or Sweet Roll dough out 1/4 inch thick. Cut into rounds with a biscuit cutter and place in a buttered pan. Brush with melted butter, cover and let rise until light. With finger, make an indentation in each roll and fill with a spoonful of jelly. Bake in a preheated oven. These may be sprinkled with streusel before baking.

Crescent Rolls — Roll Sweet Roll dough into a thin, fairly large triangle. Spread the dough thinly with whatever filling you desire and roll the dough up, starting with the long side. Then round both ends by turning them towards the center.

Clifford Fur Co.
Sells for Less!

This Week's
SPECIAL
Dyed Silver
Fox Jacket
\$37.50
Pure altered
as wanted.
Main 474
1283 Clifford Av.

EASTMAN THEATRE
The Season's Musical **SCOOP**
BENNY GOODMAN
Soloist With Civic Orchestra
SUNDAY EVENING, NOVEMBER 17
All Seats Reserved: 35c, 50c 75c and \$1.00
Mrs. Anna Mae King, 512 Humboldt St.

To Introduce Our New Location
We Offer Our Genuine Super-Curline
STEAM-OIL PERMANENT

\$1.95 **\$5 VALUE COMPLETE!**

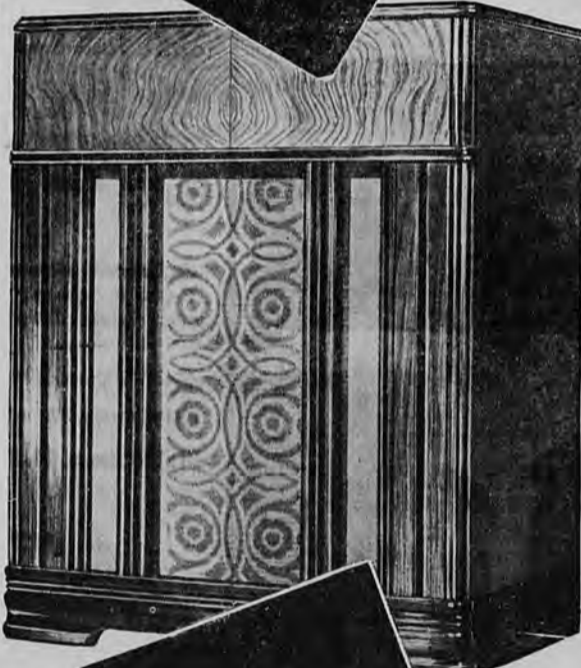
- No Electricity
- No Painful Winding
- Every Wave Fully Guaranteed

Personality Coiffures designed by Mr. Roberts, N. Y. Stylist at NO EXTRA CHARGE—WITH THIS AD. Clip.

Murray's Beauty Salon
42 Clinton Ave. N. Stone 1405
Just a Step From Sibleys.

OPEN FRIDAY and SATURDAY NIGHTS UNTIL 9:30

Given!
TWO RECORD ALBUMS
WITH THIS NEW 1941
**RADIO-PHONO
COMBINATION**
WITH AUTOMATIC RECORD CHANGER
\$100 VALUE
\$48
AND OLD RADIO



Compare
What you get—What you pay!
NOTE THE FEATURES!
SIX TUBE SUPERHET RADIO
POWERFUL BUILT-IN
AERIAL RICH TONE
THEATRE TYPE SPEAKER
BUILT TO USE WITH F. M.
RECEPTION USE WITH AUTO-
MATIC CONVERTOR AUTO-
PLAYS RECORD AND CHANGER
RECORDS AND 12 INCH
CRYSTAL TONE.

6 TUBES PUSH BUTTON TUNING
\$17.95

"Big set" reception — at small set price! Built in radio net aerial. 5 inch dynamic speaker, powerful super-het circuit, automatic tone control. Modern design cabinet walnut veneer with maple inlay.
*Both Stores

6 TUBES PORTABLE WITH BATTERIES
\$18

New deluxe model, in luggage case, has metal grill for control cover. Gives 8 tube performance, fingertip control. Built-in loop type aerial, can be used on AC, DC or Battery.
*Both Stores

5 TUBES PLASTIC TABLE SET
\$6.95

You'd never believe that so tiny a case can be so thrill packed! Has theater type speaker. Built-in radio net aerial. Gives 7 tube performance. Other plastic up to \$14.95.
*Both Stores

PORTABLE PHONO-RADIO
\$12.95

It's a two in one set built to give hours of pleasure, phonograph has crystal tone pickup, plays 10-12 inch records, 4 tube radio has super het unit, dynamic speaker.
*Both Stores

COMMENTATOR! 5 TUBE PLASTIC
\$9.95

Brand new 1941 features. It's a standout. 5 tubes with push button tuning, built in radio net aerial, theater type speaker. In walnut at this price, others slightly higher.
*Both Stores

THERE ARE TWO SEARS STORES IN ROCHESTER
Monroe Avenue at S. Union, Stone 2500
476 Ridge Road West, Glenwood 556

ROCHESTER

To Op
EDW
CHA
Buy EV
for YOU
you
NO. D
NO IN
Mail
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FALL
AR
AT THIS
SPECIAL
SALE PRICE

JUST TWO
TO 2.10 on st
as tomorrow's
VINYLITE st
much-talked-
of a flattering
step-ins, ties
leather or cal

Reg.
39c
Lb.

MA
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● Double Dipp
● Double Dipp
● Read Seal T
● All Nut Bri
● Brazil Nut C
● Pecan and V
● Extra Thin F
● Chocolate C
● Double Dipp

Reg
"Sympho
● Golden
● Extra-L
● Chocol
● Hard C
● Dutch

LAST TWO DAYS to SAVE in This Timey Sale — Friday & Saturday



Edwards Days

AN EVENT PLANNED TO PAY TRIBUTE TO D. M. EDWARDS THE FOUNDER OF THE EDWARDS STORE

Now is the Time

Pay as Follows:

- 1/3 DEC. 10th
- 1/3 JAN. 10th
- 1/3 FEB. 10th

To Open An...
EDWARDS 90-DAY CHARGE ACCOUNT

Buy EVERYTHING you need for YOURSELF—your FAMILY—your HOME and GIFTS.

NO DOWN PAYMENT NO INTEREST TO PAY

Mail or phone your Application—Stone 2300



Regular \$5 and 6.50

FALL FASHION and ARCH SHOES

AT THIS SPECIAL SALE PRICE **3.90**

JUST TWO MORE DAYS to realize SAVINGS UP TO 2.10 on styles that are as new and as important as tomorrow's front page headlines! Even the new VINYLITE styles are included. (These are the much-talked-about shoes that are partially made of a flattering, transparent substance). Also pumps, step-ins, ties and oxfords in suede, gabardine, kid leather or calf.

All Shoes X-Ray Fitted

EDWARDS—Third Floor

Men's & Women's 'KERCHIEFS

4c ea.

The men's handkerchiefs are jumbo sized—just the kind they like. The women's are made in attractive prints on flangerton. Rare value at 4c each.

EDWARDS—Street Floor

Silver Plated FLATWARE

7c ea.

"Salem" pattern by one of America's foremost makers. Choice of knives, forks, teaspoons, salad forks, tablespoons, dessert spoons, butter knives, sugar shells. Knives not sold separately.

EDWARDS—Street Floor

COLORED STRIPE OUTING FLANNEL

Reg. 25c **14c yd.**

A large assortment of stripes and checks from which to choose yours. A well material for men's and boys' pajamas. Good for misses' and women's garments. 36" wide.

EDWARDS—Second Floor

Haddon Hall Playing Cards

2 dks. 55c

Good news for Bridge addicts! Your favorite playing cards—substantially reduced for Edwards days! Lines finished and gilt edged. Many designs. Bridge decks only.

EDWARDS—Street Floor

Hundreds Of Other Bargains Not Advertised — It Will Pay You To SHOP EARLY **FRIDAY & SATURDAY**

Sterling Silver SALT and PEPPERS

38c pair

Use them on your own table! Buy them for Christmas gifts! Have them for bridge party prizes. Actually, they look much more than this low price.

EDWARDS—Street Floor



Pre-shrunk Bryton Poplin FASHIONETTE UNIFORMS

Reg. 1.29 /value **1.11**

Style 242: Set-in belt. 7-gored skirt. White only. Sizes 12 to 42.

Style 238: Long American zipper. 12 rows of tucking from yoke to bottom of skirt. White, blue, wine, green. 12 to 42.

Style 244: Buttons all the way down the front. Princess model. 11-gore swing skirt. White, blue, green. Sizes 12 to 46.

Style 246: American zipper with loose belt and 11-gore swing skirt. White, blue, wine. Sizes 12 to 20.

Style 430: American zipper. Set-in belt. Paneled yoke, tucked sides. White, blue, green. Sizes 12 to 44.

PHONE YOUR ORDER STONE 2300

EDWARDS—Daytime Dresses—Third Floor



2-DAY SALE of BAKE GOODS Friday and Saturday

Reg. 20c Dozen **COOKIES** 2 doz. **29c**

Your Choice of Butterscotch, Coconut, Jelly Ginger

Clover Leaf Rolls Reg. Price 18c **14c** Doz.

Light and Tender—A Treat at Any Meal

Wellesley Fudge Loaf CAKE Reg. 25c **19c**

Dark Chocolate Cake Frosted with Real Chocolate Fudge

DELUXE RAISIN BREAD Reg. 15c **11c**

Chock Full of Fresh, Flavor-Packed Raisins

FRIDAY ONLY

APPLE BUTTER BUNS **22c** DOZEN

Reg. Price 30c

LEMON CREAM ROLL **24c** Each

Rich Butter Sponge Cake Filled with Lemon Cream Topped with Lemon Butter Cream... Reg. Price 30c.

CINNAMON PECAN TWIST **3c** EACH

A Delicious Sweet Bun

SATURDAY ONLY

FRUIT STOLLEN **24c** Each

Rich Coffee Cake Filled with Glazed Fruits.

Reg. Price 30c

CHOCOLATE ICEBERG LAYER CAKE **29c** Each

Chocolated Layers Frosted with Boiled Frosting—Topped with Coconut.

Regular Price 39c

DANISH PASTRY **3c** EACH

Assorted Fruit Fillings

EDWARDS—Street Floor

"Symphony Sweet" SALE of Home Made CANDIES

"Symphony Sweet" CANDIES

Reg. 39c Lb. **29c** Lb.

MAKE UP YOUR OWN SELECTIONS:

- Red Seal Peppermint Patties
- Red Seal Wintergreen Patties
- Double Dipped Buttercreams
- Double Dipped Maple Walnut Creams
- Red Seal Tiny Chocolate Opera Drops
- All Nut Bridge Mixture
- Brazil Nut Caramel
- Pecan and Walnut Stuffed Dates
- Extra Thin Honey Comb Chips
- Chocolate Coated Dates
- Double Dipped Nougatines

"Symphony Sweet" Home Made SALE



29c lb.

Will Be 39c Lb. After This Sale

- Chocolate Coated Whole Dates
- Nut Rolled Butter Crunch Squares
- Bittersweet Coated Assorted Drops (Vanilla, Chocolate, Maple)
- Assorted Flavor Jacket Cream Sticks (Chocolate Coated)
- Coconut Butter Cream Hand Rolls (Assorted Flavors)
- Brazil Nuts In Cream
- Brazil Nut Divinity Fluff
- Brazil Nut Caramel Smacks
- Chocolate Coated Rum and Butter Sticks
- Maple Walnut Marshmallows
- Chocolate Coated Peanut Butter Creams

"SYMPHONY SWEET" DELICIOUS PURE HARD CANDIES

Regularly Priced at 89c lb.

- Small Round Lemon Drops
- Peanut Butter Filled Straws
- Extra-Delicious Filled Bittercup
- Assorted Flavor Fruit Buttons
- Clear Tasty Anise Squares
- Filled Meaty Walnuts

19c lb.

EDWARDS—Street Floor

Have You Tried Our FROZEN CUSTARD or CREAMY FROSTED MALTED

FROZEN CUSTARD — the luscious, palate-tickling taste thrill in these tempting flavors — Fresh Banana, Fresh Strawberry and Vanilla, and another new taste sensation — CREAMY CHOCOLATE FROSTED MALTED, both cooling, refreshing and invigorating to tired shoppers. Come in and see them made right before your eyes — Come and treat yourself to these delicious refreshments.

5c EACH

Important Facts—

- Made with the highest quality ingredients — eggs, cream, sugar and our own famous flavors.
- Dispensed at our beautiful new, gleaming white counter with the most sanitary equipment we can buy.
- Dishes, Glasses and Spoons washed and sterilized in 4 waters to assure absolute cleanliness.
- Made fresh right before your eyes in two of the most efficient Ice Cream Counter Freezers available.
- Choice of velvety-smooth, creamy Frozen Custard with that fresh-from-the-freezer taste and texture — or Creamy Frosted Chocolate Malted, that you eat with a spoon.

Street Floor



-WANT ADS-
FOR SALE

NEW FLORENCE gas ranges, new Florence oil ranges and combination oil and gas ranges. Florence is the standard of comparison of all stove manufacturers. Why not buy the Florence instead of one that is claimed to be just as good, for you pay no more. If you are interested come to Faber's at 124 Plymouth Ave. North and see how much money you can save on the 1941 Florence.

FOUR electric refrigerators in good condition. \$22.50. Used combination ranges from \$15.00 and up; used built-up gas and white enamel \$25.00 and up; oak heaters \$10.00 and up; 648 stores \$10.00 and up. H. P. Fahrner, 124 North Plymouth Ave., North.

BEAUTIFUL \$100.00 Continental ice refrigerator, cost \$170.00 for sale \$125.00. H. P. Fahrner, 124 North Plymouth Ave.

WANTED TO BUY
COAL RANGES \$2.00 up. Grey enamel combination \$15.00 and up. Grey enamel or white enamels \$10.00 and up. Phone Mr. Carter Main 9224.

HIGHEST prices newspapers 40c a hundred. Iron, metal, rags. Stone 3612-R.

FEMALE HELP WANTED
GIRLS ladies, to distribute samples and take orders. "Conditional" salary and bonus. Experience not needed. Apply E. M. Harrold, 82 St. Paul St. after 2 P. M.

PERSONALS
CARE GIVEN pre-school children. Experienced nursery school teacher. Information. Greenwood 3710-W.

MACHINELESS permanent in your home. All styles. Regular \$3.95 now \$2.50 complete. All waves guaranteed. Call Mary Greenwood 3531-H.

YOUR child's portrait. Have it taken in your own home. Three 5x7 and one large 8x10 for only \$2.75. Phone Stone 9222.

READINGS Katherine Welch, Stone 6810.

FURNISHED ROOMS
EXCEPTIONALLY large room suitable for one or two. Reasonable. Vicinity Beach's Hedges' Historic. Hawk Eye. Phone Greenwood 3018-W. 147 Ave. B.

Evening School Classes
Seek Additional Students
Classes at No. 27 Evening School are gaining rapidly in attendance although there is room for more in Civil Service Examination Preparation, Dramatics, Accordion, Photography, Effective Speech and Human Relations, Business Law, English to Foreign Born, Advanced Italian and Conversational Italian taught by a native teacher, according to word from that school's officials.

There are five state universities on the Texas schedule this year. They are Colorado, Indiana, Oklahoma, Arkansas and Florida.

Security Board Names New City Assistant

Mrs. Anna M. Rosenberg, Regional Director of the Social Security Board, this week announced that Harold T. Gallagher, Manager of the Board's Niagara Falls Field Office, has been promoted to the position of Assistant Manager of the Board's Rochester office, one of the largest in upstate New York. At the same time, Mrs. Rosenberg announced that Frederick H. Thompson, who has been Assistant Manager of the Rochester office since November, 1939, has been promoted to the post of Manager of the Board's office in Troy.

Mr. Gallagher has been with the Social Security Board since 1937 and previously served in the Albany Field Office. Before joining the Board, he was with the Works Progress Administration and has a wide background of executive and administrative experience in the insurance field. He is a native of New York State and attended Syracuse University. Mr. Gallagher is married and has three children.

No. 49 School PTA To Hear City Aide

"Development of Leisure Time Activities as a Prevention of Delinquency" will be the subject of the talk to be given by Porter W. Van Zandt, City Probation Bureau, next Wednesday p. m. at a meeting of No. 49 School P. T. A.

Mrs. Fred Gutfrucht will preside. During the day members of group and children of the school will assemble a Hobby Show under a special committee headed by Mrs. Charles Peckens, Mrs. Fred Gutfrucht, Mrs. Homer Locke and Mrs. Stephen Velle.

Following the exhibition, refreshments will be served by Mrs. George Roberts assisted by the mothers of the kindergarten, First and Second Grade pupils.

Canadian Legion Plans Military Ball

Members of the Maple Leaf Post No. 8 Canadian Legion of the British Empire Service League will hold their Annual Military Ball in the Ball-Room of the Elks tomorrow night. Past Commander John W. Morrison, chairman of the committee of arrangements announces, that this Ball is for the benefit of the Post Relief Fund.

Vic Sweet's famous Dance Band has been engaged, together with talent for a floor show. It is said that prominent military and city officials will attend. General Chairman is Past Commander John W. Morrison, with Robert Ross as his assistant.

Orchestra Concert To Feature Cellist And Oboist

The Rochester Music Guild symphony orchestra of 50 pieces, under the direction of Sherman A. Clute, conductor, will give a concert in Monroe High School auditorium next Wednesday at 8:15 o'clock.

Featured on the program will be Joan Mack, cellist, who will be heard in the last movement of a concerto for cello and orchestra, and John Haldane, who will play two pieces for oboe and string orchestra.

Miss Mack is an eighth grade student at West High School and has been studying cello with Miss Marjorie Maddicks, first cellist with the Guild orchestra.

One of Mr. Haldane's oboe selections, titled "Fantasy" was written by Charles Boverman, a student of the Eastman School of Music.

Soaring Club Plans Thanksgiving Meet

Thanksgiving weekend, Nov. 22nd, 23rd and 24th, is the period set for the Second Annual "Snowbird" glider contest. The meet is to be held at the scene of the Annual National Soaring Contests, Harris Hill, Elmira, N. Y.

The contest is being sponsored and conducted by the Elmira Area Soaring Corporation. Contestants from throughout the east and middle west have signified their intentions of entering the meet; others from the west coast have not been heard from as yet.

Spectators are invited to attend and observe this phase of activity of our national private flying group. No admission or parking fee will be charged.

Ever wish you had a new way to use roast beef and mashed potatoes when left over? Spread slices of cold roast beef with prepared mustard, then with hot mashed potatoes. Coat with flour, egg and crumbs and brown thoroughly in hot fat.

LOST LOVE
JOE—It was too bad you didn't meet Carmela when you were younger. How different everything would have been. Maybe you will become so wrapped up in your music that you will forget about her in time. For the whole story read "The Love Feats That Haunted Me" in the December True Story Magazine now on sale.

FEMALE PAIN
Women who suffer painful, irregular periods with nervous, moody spells due to functional cause should find Lydia E. Pinkham's Vegetable Compound simply marvelous to relieve such distress. Pinkham's Compound is made especially to help such weak, tired women to enjoy smiling thru dimmed days. Over 1,000,000 women have reported remarkable benefits. WELL WORTH TRYING! Any drugstore.

NEW FELT BASE RUGS
6x9 \$1.75 9x12 \$2.95
All colors suitable for living room, dining room and bedroom. Large assortment of Armstrong, Sloan-Bibson and Pabco Rugs.
ENLAI LINOLEUM, sq. yd. 68c
H. P. FAHRNER
134 NORTH PLYMOUTH

MOVING
3 ROOMS FOR \$5
4 Rooms for \$7.00
6 Rooms for \$12.00
Large refrigerators and heavy combination ranges extra. Large covered vans, plenty of pads, capable handlers. Old furniture, rugs, stoves, etc. taken as payment for moving.
Phone Mr. Carter
Certified Appraiser
MAIN 8926

LOVE IS BLIND
Janet—Your friends told you that Henry was selfish, money-mad and cruel. Why didn't you take their advice? You would have saved yourself years of torture. Read "Could This Be my Husband" in the December True Story Magazine now on sale.

RUGS 9x12 \$1.00
CLEANED and STEAMED
Rugs, Steamers, Cleaned, Washed, Sized, Moth, Damp and Germ-proofed. \$3.00
ELTER CO. Est. 1872
Greenwood 3466 — 44 Arthur St.

Does the Itch of ECZEMA Almost Drive You Mad?
If you tried in vain to help the agonizing burning of eczema—to stop the torturous scratching that often causes a sleepless night—don't give up!

For Psolan, a concentrated ointment that erases its smothering goodness right where relief is needed should help you. Best of all Psolan is almost invisible and clings for hours.

For nearly thirty-five years Psolan has helped thousands—try it—the cost is small for the relief you get from the itching, burning of eczema and externally caused pimples. Cost but five cent per drugist.

Be sure we are the Psolan that will help you that we are—try before you buy. Send name, address on post card for generous size. Write Psolan, 251 W. 11 St. Dept. 18, N. Y. City.

INDIGESTION
Does it affect the Heart?
Gas trapped in the stomach or esophagus may act like a hair-trigger on the heart. At the first sign of distress eat the first of these 300-000 Tablets to relieve the trouble. Available hot beds of the stomach. **DR. FORT'S** Tablets for acid indigestion. If the trouble doesn't seem to get better, return bottle to us and receive 20¢ money back. 20¢

LADIES
LOOK AT THESE PRICES
FUR COATS \$6.00
The Best Lining
Bottoms Shortened
CLOTH COATS \$4.75
Relined

FUR COATS
EASTERN MUSKRAT \$149.00
HOLLAND SEAL \$149.00
NORTHERN SEAL \$59.00
Guaranteed
We Make Any Type Coat To Order

H. WEINSTEIN
Remember The Number
635 N. Clinton
Opposite Kroll's
Open Evenings

AUTO INSURANCE
EASY WAY
No Collectors
No Bother
\$1.00 WEEK
"All paid" Complete coverage on Liability, Property Damage, Fire, Theft and Collision. For details phone
STONE 557
BUDGET PROTECTION
1444 Lincoln Alliance Bank Bldg.
Established 1916

CONSTIPATION GAS
Very often it is the GAS formed by accumulated waste in the intestines that accounts for the bloating, griping and cramps in temporary constipation. Relief from such distress comes only from a laxative that, besides inducing a smooth, thorough bowel action, also relieves this gas. **Beechams Pills** do both these things, pleasantly and thoroughly. Try them tonight and see for yourself how helpful **Beechams Pills** can be. Buy at your drugist—10¢, 25¢, 50¢.

ROCHESTER'S LARGEST AND MOST COMPLETE DEPARTMENT
PANTS
PANTS FOR EVERY PURPOSE AT SAVINGS TO 20%
ROCHESTER JOBBING HOUSE
159-161 JOSEPH AVENUE

SAVE WITH MILLER'S SPECIAL COAL
Guaranteed Quality
STOVE \$10.95
EGG NUT
Hard Coal
"SPECIAL" PEA ... \$9.05
ARDEAN R. MILLER GEN. 20

RINSO 14c
La. box
Limit 1

Milk Magnesia 19c
Bottle 100
Reg. 50c
Limit 1

Dish Cloths 5 for 11c
Pastel - Shades
Limit 5

SHAVING CREAM 11c
35c Size
Limit 1

Safety Matches 2 for 11c
Pkg. 10 boxes
Limit 4

Horehound Drops 13c LB.

Tincture of GREEN SOAP 27c
Pint Size

A. B. D. G CAPSULES \$1.39
Box 100

HALIBUT LIVER OIL CAPSULES 69c
Box 100

McKESSON ASPIRIN TABS. 2 for 49c
Bottle 100
Reg. 49c

HYGEIA NIPPLES 12c
Reg. 20c

WILDROOT HAIR TONIC 59c
Reg. \$1.10

KEY DRUG STORES
470 N. Goodman near Main
92 E. Main near Water
1861 Monroe near Winton
457 Ridge Rd. W. near Dewey
ROCHESTER'S MODERN CUT RATE DRUG STORES

TODAY, TOMORROW, SATURDAY AND SUNDAY

Save! Buy KOTEX 48c
Regular Junior, Super
30 NAPKINS

Chocolate Covered Cordial Cherries lb. box 21c

Super Vitamins and Minerals
Now you can get all the vitamins and minerals you need in this easy to take form. Modern, over-refined foods are often deficient in important health giving vitamins and minerals, causing a breakdown of normal health and vigor. The result is that people get frequent colds, are easily fatigued, get nervous and irritable. The skin becomes rough, pale and brittle and elimination becomes irregular.

Mayfair Alvita with Liver & Iron Caps.
containing Vitamins A, B, C, D, E and G are an abundant source of these all important vitality and health giving essentials. Get this convenient combination package of MAYFAIR ALVITA capsules TODAY and start feeling good with more pep, vim and vigor.

25 Day Supply \$1.79
50 Day Supply \$3.19

Miniature Chocolates
Reg. 50c
lb. box **23c**
Limit 2

FILMS 23c
DEVELOPED AND PRINTED
Any 6 or 8 Exposure Roll

PEPSODENT will send you this 'CUB' CANDID CAMERA
A REAL CAMERA - NOT A TOY!
\$1.50 VALUE for only **15c**
WITH CARTON FROM ANY PEPSODENT TOOTH PASTE

TOOTH POWDER 39c
TOOTH PASTE 33c

Calcium Lactate Tab. 5 gr. 23c
bottle of 100
Bayer Aspirin Tab. 59c
Bottle of 100
Anacin Tab. 59c
Bottle of 30
Bromo Seltzer 49c
6pc size
Sloan's Liniment 29c
3c size

Haarlem Oil Capsules 13c
35c size
Cascara Sagrada Aromatic 39c
8 oz. bottle
Nujol 49c
pint size
Benedict Solution 39c
pint size
Brewer Yeast Tab. 49c
bottle of 250, reg. 1.00

Facial Tissues 11c
Box 500
Limit 2

KEY DRUG WAX PAPER 11c
Extra heavy 125 Ft.
Limit 2

KEY DRUG Hair Curlers 3 for 7c
Reg. 5c
Limit 6

KEY DRUG Woodbury TALCUM POWDER 8c
Four Ounces
25c Size

KEY DRUG Hot Pot Holders 4 for 11c
Reg. 5c
Limit 6

NOXZEMA 49c
Boudoir Size
Reg. 75c

Vicks NOSE DROPS 24c
Reg. 30c

BEECHNUT COUGH DROPS 2 for 5c
Reg. 5c

Analgesic BALM 14c
Lga. 50c Size

KEY DRUG PETERMAN ROACH FOOD 14c
25c Size

MODESS 89c
Economy Box of 68

PALMOLIVE SHAVING CREAM 2 for 33c
Reg. 35c Size

The Rochester Sun
Published every Thursday by The Rochester Sun Corp. 5 St. Paul St., Rochester, N. Y. G. C. Goring, Pres.; F. D. Kelly, Vice-Pres.; Wm. A. Pfaff, Sec.; Wm. O. Bramley, Treas.
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The BANK for the INDIVIDUAL
● Personal Loans
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● Deposits
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FIRST INDUSTRIAL BANK
30 CLINTON AVENUE NORTH
Member Federal Deposit Insurance Corp.

OLD OVERHOLT
The ring of steel blades on shimmering ice... the fluid of the puck as it strikes the goalie's glove... the sweet music to the ears of 7,000,000 hockey fans annually.
It must be good... so many people like it!
\$2.55
\$1.59
AMERICA'S MOST POPULAR BOTTLED IN BOND
NATIONAL DISTILLERS PRODUCTS CORPORATION
COPRIGHT 1940, A. OVERHOLT & CO., INC., NEW YORK

Buon Sun
A mixed is planned ing Hall...
Two...
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help you. If...
doctor. Get...
Five tablets...
trial, only 2...
tablets.
MIDOL
BELIEVES FU...
GE TR
TH...
\$2.69
1/2 ct. (25.4...
\$1.69
pt. 10...

Buonomos Plan Sunday Tourney

A mixed doubles tournament is planned for Buonomo Bowling Hall on Sunday, Nov. 24. Two birds of handicap will be used with combined average not to exceed 360. Entry fee has been placed at \$3 per team and guaranteed prizes of \$20, \$10 and \$5 are the bait offered prospective entrants. Other prizes will be awarded, dependent on the size of the entry list. Reservations are now being taken at the Charlotte St. Hall.

Football Forecasts

GAME	SULLIVAN	LYONS	CARROLL
Alabama-Tulane	Tulane	Tulane	Tulane
Army-Brown	Army	Army	Brown
Hobart-Buffalo	Hobart	Hobart	Buffalo
Carnegie Tech-Pitt	Pitt	Pitt	Pitt
Columbia-Wisconsin	Wisconsin	Wisconsin	Wisconsin
Cornell-Yale	Cornell	Cornell	Cornell
Fordham-Purdue	Fordham	Fordham	Fordham
Harvard-Penn	Penn	Penn	Penn
Holy Cross-Miss.	Mississippi	Holy Cross	Mississippi
Illinois-N'western	N'western	N'western	N'western
Indiana-Mich. State	Mich. State	Indiana	Mich. State
Michigan-Minnesota	Michigan	Minnesota	Michigan
Notre Dame-Navy	Notre Dame	Notre Dame	Notre Dame
Syracuse-Penn State	Penn State	Penn State	Penn State
Dartmouth-Princeton	Princeton	Princeton	Princeton

Movie Guide

All Pictures Listed Now Playing Except As Noted:
*Starts Friday
*Starts Saturday
ROCHESTER—"The Great Dictator", Charlie Chaplin.
PALACE—"The Mark of Zorro", Linda Darnell, Basil Rathbone, "Dancing On A Dime", Grace McDonald, Robert Paige.
CENTURY—"Down Argentine Way", Don Ameche, Betty Grable, "Street of Memories", Lynda Roberts, Guy Kibbee.
REGENT—"Arise, My Love", Claudette Colbert, Ray Milland, "A Little Bit of Heaven", Gloria Jean, Robert Stack.
CAPITOL—"Spring Parade", Deanna Durbin, "Men Against The Sky", Richard Dix, Edmund Lowe.
RIVERVIEW—"See How They Run", Errol Flynn, Brenda Marshall, "The Gay Cavalier", Cesar Romero, Sheila Ryan.
LIBERTY STATE—"Brigham Young, Frontiersman", Tyrone Power, Linda Darnell, "Argentine Nights", Rita Brothers, Andrews Sisters.
MADISON-MONROE—"The Return of Frank James", Henry Fonda, Jackie Cooper, "Young People", Shirley Temple, Jack O'Keefe.
*CAMEO-WEEK-END—"Money and The Women", Jeffrey Lynn, Brenda Marshall, "Blonde Has 8 Fingers", Penny Singleton, Arthur Lake.
*WEBSTER—"The Man Who Talked

GOOD ADVICE

Helen—Grace was right. You found out an older woman's advice was wise before it was too late. Jerry never knew, either. The complete story is in the December True Story Magazine. Turn to page 43 and read "I Didn't Want My Baby." On sale now at all news dealers.

LOOK! MONEY SAVING VALUES ON

LOOK! MONEY SAVING VALUES ON

PENNSYLVANIA HARD **COAL**

NUT... \$9.95 Per Ton

STOVE \$10.15
PEA... \$8.80
COKE... \$9.95

EGG \$10.95 Per Ton
STOVE \$10.95
NUT \$10.95 Per Ton
PEA \$9.10
COKE \$10.20

Grade B Cash Shovelled Off. Grade A.

FREE A beautiful household GIFT with the purchase of 1-Ton or more of GRADE "A" COAL or COKE.

LAKE COAL CO. GLEN 538
255 Lyell Ave.

Mrs. Agnes Hartman, 356 Winona Blvd.



"But I can't explain!" BROKEN DATE BROKEN FRIENDSHIP because of **REGULAR PAIN**

Explaining is difficult when you have to break appointments because of menstruation's functional pain. Yet how easy many women now find it to relieve such pain—to carry on in comfort—with the aid of Midol. Midol contains no opiates. It is a new formula, developed for its special purpose. One Midol ingredient is prescribed frequently by many doctors, probably by your own. Another ingredient, exclusively in Midol, increases the comfort most users enjoy by reducing spasmodic pain peculiar to the menstrual period.

If you have no organic disorder needing surgical or medical care, don't hesitate to try Midol. It should help you. If it doesn't, consult your doctor. Get Midol at any drugstore. Five tablets, enough for a convincing trial, only 20¢. Forty cents for 12 tablets.

MIDOL
BELIEVES FUNCTIONAL PERIODIC PAIN

Sun Football Experts Outdistance Contestants

After the severe lacing the Rochester Sun football prediction experts took last week, they did a complete "about-face" and showed their heels to the pack in this week's contest. Of the more than 700 hundred replies received in the contest, only one came as close as tying the efforts of Coach John Sullivan and Donald Lyons, both of whom had perfect records outside of the tie between Alfred and Clarkson and in the Princeton-Harvard game. The contestant who almost, but not quite, won the prize is Miss Marie Coyle, 75 Bronson Ave. Rules of the contest state that the \$5 prize will be awarded to the first person with a higher score than the Sun "experts."

The list of games herewith will be played on Saturday, Nov. 16. Send your prediction as to the winners to the Football Editor, Rochester Sun, 420 Burke Bldg., as soon as possible. Our experts will make their choices in next Thursday's Sun. Winner will be announced in The Rochester Sun on Nov. 21.

Get your answer in early as promptness may determine the winner. Only the first to better our experts score can win the five dollars.

Harvard-Brown
Syracuse-Colgate
Columbia-Navy
Cornell-Dartmouth
Duke-N. Carolina
Holy Cross-Tomlin
Indiana-Wisconsin
Michigan-N'western
Minnesota-Purdue
Nebraska-Pitt
Notre Dame-Iowa
Penn-Army
Yale-Princeton
William-Amherst
So. Calif.-Washington

SATISFACTION CUT PRICES GUARANTEED

NOAH'S ARK

THURSDAY FRIDAY SATURDAY

3 DAY SALE

YOU CAN'T BEAT OUR BARGAINS ★ BIGGEST VALUES IN TOWN!

SAVE 1/2

HOT-AIR HEATERS
8269 'A' FORD LAY-ON HEATER 98c
8277 CHEVROLET 29-36 Wrap-Around HEATER \$1.69
8271 'A' FORD HEATER \$2.49
8265A CHEV. 32-35 Air Conditioning HEATER \$3.49
8272A 'V-8' FORD HEATER \$5.75

R. C. A. Victor's "LITTLE NIPPER" 12.95
Seven-Tube performance from this 5-tube set. Has magic loop antenna. Molded white cabinet.
\$5.00 value Petite Numerical Clock given with every R.C.A. Set sold during this sale.

FREE Installation On Deluxe Hot Water HEATERS
TWIN-AIR Deluxe Heater, Defroster, Guaranteed 2 yrs. \$8.79
ULTRA-DELUXE Twin-Air Heater, Defroster, Guaranteed 5 years, \$20 value \$11.88
UNIVERSAL Heater \$2.98 Installation Extra
Guaranteed 1 year.

COMMODORE "EXTRA VALUE" TIRES
Guaranteed 12 Months
4.75 5.00 5.25 5.50 6.00
-19 -17 -15 -14 -13
\$5.22 \$5.48 \$5.89
Prices include Old Tires

FREE FOOTBALL PUMP
Official size weight
DOUBLE LINED

WHITE FOOTBALL FOR NIGHT GAMES
Made of heavy pebble grain fabric with white lacing 87c

HEATER SWITCH
Adjustable speed. 9c 8186

HEATER HOSE
3c Per Foot
ONE PLY As Illustrated 6c Per Foot

GOODYEAR WELT SOLES GENUINE CHICAGO RINK SKATES
FIBRE WHEELS
WHITE LEATHER SHOES
NICKEL PLATED SKATE
REGULAR \$15.00

FAMOUS CHICAGO RINK SKATES \$9.98 Pair

HEAT YOUR CAR IN 90 SECONDS
STEWART SOUTH WIND WARNER GASOLINE HEATER
Drive real comfort with a famous South-Wind Gasoline Heater. You get more heat faster! Ask at Noah's about a South-Wind for your car.
As Low 50¢ Per Week \$14.95 Junior

188 PROOF ALCOHOL METHANOL 39c PER GALLON

RADIATOR GRILLES
CHEV. '36-'37 \$475
FORD V-8 '36-'37 \$7.85

SAFETY Defroster \$1.33
Keeps off steam, snow and ice.

Change Your OIL Now! For Winter Weather
FIVE POINT MOTOR OIL
Two Gallon Sealed Can 59c Plus Tax

50 STATE 60
Street

561 STATE
Cor. Lyell

288-290 MONROE
Avenue

188-190 EAST
Avenue

200 NORTH
Cor. University

OPEN EVENINGS
WE RESERVE THE RIGHT TO LIMIT QUANTITIES—NONE SOLD TO DEALERS
FREE PARKING SPACE

AUTOMOBILE AND PERSONAL

LOANS

At Lowest Rates!

For Only **\$6.84**

YOU CAN OBTAIN A PERSONAL **LOAN OF \$101.16**

REPAYABLE IN TWELVE MONTHLY INSTALLMENTS

No Collateral Or Co-Maker Required

★ Free Parking at 101 Exchange St.

GENESEE VALLEY TRUST COMPANY

Exchange and Broad

THE BANK OF PERSONAL SERVICE

Member of F.D.I.C.

LONG THE SIGN OF A **Royal Welcome**

When you serve Mount Vernon, you pay a signal honor to your guests. For this superb whiskey is "the bond of friendship"—rich in prestige and delicate in flavor... truly, the "patrician of American eyes."

Mount Vernon
BOTTLED IN BOND
Straight Rye Whiskey

100 PROOF

Copyright 1940, National Distillers Products Corporation, New York

2.69 (4.5 oz. (15.4 oz.))
1.69 (7.5 oz. (25.4 oz.))

5c
10c
15c
20c
25c
30c
35c
40c
45c
50c
55c
60c
65c
70c
75c
80c
85c
90c
95c
1.00

TREMENDOUS PURCHASES! SENSATIONAL DISCOUNTS! RELEASED IN A GREAT FACTORY SURPLUS SALE



Big Deals Were Closed To Bring You This Sale

Deals running into thousands of dollars were closed by our store at the recent Furniture Market in Chicago. Manufacturers, heavily over-produced offered us amazing price concessions. We accepted! Now we give YOU these miracle-savings on brand new home furnishings!



Thousands of Dollars Worth of Fine Living Room, Dining Room and Bedroom Suites...Bedding...Rugs...Chairs...Stoves...Tables, Etc, ★All Brand New Merchandise Purchased at

20% Off! 30% Off! 40% Off!

★ Regular \$69 ★
3-Pc. LIVING ROOM SUITE
\$39
(Choice of Colors)
EASY TERMS

★ Reg. \$13.95 ★
Nationally Known Make
INNERSPRING MATTRESS
\$6.66
Any Size Fully Guaranteed

★ Regular \$139 ★
Nationally Famous
COMBINATION STOVES
\$88
Buy On Easy Terms

★ Regular \$59 ★
Console Table Model
4 Burners
GAS RANGE All Porcelain
\$33
EASY TERMS

★ Regular \$79 ★
5 Pc. Walnut Waterfall
BEDROOM SUITE
\$49
Bed, chest, night table, dresser or vanity, bench included.
EASY TERMS

Entire Purchases Thrown On The Market Starting Tonight 6 P.M.

Due to over-production, in anticipation of a better business than actually resulted, many furniture manufacturers made enormous price concessions in order to "unload". They made us ed!... bought thousands of dollars' worth of exquisite furniture. Now, starting at 6 p. m. today, we pass the saving on to you...add some of our regular stock, too, so you can have a wide selection!

H. SMITH, Mgr.

SURPLUS LIVING ROOM SUITES

- \$ 99—3 Pc. Velour Living Room Suite \$55
 - \$ 89—2 Pc. Tapestry Living Room Suite \$49
 - \$110—3 Pc. Frieze Living Room Suite \$79
 - \$225—5 Pc. Velvet Mohair (1 only) \$135
 - \$109—2 Pc. Maroon Frieze Suite \$74
 - \$129—2 Pc. Blue Velour Living Room \$89
 - \$229—2 Pc. Blue Silk Mohair Suite \$159
 - \$ 66—2 Pc. Tapestry Living Room Suite \$33
 - \$199—3 Pc. Crush Mohair (two tone) \$133
 - \$199—3 Pc. Velour Suite (Sample) \$85
 - \$169—18th Century Sofa (Rose Damask) Down Cushions \$90
 - \$ 59—2 Pc. Velour Suite (1 only) \$31
 - \$8.95—Occasional Chairs—Reduced to \$3.95
- 44 OTHER FINE SUITES TO CHOOSE FROM AT SAVINGS TO 40 PER CENT

All merchandise will be sold at these advertised prices!

Bring this ad with you and compare! Sale starts 6 P.M. today!

HERE ARE BARGAINS

- \$8.95 4 Poster Beds \$5.00
- \$6.95 Cotton Mattresses \$3.50
- \$7.95 Round Venetian Mirror \$3.00
- \$1.49 Colorful Hassocks . 88c
- \$39.50 Innerspring Mattres \$24.00
- \$49.00 9x12 Living Room Rug \$33.00
- \$2.98 Bedroom Pillows pr. \$1.65
- \$249.00 Combination Stoves Gas, Coal \$165.00
- \$189.00 Combination Stoves Oil, Coal \$110.00
- \$14.50 Gateleg Tables \$6.00
- \$29.00 Studio Couches \$16.50
- \$24.50 5 Pc. Oak Breakfast Sets \$12.50
- \$29.50 5 Pc. Porcelain Breakfast Sets \$17.00
- \$16.95 Students Desk \$8.95
- \$39.50 Genuine Mahogany Desk \$25.00
- \$295 End Tables \$1.00
- \$7.95 Simmons Metal Beds \$3.33
- \$110.00 Enterprise Gas Range \$66.00
- \$99.00 RCA Victor Radios \$59.00
- Special Closeout of Midget Radios (Emerson, RCA, Zenith) \$5.95

SURPLUS BEDROOM SUITES

- \$ 99—6 Pc. Walnut Bedroom Suite \$59
 - \$149—4 Pc. Prima Vera Bedroom \$89
 - \$199—5 Pc. Colonial Mahogany \$125
 - \$107—4 Pc. Zebra Walnut Suite \$66
 - \$299—5 Pc. Jameslown (Cedar Drawers) \$210
 - \$188—6 Pc. Swedish Moderne Suite \$122
 - \$169—3 Pc. Gelfsburg Walnut Suite \$110
 - \$159—5 Pc. Bed, Dresser, Vanity, Chest and Bench \$108
 - \$ 59—2 Pc. Rock Maple (Dresser, Bed) \$30
 - \$ 79—3 Pc. Walnut Bedroom Suite \$55
 - \$149—5 Pc. California Oak Suite \$92
 - \$189—5 Pc. Sheraton Mahogany Bedroom \$119
 - \$ 47—Dresser and Bed to Match \$23
- 64 OTHER FINE SUITES TO CHOOSE FROM AT SAVINGS TO 40 PERCENT

FAMOUS MAKE
Electric Refrigerators
AT GIGANTIC SAVINGS

- \$179 Norge, 6 ft. \$118
- \$188 Leonard, 5 ft. \$ 99
- \$229 Norge, 6 ft. \$149
- \$149 Norge, 5 ft. \$ 88

3 Years to Pay
CLOSE OUT PRICES!
Elec. Washing Machines
Reg. \$49 Values
\$29 1 YEAR SUPPLY RINSO FREE

Also Full Line of ABC Washers at Reduced Prices

Do not confuse this event with an ordinary sale. It is the most extraordinary opportunity ever presented to the buying public of Rochester. Why wait and pay more later! Buy now and save! Save! Save!

CEDAR CHESTS
LANE—WEST BRANCH—ROOS

A large metropolitan jobber went to the wall. We bought an entire carload of his stock. Famous makes included! Lane! Bird! West Branch and others! We guarantee a 30 percent saving during this sale. A small deposit holds. Free storage! Will hold for Xmas. Prices range from \$9.95 to \$49.00.

50c Down—50c a Week

30% OFF!

STORE OPEN EVENINGS UNTIL 9 P. M.

FREE PARKING AT BILL & SONS OPPOSITE OUR STORE

CREDIT TERMS SO LIBERAL EVERYONE CAN AFFORD TO BUY DURING THIS TREMENDOUS SALE!



To Young Married Couples

If you want your own home furnishings and are about to furnish just one room or a whole home, by all means take advantage of the exceptional savings arranged for this Sale. using our liberal terms. Pay the American way—"as you earn"—and enjoy real home comfort with new furniture.

MAJESTIC FURNITURE CO.

The Big Store Out Of The High Rent District At **204 COURT ST.** BETWEEN CLINTON AVE., S. AND S. STONE ST. Look For The Big Sign!

Buon
Gamrod-I and Herb ; That was t Monday n League. Sel ing helped t five to three 1059 and 1 total.
Other in Perc (Doc) E Drullard 64 Norm Wolk 628, Jim R Burke 626, E DeVonis 611 Elmer Eckel son 602 and Team matc 2. Clément ins Club (2781) 2. P man Tobacco (2421) 1. Ebon Foods (287) 1; (273) 2. Impe Ruby Plumber Patching (266) 1; 2. Wilson Oyste Hall (2972) 3. 8 Parc. & Son (2 2474) 1. Garre cester Turners (2627) 2. Gunu Schitta Beer (26 9. Rac. Stevenc Coal (2623) 1; 2. Quiltop Beve Forwarding (200 2291) 9. Judge Trot (2588) 6; Acceptance (260

East Side
Fenton Ro East Side Sat at Genesee H matches: Checks (21 (2250) 2. Dra

Ridge La
Mrs. Alice high in las Ridge Ladie Landry had 5 son 505 and 1

CRANBE
HOME-MADE CR 1½ cups w 2 cups w 1 pound Eatme Boil sugar a 5 minutes, and boil, 5 minutes, pop open, and allow in the ve Thrift N Cranbe of treat

Carri WA
Opportu years of ag available Carriers in the city al dequit an Must be instruction character. Perhaps open in y Send in now, stati age, telep attended. Mail Distrib Ro 420

Buonomo League

Gamrod-Harman rolled 3029 and Herb Scheuch rolled 675. That was the big news in last Monday night's Buonomo League. Scheuch's heavy shelling helped the Gamrod-Harman five to three good games of 960, 1059 and 1010 for their good total.

Other individual highlights: Perc (Doc) Brown had 657, Cliff Drullard 643, Cap Carroll 639, Norm Wolk 638, Carl Kadow 628, Jim Ricchio 628, Gunnar Burke 626, Frank Ohlau 619, Al DeVonis 617, Ray Bolton 609, Elmer Eckert 607, Ken Anderson 602 and Lou Maira 602.

Team matches: Buonomo Five (2829) 2, Client Insurance (2729) 1, Moose Club (2731) 3, Pure Quill (2479) 0, Stillman Tobacco (2580) 2, Community (2421) 1, Ebonites (2813) 2, Wegman Foods (2371) 1, Flower City Amusement (2791) 2, Imperial Leverages (2645) 1; Ruby Plumbers (2792) 2, Beechnut Packing (2673) 0, Owens Amoco (2786) 2, Wilson Oyster Bar (2303) 0, Webber Hall (2972) 2, Singer's Lunch (2401) 0, Park & Son (2447) 2, Miller Beverages (2474) 1, Gamrod-Harman (3029) 3, Rochester Turners (2564) 0, Decker Dairy (2627) 2, Connor Insurance (2537) 1; Schlitz Beer (2818) 3, Hetzler Ice (2558) 0, Rex Stevenson (2627) 2, C. C. West Coal (2625) 1, Blanchard Storage (2590) 2, Quatrop Beverages (2276) 1, C & M Forwarding (2896) 3, Rudolph Jewelers (2501) 0, Judge Motors (2753) 3, Tommy Trott (2588) 0, Calverts (2860) 3, Credit Acceptance (2609) 0.

East Side Bank League

Fenton Robinson topped the East Side Savings Bank League at Genesee Hall with 581. Team matches: Loans (2213) 2, Checks (2176) 1, Clearings (2250) 2, Drafts (2199) 1.

Ridge Ladies League

Mrs. Alice Decker's 566 was high in last Friday night's Ridge Ladies' League. Peg Landry had 516, Millie Nicholson 505 and Lillian Duerr 500.



HOME-MADE CRANBERRY SAUCE
1 1/2 cups sugar
2 cups water
1 pound (4 cups) Eatmor Cranberries
Boil sugar and water together 5 minutes. Add cranberries and boil, without stirring, 5 minutes, or until all the skins pop open. Remove from fire and allow the sauce to remain in the vessel until cool.
Thrift! Note! 1 pound of Eatmor Cranberries makes 2 1/2 pounds of fresh sauce. Good eating!



Eatmor Cranberries

Carrier Boys WANTED

Opportunities for boys 14 years of age or over are now available as Rochester Sun Carriers in many sections of the city also in Greece, Irondequoit and Brighton.

Must be alert, able to obey instructions and of good character.

Perhaps there is a route open in your neighborhood.

Send in your application now, stating name, address, age, telephone and school attended.

Mail all replies to
Distribution Manager
Rochester Sun
420 Burke Bldg.

Come And Bring Your Friends!
—To—
WEGMANS GRAND DRAWING
— for —
THIS 1941 CHEVROLET

A 1941 super deluxe town sedan in your choice of standard colors. Completely equipped with fine radio and heater. Winning ticket includes 100 gallons of Amoco Gasoline.



IT'S FREE!
Don't miss this exciting event... bring your friends and be there to greet the winners... who knows, it might be you!

AND 100 BASKETS OF GROCERIES

Don't Miss It!
MONDAY, NOV. 11
AT 4 P. M. IN THE
CIVIC EXHIBITS BUILDING
Formerly The Duffey Powers Bldg.

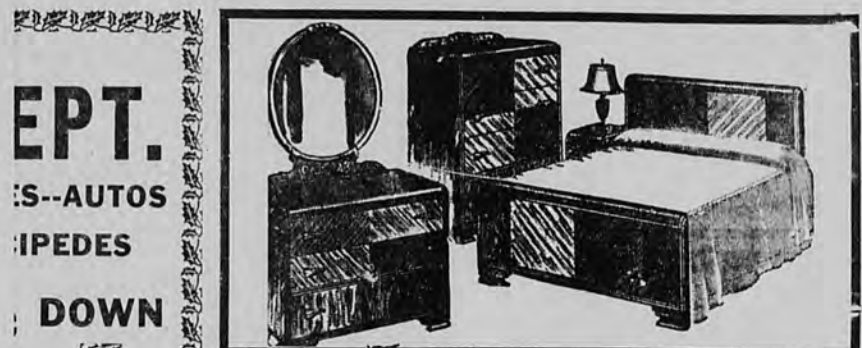
FIRST 100 TICKETS DRAWN WILL RECEIVE A BASKET CHOCK FULL OF GROCERIES!
101st TICKET WINS THE CHEVROLET

We will continue to give out tickets at all seven stores throughout this weekend... remember the more tickets you have the better your chance to win!



OR SALE!
DOWN GO PRICES!
enirs to Visitors FREE!

PRICES! EASIEST TERMS IN TOWN!



3-PIECE BEDROOM SUITE
You can't match this value anywhere in town! Beautiful walnut veneers, fine large mirrors, quality construction throughout. You get the Bed, Chest and your choice of Dresser or Vanity. TABLE MODEL RADIO INCLUDED WITHOUT CHARGE! EASIEST TERMS IN TOWN!
\$49.95

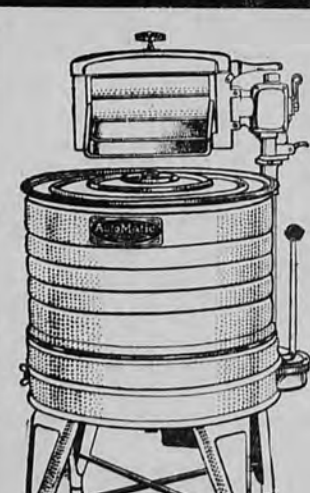
1" VALUE
\$9.95

BREAKFAST SET \$19.95
5 Pieces
Extension Leaf
Choice of Colors
FREE
20-PIECE SET OF DISHES

NY MOTOR SED
FREE!

\$69.50 VALUE
3 PIECE BEDROOM SUITE

\$69.50 VALUE
ELECTRIC IRONER



TIRES FOR YOUR CAR

30 MONTHS TO PAY!

OPEN SUNDAYS UNTIL NOON
IN TOWN
RE AVENUE

Also On Our Easy
BUDGET PLAN
TIRES — HEATERS,
CHAINS — BATTERIES
MIXMASTERS
50c DOWN
50c WEEK

Terms In Town. Note! Illustrations In This Ad Similar as Possible to Actual Merchandise.

TREMENDOUS PURCHASES!
SENSATIONAL DISCOUNTS! RELEASE

FACTORY SALE



Big Deals Were Closed
To Bring You This Sale

Deals running into thousands of dollars were closed by our store at the recent Furniture Market in Chicago. Manufacturers, heavily over-produced offered us amazing price concessions. We accepted! Now we give YOU these miracle-savings on brand new home furnishings!

Thousands of Dollars
Dining Room and
...Chairs...Stoves...
Merchandise Purc

20% Off!

★ Regular \$69 ★
3-Pc. LIVING ROOM SUITE
\$39
(Choice of Colors)
EASY TERMS

★ Reg. Nationally 1
INNER MATTS
\$6
Any Size Full

SURPLUS LIVING ROOM SUITES

- \$ 99—3 Pc. Velour Living Room Suite \$55
- \$ 89—2 Pc. Tapestry Living Room Suite \$49
- \$110—3 Pc. Frieze Living Room Suite \$79
- \$225—5 Pc. Velvet Mohair (1 only) \$135
- \$109—2 Pc. Maroon Frieze Suite \$74
- \$129—2 Pc. Blue Velour Living Room \$89
- \$229—2 Pc. Blue Silk Mohair Suite \$159
- \$ 66—2 Pc. Tapestry Living Room Suite \$33
- \$199—3 Pc. Crush Mohair (two tone) \$133
- \$199—3 Pc. Velour Suite (Sample) \$85
- \$169—18th Century Sofa (Rose Damask) Down Cushions \$90
- \$ 59—2 Pc. Velour Suite (1 only) \$31
- \$8.95—Occasional Chairs—Reduced to \$3.95

44 OTHER FINE SUITES TO CHOOSE FROM AT SAVINGS TO 40 PER CENT

All merchandise
at these advance
Bring this advance
pare! Sale starts
HERE ARE

- \$8.95 4 Poster Beds \$5.00
- \$6.95 Cotton Mattresses \$3.50
- \$7.95 Round Venetian Mirror \$3.00
- \$1.49 Colorful Hosiery 8¢
- \$39.50 Innerspring Mattres \$24.00
- \$49.00 9x12 Living Room Rug \$33.00
- \$2.98 Bedroom Pillows pr. \$1.60
- \$249.00 Combination Stoves Gas, Coal \$165.00
- \$189.00 Combination Stoves Oil, Coal \$110.00
- \$14.50 Gateleg Tables \$6.00
- \$29.00 Studio Couches \$16.50

FAMOUS MAKE
Electric Refrigerators
AT GIGANTIC SAVINGS

- \$179 Norge, 6 ft. \$118
- \$188 Leonard, 5 ft. \$ 99
- \$229 Norge, 6 ft. \$149
- \$149 Norge, 5 ft. \$ 88

3 Years to Pay
CLOSE OUT PRICES!
Elec. Washing Machines
Reg. \$49 Values
\$29 1 YEAR SUPPLY RINSE FREE

Also Full Line of ABC Washers at Reduced Prices

Do not confuse this event with an ordinary sale. It is the most extraordinary opportunity ever presented to the buying public of Rochester. Why wait and pay more later! Buy now and save! Save! Save!

CEDA LANE

A large metropolitan jobber went to the wall. He bought an entire carload of his stock. Famous merchandise included! Lane! Bird! Branch and others! guarantee a 30 per cent saving during this sale. small deposit holds. storage! Will hold Xmas. Prices range from \$9.95 to \$49.00.
50c Down—50c a Week

MAJESTIC FURN
The Big Store Out Of The High Rent District At **204 COURT**

BOWLING
WITH **ED RANDALL**

How long have many of you team captains taken to line up a sponsor this year? Some leagues have just furnished schedules to their bowlers so it would appear that six or seven weeks have elapsed simply because the league officials were unable to have the schedules printed, not knowing the names under which several of the teams would bowl.

Obtaining sponsors is becoming a serious problem. There must be some way by which sponsors can be sold on the value of entering a bowling team in a league which will prove to these sponsors such an expenditure is a good investment. There are several teams with the same sponsor year after year. Others are forever scurrying around shortly after Labor Day, trying to find someone to pay their entry fee and there must be some good reason why certain teams are able to depend upon the same sponsorship season after season. It may be a case of personal friendship or possibly some team captains prevail upon enough of their own friends to patronize their sponsor's place of business so that he feels his sponsorship of the team, brings tangible results in a business way in addition to whatever publicity the team may obtain for him.

I have an idea that closer cooperation of the entire league would help the individual teams' problem considerably. After all leagues are made up of teams — without teams there would be no leagues. Why not circularize every individual bowler in every league with a letter from the president or secretary of the league asking them to patronize sponsors. For instance, suppose some bowler is looking for a car, either new or used. Off hand I can think of three good, responsible automobile dealers who sponsor bowling teams, specifically, Judge Motors, Cool Chevrolet, Churchill Motors and there are probably others. Certainly, these dealers would feel their sponsorship of bowling teams was a good investment if a prospective purchaser walked into their showrooms and said:

"I bowl in the Whoozit League. I'm looking for a car and I would rather buy it from you, a team sponsor, if you have the car I want."

This could be done in a hundred different business places. Look at your league schedule. You'll find printers, florists, coal dealers, restaurants insurance agents, milk dealers, soft drink dispensers, food stores, gasoline and oil dealers and nearly every form of retail business that you patronize every day.

PARTIES AT CARPENTER'S HALL
113 No. Fitzhugh
Thursday — 8:30 P. M.
SUNDAY — 2:30 P. M.
Admission 20c

WOMEN! RELIEVE NEEDLESS SUFFERING
If functional periodic complaints make you moody, nervous and irritable, try **CHI-CHESS-TERS PILLS** for relief from symptomatic pain and discomfort. They are SAFE to take as directed. Contain no 50% habit-forming drugs. Sold at all druggists.
CHI-CHESS-TERS' DIAMOND PILLS

BUDDY CLUB Presents—Tuesday, Nov. 12—9 to 1
WOODY HERMAN
And the band that plays the Blues
Advance Sale Price 90c

PIONEER PENNSYLVANIA HARD COAL
It Will Pay You To Try This Famous FUEL For Greater SAVINGS!
Phone Main 815

PIONEER COAL CO.
Office and Yard — 350 Exchange St.

BINGO PARTIES
30 FIELD ST.
FREE REFRESHMENTS — Door Prizes — Sun. 8:15 Nov. 10th — Admission 25c

BINGO PARTIES at BEELEY'S
Tues. Fri. 8:15 P. M.
Sat. 8:15 P. M.
142 GENESEE ST. in REAR

PARTIES AT WEST AVE. MANOR
165 West Ave.
Wed. Nite—8:30 P. M.
Mon., Tues., Thurs. Fri.—1:30 P. M.

BINGO at CHILI Recreation Hall
Every Friday Night 8:15 p. m.
\$5.00 each for the 23 games Tues. and Wed. 1:30 p. m. Tues., Thurs., Fri. and Sat. 8:15 p. m.
509 Chili Ave. at Thurston

PARTIES UNION LEAGUE HALL
Sunday and Monday, 8:15 P. M.
Wednesday and Saturday 1:30 P. M.
290 Gregory, at South Ave.

FRESH Grade A HENNER EGGS 40c
SPRING RABBIT 18c
CHICKEN Fricassee 22c up
ROASTING SPRINGERS ... 27c
Monroe County Poultry 68 Front St.
ROY MESTLER and BILL DeFIELD
We Deliver Fresh Dressed Call Main 2966

9 OUT OF 10 AGREE*

Looks like nine out of ten favor the same "eleven". Well, here's what nine out of ten think of the same whiskey: *110,533 out of a total of 124,195 people liked it. Hence our claim that it is "America's Smoothest Whiskey". "All-American" line-up. Try it yourself.

JUST TRY GREEN RIVER TODAY

AN AMERICAN INSTITUTION GREEN RIVER

Green River Blended Whiskey, 85.8 Proof, 75% grain neutral spirits. Green River Distilled Dry Gin, 85 Proof, 100% distilled from American grain neutral spirits. Oldtime Distillers Corporation, N.Y. **GREEN RIVER GIN IS BIG VALUE, TOO!**

"Hey . . . Automatic GAS Heating Rates are DOWN too"

Costs slashed as much as 20% in Rochester district! Now automatic gas hot water service costs little or no more than your present method.

\$1 A MONTH RENTS An Automatic GAS WATER HEATER
Pay a Small Amount For Gas Used

ROCHESTER GAS & ELECTRIC Corporation
For trouble & service calls Telephone MAIN 3960 For sales dept. & personal calls Telephone MAIN 7076

BINGO
Sunday 2:15 P. M.
Monday Nite — 8:15 P. M.
GLADY'S BINGO 142 GENESEE

BINGO PLYMOUTH CHURCH HALL
Plymouth Ave. at Troup
25 DOOR PRIZES
Admission 20c
Every Sat. 8:30 P. M.
Door Prizes—Jack Pot

BINGO
19th Ward
November 7, 8, 9
Hawley & Jefferson Ave.
8:15 P. M. Sharp
BIG PRIZES
Come one, come all! Join in the fun. You may be lucky. Fun and Entertainment. Cash Door Prizes!
Admission 20c R. Lynch Mgr.

THIS IS YOUR INVITATION TO DE LUXE BINGO
Every Monday Night
Under auspices of Knights of Columbus
K. OF C. AUDITORIUM — CHESTNUT ST.

PLAY FOR MORE THAN \$650
30 DOOR PRIZES 30 FREE Gold Award Ticket Every Night

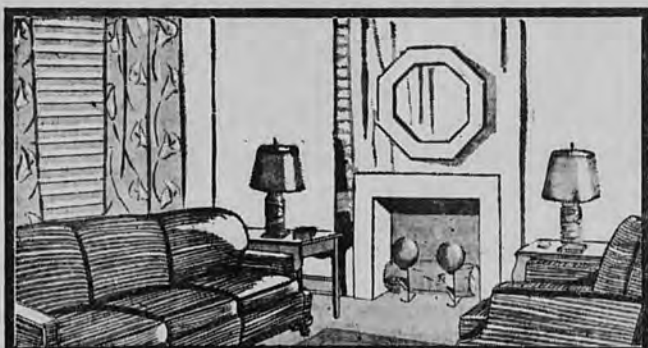
Special Entertainment at 8 P. M.
BINGO 8:30 to 10:30 P. M. Dancing after Games.
RAY FAGAN'S Orchestra

UNION TIRE COMPANY—ROCHESTER, EAST ROCHESTER

UNION'S 2 FOR 1 SALE!

OUT GOES MERCHANDISE! —————> DOWN GO PRICES!
FREE! Beautiful Gift Souvenirs to Visitors **FREE!**

QUALITY NATIONAL PRODUCTS! LOWEST PRICES! EASIEST TERMS IN TOWN!

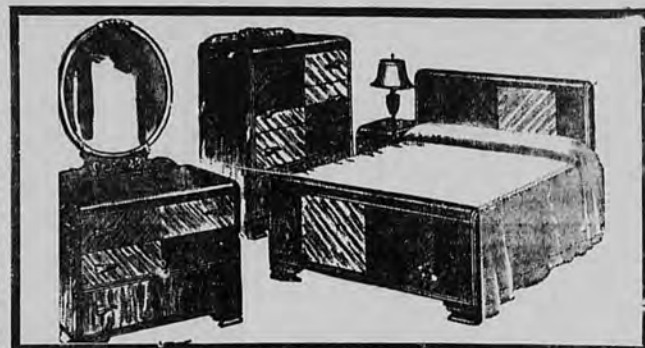


2-Piece LIVING ROOM SUITE

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!

\$49.95

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!

\$49.95

PHILCO and R.C.A. RADIOS
1942 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!
\$9.95
50c DOWN AND 50c WEEKLY!

BREAKFAST SET \$19.95
5 Pieces Extension Leaf Choice of Colors
FREE
20-PIECE SET OF DISHES

FREE! REFRIGERATOR FREE!

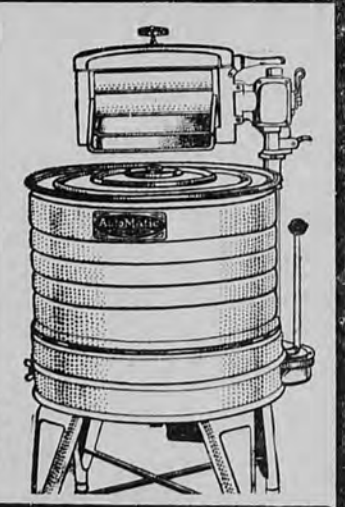
WITH ANY PURCHASED

\$99.50 AND UP
2 for 1 Combination Exists On All Deluxe Models.

\$69.50 VALUE AUTOMATIC ELECTRIC WASHER	\$69.50 VALUE DAVENPORT SUITE Choice of Color	\$69.50 VALUE FLORENCE OIL HEATER	\$69.50 VALUE 3 PIECE BEDROOM SUITE	\$69.50 VALUE ELECTRIC IRONER
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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

UNION
EASIEST TERMS IN TOWN
MAIN STORE
286 EAST AVENUE

OPEN EVENINGS UNTIL 10 P.M.
OPEN SUNDAYS UNTIL NOON

Also On Our Easy
BUDGET PLAN
TIRES — HEATERS.
CHAINS — BATTERIES
MIXMASTERS
50c DOWN
50c WEEK

No Red Tape or Embarrassing Questions—Takes But One Minute To Open "Union" Account—Easiest Terms In Town. Note! Illustrations In This Ad Similar as Possible to Actual Merchandise.

Come To LIVADAS For LOW PRICES On Fine WINES & LIQUORS

LIVRO RYE WHISKEY



Our Famous Brand — And What A Value!

\$2.30
Full Quart 90 Proof

Compare! \$3.25 Value

A real bargain in fine whiskey. Please note it is a full quart — not a fifth. The straight whiskey in this fine product is 31% mellow 4-year old to give it a distinctive flavor, the remaining 49% is pure neutral spirits.

We have sold thousands and thousands of bottles of this rye because of its quality and outstanding low price.

No Finer Quality! — AT ANY PRICE!

\$1.65
Full Quart 90 Proof

100% Grain Neutral Alcohol

No matter how particular you are, you are sure to like this gin for its smooth and mellow, it's made from 100% grain spirits. Please don't judge it by its price. Let your taste be the test. Try it—you'll realize instantly what a sensational value it is! Livadas assures the connoisseurs of quality gin that there is no finer at any price!

LIVRO GIN



"PRESIDENT DELUXE"

Registered Brand Straight Bourbon
WHISKEY
100 Proof
All 4 Years Old



VERY SPECIAL!
\$1.99 FULL QUART
Compare \$3.25 Value!
Here's an extraordinary price for a quality Bourbon. Full quarts, not fifths at this low price! The product of one of the country's great distillers. Well-rounded in flavor, superb in bouquet. Hundreds of our customers will take this opportunity to stock up now and save!

2 BIG VALUES!
One of Scotland's Finest
KING GEORGE IV
Blended Scotch
WHISKEY
A Rare Value
100% Scotch
Whiskey Distilled, Blended and Bottled in Scotland.
\$2.69
Fifth
Compare! \$3.39 Value!
Our Very Best Seller
SANDY HOLLOW
STRAIGHT RYE
WHISKEY
90 Proof
Compare \$2.25 Value
\$1.79
Full Quart



A Famous Brand At a Very Low Price!
The Renowned
TRICHERI
Imported Italian
VERMOUTH
Large 750z. Bottle
Compare! \$1.79 Value!
\$1.25
Very Unusual Value!
Imported Virgin Islands
BLACK RUM
\$1.69
FIFTH
Delightfully 86 PROOF
An extraordinary fine quality rum for your cocktail arrangement.

Very Choice!
Old Quaker
Dark Straight
RUM
7 1/2 Years
\$1.35
4 1/2 pint
60 PROOF
Compare! \$1.75 Value!

CITY CLUB — Straight Bourbon
WHISKEY
4 YEARS OLD
This whiskey is distilled from 100% rye, full flavored American grain and stored in steam-heated warehouses. It is distilled the old fashioned, expensive way, which accounts for its smoothness and palatability.
\$1.59
Full Quart
COMPARE! 1.95 VALUE!

What a Value
EARL'S COURT
SLOE GIN
Only at Livadas can you secure such a fine quality sloe gin at such a low price.
Compare \$2.00 Value!
\$1.49
Fifth

FINEST QUALITY—LOWEST PRICE

BALBOA WINES

Here are wines after your own heart! For Balboa Wines have a character all their own... a rare flavor and a delicate bouquet that is pleasant to every taste! Balboa Wines are made from choice California grapes and shielded by skilled vintners; they have an assured quality folks in all walks of life have never questioned. Get acquainted with Balboa Wines today!—You'll like them!

SWEET
Muscatel, Sherry
Tokay, Port
FULL GALLON **\$1.35**

DRY
Burgundy
Zinfandel
Claret
Barbera
Chianti
Reisling
Sauterne
99c GAL

LIVADAS

A NAME YOU CAN TRUST
183 MONROE AVE.
N. Y. S. LICENSE L-4229
FREE DELIVERY STONE 5319

ROCHESTER SUN carriers carry out orders. One rule is, are chosen for their ability to no bicycle riding, while delivering discipline and faithfully the Sun.

SINUS Sufferers

Get Relief This Quick Easy Way

MOTHERS! Protect your family from colds, sinus, etc. USE MAID'S NOSE SPRAY. Results guaranteed or money refunded. As a cold preventative spray daily. No case of sinus is too chronic for Maid's Nose Spray.

ON SALE AT ALL LEADING DRUG STORES

HUGE VOTE FOR FINER WHISKEY

Three Feathers Flavor-Protection Enthuses All New York

ROCHESTER, N. Y.—Every once in a while a product deservedly reaps a public favor. For example, Three Feathers Whiskey, now enjoying the largest sale in its history! Chief reason for its greater-than-ever popularity is Clari-fining (flavor-protection) which effects a new peak of richness. "Light as a feather" in body, Three Feathers Whiskey offers, in all, a new peak of whiskey value!

Try THREE FEATHERS DISTILLED LONDON DRY Gin

90 proof. 100% neutral spirits distilled from grain. Oldtime Distillers Corp., N. Y.

Buy THREE FEATHERS

IT'S CLARI-FINED (FLAVOR-PROTECTED)

the whiskey that's light as a feather

BLENDED WHISKEY, 90 PROOF, 75% GRAIN NEUTRAL SPIRITS, OLDBLIVE DISTILLERS CORP., N. Y.

WE MEET ALL ADVERTISED OR BEAT PRICES

DAW'S ORIGINAL CUT-RATE DRUGS

56 Clinton Ave. S. Opp. Temple Theater
31 Main St. E. Corner Aqueduct
353 Main St. E. 1 Door from Stillson
452 Ridge Rd. W. Corner Dewey
880 Main St. W. At Bull's Head
473 N. Goodman Just Off Main
539 Monroe Ave. Near Goodman

These Prices Today Thru Saturday Right Reserved To Limit Quantities

Noxzema Cream 75c Size **49c**

HILL'S COLD TABLETS 30c Size **14c**

FITCH'S After-Shave Talc. 25c Size **9c**

WILDROOT SHAMPOOS 50c Size **29c**

TOILET TISSUE HY-TEX QUALITY 1000 Sheets in Each Roll 3 Rolls For **13c**

WITH COUPON
Chocolate Covered Maraschino Cherries Pound Box **21c** (Limit 3 Boxes)

DOG FOOD PLAY BALL BRAND A Cooked Food Ready to Use For Dogs and Cats Reg. 10c—1 Lb Cans 3 for **13c**

Listerine Tooth Paste Reg. 25c Size 3 for **49c**

Glycerin Suppositories 25c Value **9c**

Cashmere Bouquet COLD CREAM 25c Size 2 for **25c**

Distilled WITCH HAZEL Pint Bottle **6c**

PHILLIP'S Milk of Magnesia Tablets 25c Size **11c**

WITH COUPON
RINSO LARGE BOX **14c** (Limit 1)

WITH COUPON
APPLE BLOSSOM BATH POWDER Large 75c Box With Puff **39c** (Limit 2 Boxes)

WITH COUPON
Original Quinine Compound
HAIR TONIC Reg. \$1.25 Barber Size 21 1/2 oz. **49c** (Limit 2)

WITH COUPON
SANITARY NAPKINS Box of 12 Pads Regularly 30c **9c** (Limit 2 Boxes)

Lifebuoy Shave Cream Large Size 2 for **33c**

Lady Esther Four Purpose Cream 55c Size **39c**

SEIDLITZ POWDERS Box of 12's 25c Value **8c**

Beef, Iron & Wine Tonic Reg. \$1.90 Pint **43c**

HALEY'S M-O LAXATIVE Reg. \$1.00 **54c**

McKesson's Aspirin—100's 2 for **49c**

WITH COUPON
Prescriptions FILLED AT DAW'S Costs You Less

DANDERINE Hair Tonic, 31 Size **61c**

GLOVES MANGE Medicine, New Size **37c**

30-CUR 25c Wavet, Lotion **18c**

LIQUID ARVON Hair Tonic, \$1.00 Size **76c**

PETRO-SYLLIUM All Types, \$1.25 Size **89c**

SARAKA Laxative, 60c Size **49c**

PLUTO WATER Large 50c Size **39c**

PEEN-A-MINT GUM, Large, 50c Bottle **39c**

CASCARETS Lax. Tablets, 25c Size **16c**

WINDEX 20c Window Cleaner **12c**

V-E-M, 60c Ear Head Colds **36c**

SLOAN'S Liniment, 25c Size **29c**

WITH COUPON
DOLORES
CASTILE SOAP Made With Pure Olive Oil 15c Size 3 Bars For **20c** (Limit 3 Bars)

WITH COUPON
Caroid & Bile Salt Tablets Bottle of 100 **69c**

WITH COUPON
AMMONIA For Household Use Qt. Size **9c**

WITH COUPON
THERMOS Vacuum Bottle Pint Size **77c**

SCOTTOWELS FOR KITCHEN USE 150 Sheets in Each Roll 2 Rolls For **17c**

IVORY OR GREEN FIXTURE 25c Value **16c**

Humidor Fresh
KING EDWARD CIGARS 5 for **11c**
10 FOR **21c** (Limit 10)

ANACIN TABLETS Bottle of 50 75c Size **59c**

WITH COUPON
KLEENEX TISSUES Boxes of 200 Sheets 2 Boxes For **25c** 2 for **55c**

Sanitary Belt Adjustable 25c Value **11c**

POLIDENT Plate Powder 25c Size **24c**

HIND'S Honey & Almond Cream 2 for **40c**

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THURSDA
LEAGUE FOR
ING — Bene
Temple: 8:30 p.
WESTMINSTE
Theater: 8:30 p.
CATHOLIC
Benefit Card
Church Hall: 8:30
TOWNSEND I
Liberty Theater
7:30 p. m.
FRIDAY
COLLEGIATE
Leonard's Orch
Ballroom: 8:30
LOWELL AVE
— First Supper
class, 5:30-7:00
WOMEN OF
ANNUAL Lunche
Ave.
K. O. P. C.
King K. of C.
CHURCH OF
TION — Seven
Hall, Pittsford
2 p. m. to 10:30
SATURDAY
MEN'S CLUB
CHURCH
Patsy; School A
Bird and Branch
JUNIOR HAD
Lodge Rooms: 8
LOUST HILL
Dance—Six 82
Clubhouse; 9 p.
MONDAY
BOY SCOUT
Dinner 8:30 p.
Church: 8:30 p.
NO. 35 ACH
Class; School H
p. m.
TUESDAY
E. G. MARSH
Inc; City Hall 7
YOUNG LAD
CHESTRA NO.
Theater.
WEDNESDA
FLOWER GU
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YOUNG LAD
LACRED HEAL
Thanksgiving D
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THANKSINGV
Ballroom; 9 p. m.
THURSDAY
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ROCHESTER'S SHOPPING NEWS

The Rochester Sun

FOURTH YEAR—No. 3

ROCHESTER, N. Y., THURSDAY, NOVEMBER 14, 1940

10

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

Events Of The Week

THURSDAY, NOVEMBER 14

LEAGUE FOR THE HARD OF HEARING — Benefit Card Party, Masonic Temple, 8 p. m.
WESTMINSTER CHOIR — Eastman Theater, 8:30 p. m.
CATHOLIC WORKER GROUP — Benefit Card Party, Catholic Church Hall, East Main St., 8 p. m.
TOWNSHIP CLUB NO. 6 — Meeting, Liberty Theater Bldg., Driving Pk. Ave., 7:30 p. m.

FRIDAY, NOVEMBER 15

COLLEGIATE CLUB — Dance—Gene Leach's Orchestra, Masonic Temple Ballroom, 9:30 p. m.
LOWELL AVENUE BAPTIST CHURCH — 7:30 supper, served by Wheatan class, 7:30-7:50.
WOMEN OF PARSELLS CHURCH — Annual bazaar, Gymnasium, Parsells Ave.
R. O. F. C. — Dance—Erskine Hawkins, R. O. F. C. Auditorium.
CHURCH OF THE DIVINE INSPIRATION — Seven-Cent Social, Plymouth Hall, Plymouth Ave. S. cor. Troup St., 7 p. m. to 10:30 p. m.

SATURDAY, NOVEMBER 16

MEN'S CLUB OF GOOD COUNSEL CHURCH — Thanksgiving Poultry Party, School Auditorium, Geneva Pk. Blvd. and Brooks Ave., 8:30 p. m.
JUNIOR HADASSAH — Meeting, JY Lodge Rooms, 120 E. Main St., 8 p. m.
LOUST HILL COUNTRY CLUB — Dance—Sax Smith and Orchestra, Clubhouse, 8 p. m.

MONDAY, NOVEMBER 18

BOY SCOUT TROOP NO. 44 — Bean Dinner, St. Mark's and St. John's Church, 6:30 p. m.
NO. 33 SCHOOL P. T. A. — Speech Class, School Hall, 1:30 p. m. to 3:30 p. m.

TUESDAY, NOVEMBER 19

E. G. MARSHALL, W. R. C. — Meeting, City Hall Auditorium.
EASTMAN SCHOOL SYMPHONY ORCHESTRA NO. 1 — Concert, Eastman Theater.

WEDNESDAY, NOVEMBER 20

FLOWER GUILD — Crouse-Irving hospital, meeting, nurse's recreation room, Irving Ave.
YOUNG LADIES' SOCIETY OF SACRED HEART PRO-CATHEDRAL — Thanksgiving Dinner, School Hall, 9 p. m.
THANKSGIVING DANCE — Madison Ballroom, 8 p. m.

THURSDAY, NOVEMBER 21

THANKSGIVING DAY INTER-CHURCH CHOIR — Eastman Theater, 9:30 a. m.

Sun To Co-Sponsor Radio Treasure Game With W. T. Grant Co.

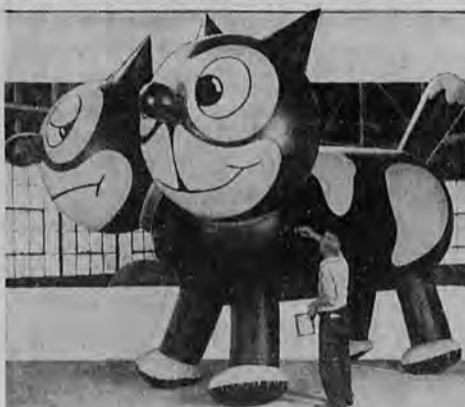
Pot 'o Gold, Professor Quiz, Take It or Leave It, and Double or Nothing are today among the nation's leading radio attractions. But our prediction is that within the next few days one of Rochester's favorite air programs will be "Buried Treasure."

You'll hear all about "Buried Treasure" tonight, and every Thursday night from 7 to 7:30 over Station WSAY. But the best part of the story is this: The treasure is not buried too deeply and it won't be too difficult for you to get your share of it. In fact, if you're extra alert you may get more than your share. There is no limit as to how much one person may win.

Co-sponsored by The Rochester Sun and the W. T. Grant Co. whose local store is located at Main St. E. corner of East Ave. "Buried Treasure" is a radio game offering cash and merchandise awards totaling well over 100 dollars each Thursday. Under certain conditions winners can double their money without further effort.

Just think, you can win one dollar, or even five dollars with no letters to write, no box tops to save, no answering difficult questions. Simply listen to "Buried Treasure" tonight and every Thursday night through Station WSAY beginning at 7 p. m. All you need is a copy of today's advertisement of the W. T. Grant Co. run exclusively in The Rochester Sun.

Watch for your copy of The Sun each week. Open the page to the W. T. Grant announcement, tune your radio to WSAY and then get ready to pick out that buried treasure.



One of the many giant size figures which will go to make up the Toyland parade scheduled for annual showing Saturday.

Toyland Parade To Launch Christmas Season Saturday

No matter what the calendar, the weather or the rest of the nation says, the Christmas season begins Saturday in Rochester. For that's the day of the annual Sibley, Lindsay & Curr Co. gigantic toyland parade.

Bigger and better than ever before is the promise which accompanies the advance notice of the event which each year attracts thousands of youngsters and grown-ups alike to the downtown area. Gigantic balloon figures which predominate are arriving in town and will be inflated tomorrow afternoon.

Highlights this year will be Santa Claus, Old King Cole, Mother Goose. The parade will start at 9:30 a. m. from East Ave. at Culver Rd., proceeding through East Ave. to Main St. E. to St. Paul Square where it will disband.

Refreshments will be served by parents of Kindergarten pupils after the meeting.

Poultry Show To Attract Many Entrants

Rochester is going to be the scene of some plain and fancy crowing in a couple of weeks, and it isn't going to be about the election, either.

The 35th annual Rochester Poultry and Pigeon Show is featuring two crowing contests, one for humans, one for roosters, at the Civic Exhibits Building Nov. 27 to Dec. 1. All men and women, boys and girls, who want to crow for their supper have been invited by Show Manager Donald W. Cook to appear at 8 p. m. on Wednesday, Thursday, Friday or Saturday evening, and to crow loudly and lustily. The winners of these eliminations will meet in the "crow-off" for the grand prize at 3:30 p. m. Sunday, Dec. 1.

Every evening immediately after the human contest, the roosters will get a chance. A dozen of them will be lined up in front of the scorers and they will be given 20 minutes in which to crow as many times as possible. High scorers will crow it off Sunday afternoon for the grand prize.

More than 1,200 birds will be on exhibit during the five days of the show. Hours it will be open to the public are 10 a. m. to 10 p. m. Entries are expected from all over the United States and Canada, since scores of prizes will be awarded in dozens of classifications. Donald Cook and Arthur O. Schilling are entry managers.

Jack Harrell, Navy's big blocking back, formerly attended Oklahoma A. & M., and won the heavyweight wrestling title. He weighs 208.

Optimism Prevails As Stores Plan Record Buying Season

Signs of a major business upsurge continue to fill the daily press, with stories of new order totals, new production levels and new earning highs. Shades of yesterday are recalled by such current headlines as "Variety of Companies Reveal Earnings Advance," and "All Out Production Rules Steel."

Both nationally and locally, business is definitely better. And not just a little bit better, either. New highs are being recorded right here in Rochester by many of our leading stores.

The Statistical Bureau of the Chamber of Commerce gives out the cheering news that department store sales, building permits issued, passenger car sales and life insurance sales all showed gains during October over last year.

Another impetus to retail sales in this city will be given within the next two weeks when more than a million dollars is released by the Christmas Savings clubs of two local general chairmen.

(Continued on Page 4)

**NO BETTER
Whiskey
IN ANY
BOTTLE**

WILSON

"THAT'S ALL"
BLENDED WHISKEY

Blended whiskey, 50 proof.
75% grain neutral spirit.

WILSON DISTILLING CO., INC., BRISTOL, PA.

A SAVING on Every Purchase or Your Money Back

HERE'S YOUR 3 WAY GUARANTEE of JOBBING HOUSE SAVINGS for All the Family!

Boys' All Wool Campus COATS

Reg. \$5.98 Value **\$3.79** OTHERS TO \$14.95

Bring in the choicest boy, or bring the choicest parent, and this wide assortment will have what you want! Warm, heavy wool materials woven for hard wear. Sizes 8 to 18.

BOYS' LEATHER-WOOL JACKETS \$2.98

With knit cuffs, collar and waist of warm corded wool. Sizes 8 to 18. Reg. \$4.00 Val.

BOYS' CORDUROY KNICKERS \$1.39

Partridge corduroy, fully lined, adjustable kuff-zip legs. Reg. \$2.00 Val.

BOYS' CORDUROY PLEATED LONGIES \$1.98

All the fellows approve this good pleated style! Reg. \$3.00 Val.

BOYS' PLAID FLANNEL SHIRTS 65c

Cleverly styled for greatest warmth and wear. Reg. \$1.00 Val.

BOYS' ZIPPER SPORT SWEATERS 95c

In practical mixture effects that do not show spots. Reg. \$1.39 Val.

Overcoat—Topcoat Combined

MEN'S ZIP-OUT LINED COATS

Regular \$20.00 Value **15.95**

Here's the kind of smart idea Jobbing House is proud to sponsor! A big, warm overcoat for real winter wear. For milder days, simply remove the zippered-in lining. Sizes 35 to 44.

Men's All-Wool MELTON JACKETS \$3.59

Reg. \$5.00

HORSEHIDE TRIMMED

Warm! They ought to be made of all wool. 22 ounce melton cloth. Durable! These coats can really take it. Genuine horsehide protects every point of wear, the pockets, the cuffs, the elbows. Just see 'em! Sizes 32 to 44.

Leather and Suede JACKETS \$5.98 to \$17.95

Get your leather and suede jackets from "leather headquarters". Get your nationally advertised brands for less here. Leather as you like it! We have it!

TRIPLE ECONOMY!

First You save — because Jobbing House pays low rent without sacrificing any convenience. Hence, lower prices along with ample floor space and free parking.

Second You save — because Jobbing House buys DIRECT from the manufacturers in the large quantities you would expect at this large store.

Third You save — because larger assortment in every line of apparel at Jobbing House assure complete satisfaction. Remember: it's money in your pocket to get exactly what you want the first time you look for it!

Men's Genuine ELK WORK SHOES

Reg. \$3.00 Value **\$1.98** With Genuine long-wearing PARACORD heels and soles.

Men's Heavy Work RUBBERS 98c

Men's Dress RUBBERS Reg. \$1.29 **89c**

Men's 4-Buckle OVERSHOES \$2.29

Men's HIP BOOTS \$3.79

Men's All-Wool CAMPUS COATS

Reg. \$8.00 **\$5.59**

Big, warm, durable coats that serve many uses. Cut for free arm-swing, and provided with roomy pockets. Bold plaids and solid colors. Sizes 32 to 46.

OTHERS TO \$21.00

Sport SWEATERS \$1.98

Tremendous assortment to please every taste. Light, medium and heavy weights. All sizes. Reg. \$3.00 Val.

OTHERS TO \$4.98

Ladies' All Wool Campus COATS (REVERSIBLE)

Reg. Val. \$6.50 **\$4.98**

Doubly useful and doubly smart. Bright wool plaids, reversing to water-repellent gabardine. Sizes 12 to 20. Others to \$14.95

LADIES' WATER REPELLENT POPLIN Jackets

Regular \$5.00 Value **\$3.59**

Wear them for all sorts of sports, and enjoy real lightweight comfort. Wind-proof, washable, cut roomy to let you wear a sweater underneath. Zipper front, shirred back. Sizes 12 to 20.

CHILDREN'S ALL WOOL Snow Suits

2 and 3 Piece **\$4.39 to \$12.95**

Snow suits to suit both youngsters and parents. Combining the newest practical features with appealing style. Plaids with plaid, all plain, contrasting piping, cute appliques. Good color assortment, too. Sizes 6 to 22.

Children's Lined SKI PANTS

Warm wool materials in assorted dark colors, fully lined and zipper ankles, suspender and belt. **\$1.89** Reg. \$3.00

ROCHESTER JOBBING HOUSE

159-161 JOSEPH AVE. Cor Nassau St. STONE 2260

Open til 9 Every Evening Unrestricted Parking

Restaurateur Returns

Friends and former patrons of Hubert J. Boylan, operator, for several years, of Boylan's Restaurant at 1851 East Ave. are welcoming him back after a two-year absence. Boylan has again taken charge of the business and promises the same high

type of service, quality foods and moderate prices as formerly.

BATHTUB STAINS

You can often remove a brown hard-water drip stain from a bathtub or wash basin by rubbing it gently with Bab-O, the household cleaner.

Furniture Co. Names New Salesmanager



HIRAM VAN DAKE

Announcement has been made of the appointment of Hiram Van Dake as sales manager of the Flanigan Furniture Co., 337 Driving Pk. Ave.

Van Dake, who has lived and worked in Rochester all his life, brings to his new post an experience in almost every division of the furniture business both manufacturing and retailing. At one time he was a member of the firm of the Bohm Manufacturing Co. of this city, noted throughout the country for its manufacture of high quality furniture. More recently Van Dake has been connected with the retail end of the business and comes to the Flanigan firm from the Northside Furniture House where he served for five years.

William P. Flanigan, owner, joins with Dan Dake in inviting his friends and former clients to visit him in his new location where, he says, he can offer them honest values in fine furniture moderately priced.

SEMET SOLVAY COKE \$10.20
TON CASH SHOW OFF
ALWAYS UNDER COVER **CALL GEN. 586**
Established Over 25 Years **PAYNE & DUNHAM**

KIENER'S Thanksgiving COAT SPECIALS

Really Holiday Values! Dozens of styles to choose from. Cleverly detailed. All luxuriously fur-trimmed. Misses, Women's and Half sizes.

\$35 Reg. \$49.50
\$13.95 Reg. \$19.95

Smartly fashioned untrimmed coats, warmly interlined. Black, tweeds and zip-in linings included. This price. Sizes 12-47.

ASK ABOUT OUR BUDGET PLAN

KIENER'S
599 HUDSON AVENUE
COR. CLIFFORD

Men of Good Counsel Church Plan Party

Farmer Jones will be master of ceremonies at the Thanksgiving poultry party given by the Men's Club of Our Lady of Good Counsel Church to be staged in the school auditorium at Genesee Park Blvd. and Brooks Ave. on Saturday evening beginning at 8:30.

During the evening fifty prizes will be given away including turkeys, ducks and chickens and elaborate preparations have been made to make this year's party more entertaining than any previous affair. Ticket sales indicate a capacity crowd and the committee has made special arrangements to accommodate all the members of the parish and their friends. Refreshments will be served.

Arthur Besant has been appointed general chairman.

Jock Sutherland, coach of the Brooklyn Dodgers, is a native of Scotland and when he first came to America was a soccer star. He played in the first football game he ever saw, with Pitt.

FURS Seasons finest furs. Beautifully tailored from choice pelts. Variety of stylings. Ready made, or made to order from our own fur pelts.

ROCHESTER FUR DRESSING
290 BROAD ST. MAIN 5117

Sale! THURSDAY FRIDAY SATURDAY

ALL OUR \$2.98 HATS
With Many \$3.98 and \$4.98 Models Included

\$1.98

They're Heartbreakers! These dresy pompadorables, pill boxes, toques, bonnets, felts, velvets, jerseys, suedes, and soft wools. Gayly veiled—ALL new winter colors. Hurry! Right in while stock is complete.

Joels
215 MAIN ST. EAST

Mrs. D. Blanco, 121 Alphonse St.

HERE IT IS, FOLKS!
BRILLIANT, NEW
★ 1941 ★
Emerson Radio

SELECT ONE NOW FOR XMAS AT **HICKSON'S**

\$12.95 8 tubes. Terms \$1 week. Free delivery. Ivory or walnut. Model 301.
\$1 A Week

XMAS SPECIAL
Universal Supreme Vacuum Cleaner \$20
For Your Old Cleaner Act At Once
\$1 Down

Regularly \$19.95
\$39.95
With Your Old Sweeper

FREE!
Lander's Open Top, Certified \$8.95 Value. Really a fine sweeper.

HICKSON'S
37 Richmond St. Stone 93

Scout Troop Plans Honor Court and Bean Dinner

The fifth annual bean dinner of Boy Scout Troop No. 44, which is co-sponsored by the Burton Miller Post No. 238 of the American Legion and St. Mark's and St. John's Church, will be held next Monday evening at 6:30 p. m. in the Parish Hall of the church.

Roy Selbert, Scoutmaster, and Charles Whalen, Cubmaster, will have charge of awarding merit and achievement badges to scouts and cubs of the troop at a Court of Honor being held in connection with the dinner.

You can look for another record punt when Preston Johnston of Southern Methodist celebrates his next birthday on Oct. 12, 1941. The day he became a man this year he booted one 93 yards.

"WE HAVE ONLY JUST STARTED TO FIGHT"

By General Charles De Gaulle
A remarkable article by the man who may upset all Hitler's plans to defeat the British Empire.

This Week's **LIBERTY MAGAZINE** NOW ON SALE

"Hey... Automatic GAS Water Heating Rates Are Down Too!"

Costs slashed as much as 20% in Rochester district! Now automatic gas hot water service costs little or no more than your present method.

\$1 A Month RENTS And Automatic GAS WATER HEATER
Pay a small amount for gas used

ROCHESTER GAS & ELECTRIC
Corporation

For trouble & service Telephone MAIN 3900
For sales dept. & personal calls Telephone MAIN 7070

MR. HATT!—REPEAT AS OFTEN AS YOU LIKE—IF KESSLER'S IS YOUR TICKET!

MR. HI!—YOU CAN'T VOTE TWICE FOR CANDIDATES THE LAW SAYS—"THAT AIN'T CRICKET!"

SMOOTH AS SILK
but not "HIGH HAT"

KESSLER'S
AMERICA'S GREATEST WHISKEY VALUE

KESSLER'S "PRIVATE BLEND"—A BLENDED WHISKEY, 75% Neutral Spirits distilled from Grain, 90 Proof. Julius Kessler Distilling Co., Inc., Baltimore, Md.; Lawrenceburg, Ind.

ONE OF AMERICA'S LEADING VACUUM CHAINS

beautifully rebuilt
GENERAL ELECTRIC
vacuum cleaner

plus
brand new famous make
HAND CLEANER

both for **\$12.95**
FULL CASH PRICE
Easy Terms

LIBERAL ALLOWANCE ON YOUR OLD CLEANER FULLY GUARANTEED For the Same Length of Time as a New G-E

IF YOU CAN'T CALL—PHONE OR WRITE FOR A FREE HOME DEMONSTRATION

10-DAY TRIAL PLAN

PENN VACUUM STORES
30 SOUTH AVE.
OPEN EVES. 'TIL 9 P. M.

STONE 6747

Sibley, Lindsay & Curr Co.

FLAV-O-RICH HAM
Whole or shank half. Only Sibley's sells these delicious hams!

Flav-o-Rich CALLAS 5 to 7 pounds lb. 17c
PORK LOIN ROAST, rib half, 3 1/2 lbs. each **17c lb.**

25c lb. FLAV-O-RICH CENTER HAM SLICES
Nearly all solid meat!

37c lb.

BIRDSEYE TURKEY
Prime, government inspected birds, all drawn and clean. A 9-pound Birdseye turkey is equivalent to a 12 pound undrawn bird. Choice of turkeys from 7 to 16 pounds.

Crosse & Blackwell
FRUIT NUT BREAD 2 cans **25c**
Crosse & Blackwell
MINCEMEAT, 15 ounce glass **27c**
Crosse & Blackwell
MINCEMEAT, 1 lb. 14-oz. glass **49c**
Crosse & Blackwell
PLUM PUDDING, lb. can **35c**
2-lb. can **73c**
3-lb. can **98c**

Crosse & Blackwell
FIG PUDDING, 13-oz. can **35c**
1-lb. 12-oz can **37c**

Crosse & Blackwell
HARD SAUCE, 6 1/4 oz. glass **39c**
Crosse & Blackwell
TOMATO JUICE, 14-oz. cans ... **6 for 41c**
Kirkman's Borax
SOAP **4 bars 13c**
Rich's Crystallized Canton
GINGER **3 oz can 23c**
Fragrant White House
COFFEE **lb. 27c—3 lbs. 75c**
Domino Pure Cane Granulated
SUGAR **10 lb. bag 49c**
Welch's Delicious Healthful
GRAPE JUICE **qt. 45c**
Genesee Jam Kitchen
BRANDIED MINCEMEAT, pt. glass .. **59c**
qt. glass .. **97c**

GROCERY, MAIN FLOOR
Phone Orders to Stone 6500

We Specialize in **BASKETS**
For the holidays and for gifts—order a beautiful Sibley fruit basket. We use only the finest fruits obtainable. The one shown, **\$1.95**

ORANGES
Florida juice
3 doz. **55c**

HUBBARD SQUASH
3 lbs. **10c**

POTATOES
U. S. No. 1 Sand or Muck ... **15 lbs. 19c**

Order Your Holiday **FRUIT CAKES**
Luscious cakes baked in our own bakery! Fancy-wrapped for gifts!

California Fruit **COOKIES**
19c Doz.

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12 to 16
\$6.98, \$7.98
PIECE SNG
and 4 to 16
\$4.96,
\$5.98 HOO
CHILLA
lined, Det
Sizes 10 to
16c PARKA
HOODS ...

LOBEL'S
6th
Birthday Sale
NOW IN FULL PROGRESS
Biggest Bargains of the year from Rochester's Biggest Children's Wear Store!

- BOYS' DEPT**
- Values to: **Birthday Sale Price:**
- \$1.39 to \$1.59 WASH SUITS. Many with flannel or corduroy pants. Sizes 3 to 6; 4 to 10. **96c**
 - \$1.59 to \$1.98 BOYS' SWEATERS. Zipper closings, plain or crew necks. Brown, navy or wine. Sizes to 14. **96c**
 - \$2.89 CORDUROY JACKET & PLAY-ALL SETS. Fine Weill corduroy. Wine, oopen and dusty—for boys and girls to 4 years old. **\$1.96**
 - \$6.49 CORDUROY JACKET & KNICKER SETS. Fully lined—full zipper fronts. Brown and grey window-pane checks and solid colors. **\$4.96**
 - \$6.49 ALL-WOOL MACKINAW WITH HOODS. Double-breasted style, with detachable belt and fully lined. Sizes 6 to 16. **\$4.96**
 - \$6.98 to \$7.98 HOODED MACKINAW. All-wool and wool lined—with zipper hood and zipper closing pockets. Weatherproof, plaid wool materials. Sizes 6 to 16. **\$5.96**
 - \$6.98 COAT, HAT & LEGGING SETS. In wool tweeds and meltons. Fully lined. Sizes 2 to 4 years. Sizes 4 to 8 similarly reduced. **\$5.96**



SHOES

Reduced Up To **50%**

MANY MORE UNADVERTISED VALUES

- INFANTS & TODDLERS**
- Values to: **Birthday Sale Price:**
- 69c and 79c HAND-MADE DRESSES & CREEPERS. Daintily trimmed with hand-made embroidery or applique. **56c**
 - \$1.59 BABY BUNTINGS. Zipper fronts, with separate hoods in pastel-colored Beacon flannel. **96c**
 - \$1.59 BEACON BLANKETS. Rayon-bound—full crib size. **96c**
 - \$1.39 ALL-WOOL SWEATERS. Pastels and darker shades. Hand-embroidered. Sizes 1 to 3 years. **96c**
 - \$2.98 LITTLE TOTS' SNO SUITS. 1-piece with hood or helmet. Durable, warm fleece. Wine or oopen. Sizes 1 to 4 years. **\$1.96**
 - \$5.98 to \$6.98 LEGGING SETS OF FLEECE. Fully lined suspender leggings. Copen blue, dubonnet teal, brown and scores of other shades. Sizes 2 to 4. **\$4.96**



SKI SHOP

- \$2.96 WOOL SKI PANTS (Size to 14 and 12 to 16) **\$1.96**
- \$6.98, \$7.98 and \$10.98 THREE PIECE SNO SUITS. Sizes to 14 and 4 to 16. Now **\$4.96, \$5.96, \$7.96**
- \$5.98 HOODED NAVY CHENCHILLA JACKETS. Duvelyn lined. Detach. Hoods. Sizes 10 to 16 **\$3.96**
- 79c PARKA HOODS **56c**



GIRLS' DEPT

- Values to: **Birthday Sale Price:**
- \$1.59 ALL-WOOL "SLOPPY JOE" GARDIGANS. Long sleeve sweaters in beige, navy, red and wine. Sizes 10 to 16. **96c**
 - \$1.59 CORDUROY SUSPENDER SKIRTS. Red, navy and wine. Sizes 3 to 6½. **96c**
 - \$2.98 to \$3.98 CORDUROY GUMPE DRESSES. Long sleeve blouses with contrasting colored corduroy jumpers. Sizes 7 to 16. **\$1.96**
 - 69c to 79c FLANNEL PAJAMAS. 1, 2 and 3-piece styles for boys and girls. Sizes 1 to 16. **56c**
 - \$2.98 SPORT JACKETS. All-wool flannel in solid red or navy. Sizes 7 to 14. **\$1.96**
 - \$1.98 FLANNEL BATHROBES. Figured and solid colors. Sizes 4 to 14. **96c**
 - \$12.98 ALL-WOOL LEGGING SETS. Coats fully lined and interlined. Bib-top leggings. Matching hats. Sizes 3 to 6½; 7 to 12. Other legging sets similarly reduced. **\$9.86**
 - \$12.98 JUNIOR MISS COATS. All the smart styles Junior Misses adore. All colors. Sizes 10 to 16. **\$9.86**

LOBEL'S
YOUTH CENTER
114 EAST MAIN ST.

New Super-Market To Be Opened By Wegman's

A new unit of Wegmans Food Markets will make its bow tomorrow to Rochester and to the housewives of Dewey Avenue-Driving Park district.

This new Wegmans Food Market is located at 815-817 Dewey Ave. near Driving Park. The front of the building follows the general plan of the other Wegmans stores.

Low, streamline counters give an unobstructed view from one end of the store to the other. Porcelain panelled walls and counter displays of white porcelain; stainless steel and glass emphasizing a modern theme.

The same convenient arrangement of merchandise as is found in all Wegmans stores has been followed in this new Wegmans Dewey Avenue store. To the left, upon entering the store, are located the bakery, the delicatessen and cheese departments, and then the ultra-modern meat and fish counters.

The center section and right hand side of the store is lavishly stocked grocery department with low attractive counters making self-service pleasant and effortless. The grocery department is the only one with this type of service. At all other counters clerks will be in attendance.

In the rear of the store is an unusually large parking lot for the convenience of customers. This parking area is reached by entrances from Driving Park Avenue and from Finch Street in the rear.

John F. Wegman, president of the concern has announced the appointment of John Sime as manager of the new store. Sime has been with the Wegman organization for some years. Most recently he has been in charge of the bakery.

Film, Health Talk On No. 37 School P.T.A. Program

"Membership round-up" meeting of No. 37 School P.T.A. members and friends will be held tonight at 8 p. m., in the school auditorium with Mrs. Harrison Didas, the president, presiding.

Dr. Ezra Bridge of Iola Sanatorium will be present and will speak on "The Health Factor in Citizenship" and following Dr. Bridge's talk, "Behind the Shadow," a film on Tuberculosis prevention, will be shown. There will also be a film shown under the direction of Harriet W. Cogswell of the State Bureau of Milk Publicity.

Mrs. Horace H. Glover, membership chairman, is directing a drive for new members and urges the parents to join the association.

"WE HAVE ONLY JUST STARTED TO FIGHT"

By General Charles De Gaulle
A remarkable article by the man who may upset all Hitler's plans to defeat the British Empire.
This Week's LIBERTY MAGAZINE NOW ON SALE



-but why give-in to 'REGULAR' PAIN?

"Don't you know about MIDOL?"

It's old-fashioned—giving up activities you enjoy and giving-in to the functional pain of menstruation. Midol has proved it to millions of women, and can probably prove it to you.
Midol is a new formula, made for its special purpose. It contains no opiates. One effective ingredient is prescribed frequently by many doctors. Another ingredient, *exclusively in Midol*, increases the comforting effect by reducing spasmodic pain peculiar to the menstrual period.
Unless they have some organic disorder needing medical or surgical care, most women who try Midol enjoy welcome relief. Why don't you try it? If "regular" pain isn't eased, consult your doctor. Get Midol at any drugstore. Five tablets, more than enough for a convincing trial, only 20¢; 12 tablets, 49¢.



RELIEVES FUNCTIONAL PERIODIC PAIN

ROCHESTER'S LARGEST POPULAR PRICED STORE
Edward's

Specially Planned for Friday and Saturday!



175 NEW FROCKS
Made to Sell Up to 10.95

Sale Priced at **\$7**

225 NEW FROCKS
Made to Sell Up to \$15

Sale Priced at **\$9**

DRESSES

A dress sale of intense interest! Interesting because the styles are fetching and new... Interesting because the low price allows you to fill your dress wardrobe for all the holidays ahead. Pick them with glittering sequins or sparkling bead and jewelry trims on the softest, richest pastels you've ever sighed over!

It's finds such as these that makes our Better Dress Shop such a success! Uncanny mood brighteners in impudent new colors with sequin, lace, bead, braid and nail-head trims. Dressy afternoon types, sport versions... the most beautiful dresses you've ever been envious of! See them... Each a thrift-thrill!

- Rayon Crepes—Velvets—Sheer
 - Wools—Jerseys—Jumpers—Boleros
 - Jacket Types—Princess Types
- SIZES: 9 to 17; 12 to 20; 18½ to 24½; 38 to 44
EDWARDS—Third Floor

THANKSGIVING SALE

Here it is... another Edwards Thanksgiving Candy Sale! Bigger and Better than ever! Edwards offers you a Ton of fresh, wholesome Candy, a great variety from which to choose... A candy treat for every taste! Serve Edwards "Symphony Sweet" Candies for Thanksgiving and they'll all give you a vote of thanks.



"Symphony Sweets"

Reg. 29c & 39c **19c lb.**

- ITALIAN CREAMS
- MILK NUT CHEWS
- CHOCOLATE COATED WHOLE CHERRIES (in liquid)
- CHOCOLATE COATED COCOANUTS ROYALS
- NUT BUTTER CRUNCH
- PEPPERMINT PATTIES
- WINTERGREEN PATTIES
- SOLID CHOCOLATE MINT WAFERS
- SOLID CHOCOLATE RUM & BUTTER WAFERS
- SOLID CHOCOLATE MILK WAFERS
- ASSORTED TINY CELLOPHANE WRAPPED CHEWS
- CHOCOLATE COATED COCKTAILS (liquid centers)
- BRIDGE MIXTURES
- CHOCOLATE COATED CHOP SUEY BARK
- CHOCOLATE COATED SOFT MARSH-MALLOW (vanilla-mint-raisin-maple walnut)
- PECAN AND WALNUT TOPPED CARAMELS



"SYMPHONY SWEET" DELICIOUS HOME MADE CANDIES

Regularly 39c lb. **29c lb.**

- ASSORTED NUT CHOCOLATE BARK
- ASSORTED CREAM FILLED STICKS
- ASSORTED CREAM WAFERS (all colors and flavors)
- ASSORTED CENTER BON BONS (cocoanut-fudge-brazil nuts)
- OLD FASHIONED BITTERSWEET CREAM DROPS
- BITTERSWEET COATED THIN MINTS
- PEANUT CLUSTERS
- CHOCOLATE COATED SPONGE
- PEANUT BUTTER CHIPS
- ASSORTED COCOANUT SNOW TOPS (chocolate-vanilla-maple)
- ASSORTED CHOPPED NUT ROLLED BALLS
- RAISIN CLUSTERS

EDWARDS—Street Floor

EDWARDS—Street Floor

GRANT
295 E. MAIN at EAST AVE.

add 2¢
to the price of a quart of **GLO-COAT**

2 BIG SPECIALS

Here's an opportunity for every thrifty housewife to

SAVE! both for \$1.00

AND YOU GET THIS 23¢ JAR OF **SHI-NUP** SILVER POLISH!

GET RID OF UGLY BLEMISHES, WATER-RINGS, SCRATCHES ON FURNITURE with **BLEM**

1st Remove blemishes with **BLEM**

2nd Bring out exquisite luster with **Johnson's all-free CREAM WAX**

Special 20¢ tube Blem FREE with 1/2 pint **JOHNSON'S CREAM WAX**

Both for only **39¢**

MADE BY THE MAKERS OF JOHNSON'S WAX
Mrs. Mabel Hoppe, 56 Cherry Rd.

Seven regular players on the Texas Tech team can run the hundred in ten seconds or less.

"WE HAVE ONLY JUST STARTED TO FIGHT"

By General Charles De Gaulle

A remarkable article by the man who may upset all Hitler's plans to defeat the British Empire.

This Week's **LIBERTY MAGAZINE** NOW ON SALE

Clifford Fur Co.
Sells for Less!

Seal Dyed \$33.50
Coney ... Latest Style

Northern Seal & Hudsonal Dyed Coney ... \$54.00

Dyed Silver FOX JACKET \$37.50

GREY CARACUL PAW COATS \$44.95

Other Coats at Equally Low Prices

CLIFFORD FUR CO.
1283 CLIFFORD AVE.
MAIN 474

Buck Hunters Look For Their Names In The Sun

CORPS TO MEET
E. G. Marshall, W. R. C. will meet Tuesday evening in City Hall Annex. Department of

DOLANS ... Where You Buy THE CUTS OF CHICKEN YOU PREFER

Breasts lb. 45¢ | Livers lb. 45¢ | Necks lb. 12½¢
Wings lb. 23¢ | Giblets lb. 19¢ | Legs lb. 35¢

DOLANS 600 JEFFERSON AVE.
cor. Bartlett
Telephone Genesee 1417

Make Faded Curtains Like **NEW** with easy, easy **Tintex CURTAIN ECRU**

Perfect Results!

In 10¢ & 15¢ sizes at Drug, Dept., and 5¢ & 10¢ Stores

TINTEX saves you money

PARK & TILFORD PRODUCT

Optimism Prevails

(Continued from Page 1)

banks. A large portion of this money is expected to find its way into the cash registers of Rochester stores. Incidentally, this year's clubs piled up the largest total ever to be released at Christmas time.

It would take a Roger Babson to tell us why business sometimes slumps and then again shoots way up for a large gain. But you don't need to be an expert to realize why retail sales are at a new high level in Rochester now.

In the first place, consumers (you and I) believe that prices are going to go up. That they will go no lower is admitted by all authorities. Then too, a perusal of the advertisements in this issue, for instance, of The Sun, Rochester's Shopping News, is adequate proof that merchants have gone "all out" to provide attractive values in all lines of merchandise. In furniture, food, clothing and household necessities it's the same story. Values so tempting it's impossible not to buy, particularly when prices are so definitely getting ready to advance.

From all indications this will be a banner Christmas season in Rochester. When the mer-

chants of Rochester enjoy a big holiday business they know that it is only because people have money to spend. And people apparently have money to spend this year. For they're spending it right now. And to their advantage.

Football Forecasts

GAME	SULLIVAN	LYONS	CARROLL
Harvard-Brown	Harvard	Brown	Brown
Syracuse-Colgate	Colgate	Colgate	XXX
Columbia-Navy	Navy	Navy	Navy
Cornell-Dartmouth	Cornell	Cornell	Cornell
Duke-N. Carolina	Duke	Duke	Duke
Holy Cross-Temple	Temple	Temple	Temple
Indiana-Wisconsin	Indiana	Indiana	Indiana
Michigan-N. Western	Michigan	Michigan	N. Western
Minnesota-Purdue	Minnesota	Minnesota	Minnesota
Nebraska-Pitt	Nebraska	Nebraska	Nebraska
Notre Dame-Iowa	Notre Dame	Notre Dame	Notre Dame
Penn-Army	Penn	Penn	Penn
Yale-Princeton	Princeton	Yale	Yale
Williams-Amherst	Amherst	Williams	Amherst
So. Calif.-Washgin.	So. Calif.	Washgin.	Washgin.

XXX Carroll is officiating at this game, hence no opinion.

The Rochester Sun

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NATIONAL REPRESENTATIVES,
James A. Convery Co.

New York Office 444 Madison Ave.
Chicago Office 39 South State St.
Philadelphia Office 223 South 15th Street

BUY PHILCO AT LAUER'S

SPEAKING of QUALITY
Lauer's Refer You To Philco

Lauer's 1941 Philco Radio-phonograph has that relative excellence that Webster defines as "Quality". Philco's "tilt-front" cabinet is quality! It's in full view... at normal height... beautiful... easy to reach... and convenient to use — you don't have to move a thing when you want to play a record. Philco's Photo-Electric reproducer is quality! A floating jewel reproduces your phonograph records on a beam of light... You get new fidelity of tone. There are no needles to change... Your records last longer. Philcos electric push button tuning... electro-dynamic speaker... automatic record changer... and dozens of other new improved features—All of these are quality. We say to you, "If it's quality you want, BUY PHILCO AT LAUER'S!" \$9.95 to \$395.

Trade In Your Old Radio Buy Philco At Lauer's

Lauer's
50 STATE ST.
Lauer's Open Every Friday Night

SMART CLOTHES FOR MEN

Fashion Tailored
BENGORA
4-Star Overcoats

First Time Ever
A Knitted Fleece
At This Low Price

19.50
Other Overcoats \$15.95 to \$24.75

MAIN FLOOR MONROE STORE

Styled Right — Made Right — Priced Right — A 4-Star Feature because there's nothing to equal it at its price!

Here's warmth without weight—a coat that will rest lightly on your shoulders and your budget. Its soft, supple surface is a scientific blend of the finest hair fibres! Virgin Wool — Mohair — Alpaca. Beautifully full-lined—superbly tailored to give months of extra wear, the "Bengora" is a rare combination of durability and beauty. Actual laboratory tests reveal it is 26% warmer—has 61% longer wear—1½ lbs. lighter than the average overcoat. Furthermore, it's moisture and wrinkle-resistant—which means it keeps its good looks. Available in single and double breasted models. Alterations free. On sale Monroe store only!

Buy on Sears Easy Payment Plan
SEARS, ROEBUCK AND CO.
Monroe Ave. at S. Union—Stone 2500 476 Ridge Road West—Glenwood 556

Tell me about **LIQUEUR Scotch**

"Liqueur" Scotch means the very pick of choice, mellow Scotch whiskies. It stands for superior quality—just as "sterling" does on silver.

Every drop of Martin's is special "liqueur" Scotch. Martin's is also 88 proof instead of the usual 86.8... goes just a little farther.

Martin's sells for no more than most brands. Next time, call for it and enjoy "liqueur" quality at no extra cost.

"Scotch is good... Liqueur Scotch is better"

CALL FOR MARTIN'S THE LIQUEUR SCOTCH

88 PROOF • BLENDED SCOTCH WHISKY
IMPORTED BY MCKESSON & ROBBINS, INC. • NEW YORK

Sibley's
Come One! Come All! Visit
NEW FOURTH FLOOR

The Largest, Finest Housefurnishings and Toy Floor in this Section of the Country!

Tomorrow a real adventure awaits you! Sibley's Fourth Floor emerges as the most modern, beautiful presentation of housewares, toys, china, lamps, pictures and musical merchandise you ever saw! Every department is like a stage, blazing with light, radiant with color. Spotlighting Western New York's greatest assortments...so invitingly and conveniently displayed that shopping becomes a lark! Here's everything you want from the humblest can-opener to the proudest piano...and at the money-saving prices for which this store is famous.

It's Fun to Shop on this Exciting Floor

You'll think dishes never looked so pretty, or glassware so bright, as here against the turquoise, beige and blue. You'll rejoice at how conveniently the housewares have been marshalled into shops. You'll rhapsodize over the music section...the dazzling lamp corner...the picture gallery...the new pet shop. You'll catch the carnival gaiety of the toy department—magnet for grown-ups and little folks alike! Everyone's invited to explore our Fourth Floor wonderland!

TOYLAND in Christmas dress, with a great fascinating train exhibit, Game Shop, Hobby Shop, doll corner, and wheel goods displays.



MUSIC in the setting it deserves! Pianos have a rich, secluded room to themselves. Instruments are arranged so you can shop at ease.



CHINA AND GLASS, each beautifully displayed in its own section! Plus a striking modern earthenware corner and an illuminated bar.



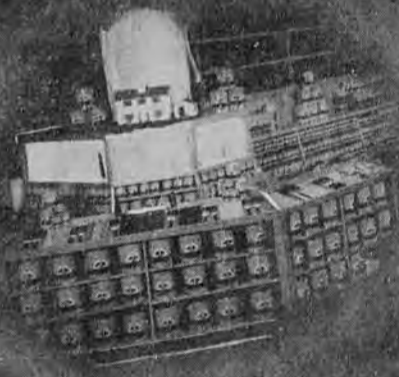
BATH SHOP—largest one in the East! Brightly lighted, with the latest bathroom accessories in almost limitless variety to suit your needs.



MAJOR APPLIANCES—the finest washers, stoves and refrigerators, conveniently assembled in streamlined modern surroundings.



PAINT SHOP, the most unique in America! Alive with innovations—among them miniature rooms where you can try out paint color schemes!



ELECTRIC SERVANTS in a shop twice as large as before, and infinitely more attractive! Even a new Sun Shop for therapeutic needs.



PICTURES, mirrors and frames in a compact arrangement that makes everything visible! Pleasant galleries inviting you to linger.



RADIOS AND RECORDS have been organized in a convenient new location, with larger assortments than ever. Booths for trying records.



HOBBY SHOP—a bigger, better department, completely stocked with supplies for making models of all kinds, and for stamp collecting.



LAMPS present a radiant picture in their new department, where you may choose from literally hundreds of styles of every description!



Sibley, Lindsay & Curr Co.

Movie Guide

All Pictures Listed Now Playing
Except As Noted:
*Starts Friday
**Starts Saturday

ROCHESTER — "Wyoming", Wallace Beery; "The Kidnaper Goes Home", Lew Ayres, Lillian Day.
PALACE — "North West Mounted Police", Madeline Carroll, Gary Cooper; "Sandy Gets Her Man", Baby Sandy, Una Merkel.
CENTURY — "A Dispatch from Reuters", Edward G. Robinson; "Always a Bride", Rosemary Lane, John E. Hines.
REGENT — "The Mark of Zorro", Tyrone Power, Linda Darnell; "Dancing On a Dime", Grace McDonald, Robert Paige.
CAPITOL — "No Time for Comedy", James Stewart, Rosalind Russell; "Brighton Young, Frontiersman", Tyrone Power, Linda Darnell.
PRIVILEGE-DIXIE — "Lucky Partners", Ginger Rogers, Ronald Coleman; "Flaming Gold", John Garfield, Est O'Brien.
STATE-LIBERTY — "Lucky Partners", Ginger Rogers, Ronald Coleman; "Gay Caballero", Cesar Romero, Sheila Ryan.
MADISON-MONROE — "The Great McGinty", Brian Donlevy, Akim Tamiroff; "When the Daltons Rode", Randolph Scott, Kay Francis.
CAMEO-WEST-END — "Charlie Chan At The Wax Museum", Sidney Toler, Joan Valerie; "Ladies Must Live", Wayne Morris, Rosemary Lane.
WHEATY — "The Return of Frank James", Henry Fonda, Jackie Cooper; "Girl From Avenue A", Jane Withers, Kent Taylor.
GRAND — "The Man Who Talked Too Much", George Brent, Virginia Bruce; "The Boys From Syracuse", Joe Penner, Martha Raye.
MAJESTIC — "Maryland", John Payne, Brenda Joyce; "Girl From Avenue A", Jane Withers, Kent Taylor.
LITTLE — "The Baker's Wife", Raimu.

Irish Ramblers To Play For Thanksgiving Dance
A Thanksgiving dance is scheduled for the Madison Ballroom next Wednesday beginning at 9 p. m. The Irish Ramblers will play popular and old fashioned music. This is the second in a series of winter dances being sponsored by Jerry Flynn and Mike Culhane.

Annual Smoker Planned By V.F.W. Post
Fifth annual smoker of the Lt. W. Kirke Otis Post, V. F. W. will be held in Eagles Hall, 22 N. Washington St. on Friday, November 22 at 8:30 p. m. Lunch, refreshments and entertainment will be offered.

To Introduce Our New Location We Offer Our Genuine Super-Curline Steam-Oil Permanent A Bona-Fide \$5 Value

\$1.95 COMPLETE!

Murray's BEAUTY SALON
42 Clinton Avenue N. Stone 1405
A Few Steps From Sibleys
Mrs. Thomas Slater, 270 S. Goodman St.

FRIDAY AND SATURDAY Smashing Climax to Goodyear's 28th ANNIVERSARY SALE!

3/4 Length REVERSIBLE COATS \$8.95
Smart styling. Fine tailoring. Flared linings. Zipper fly fronts. All sizes.

REVERSIBLE COATS \$3.95
Wear as a smart topcoat on rubberized Tweed side or reverse to water repellent Gabardine.

JACKET BARGAINS

ALL WOOL IT'S NEW IT'S TOPS!	2-Tone All-Wool REVERSIBLES	\$4.99
	Reverse side is Gabardine, giving you double duty jacket.	
	Capeskin Leather JACKETS	\$5.95
	Hooded Reversible MACKINAWs	\$6.95
	All-Wool Blue MELTONS	\$2.99

SPORT TROUSERS
Hundreds of patterns in Tweeds, Worsteads, Gabardines, Covers, Six c styles, Zip flies. Fine tailoring.
\$1.95
Others To \$3.95

Topcoats, Overcoats, Raincoats Reduced

Goodyear's
75-77 E. MAIN

NO WONDER WE'RE BUSY AT GAMLER'S

We've every reason to believe! 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

SPECIALS THIS WEEK

- EXTRA SPECIAL GET YOURS Crystal SALT & PEPPER SETS... 8c
- 8 PC. CHROME COCKTAIL SET \$4.95 (25c DOWN - 25c WEEK)
- EVANS CASE-LIGHTER COMB. \$1.75 (25c DOWN - 25c WEEK)
- RONSON LIGHTER \$1.95 (25c DOWN - 25c WEEK)

CHOICE OF 15-JEWEL ELGINS
75c A Week \$24.75
75c Down
Durable made in simple good taste. Excellent value.

CHOICE OF BULOVS
75c A Week \$24.75
75c Down
Charming new styles in these nationally famous watches for ladies and gents.

A Few Selections from Gamler's COMPLETE LINE OF HAMILTON FAMOUS WATCHES

The Name That Makes The Price Important

"BAGLEY" \$40.00
17 jewels, 14K natural gold-filled, 12K applied gold numeral dial.
50c Down - 50c Week

"NANCY" \$50.00
17 jewels, 14K natural gold-filled, 12K applied gold numeral dial.
50c Down - 50c Week

ELGIN POCKET WATCH SET \$22.50
Complete with knife and chain.
50c DOWN - 50c WEEK

EXTRA VALUE IN WESTFIELDS

Men's Westfield Wrist Watch 7 Jewels, Yellow gold filled, new design. Very Special \$9.95 25c DOWN 25c WEEK	Ladies' Wrist Watch Yellow gold-filled 7 Jewels, new design. Special \$10.75 25c DOWN 25c WEEK
--	---

PERFECT GIFT!

THE GIFT FOR HIM! MAN'S DIAMOND \$29.75
Unusual low price. Genuine diamond. Modern yellow gold mounting. A gift he will wear and enjoy a lifetime.
75c A WEEK

1941! - PHILCO -
PT35 AC-DC 8 tubes. Super-heterodyne. Automatic volume control. Smart brown plastic. \$9.95
50c WEEK

GLASSES ON CREDIT

IT'S A DULL WORLD WHEN YOUR EYESIGHT IS FAULTY--

You'll Feel Better If You SEE Better!

Bausch & Lomb and Shur-on frames and lenses. Dr. Ralph E. Sweeting in Charge; registered optometrist.

Have Your EYES Examined

SPECIAL! CUCKOO CLOCK \$9.95
Artistically executed popular bird design in synthetic carved wood. — A real cuckoo clock that cuckoo on the half hour and hour. Bird emerges from behind door and chirps merrily. American made — guaranteed 24 hour movement operating on chain and weights. — No key needed to wind. 3 1/2 inch dial. A most unusual and welcome Christmas gift. Come in early.

GAMLER'S

CREDIT JEWELERS & OPTICIANS — OPEN SAT. EVENING 'TIL 9

104. E. MAIN ST. cor. N. WATER

LISTEN In—Every Sunday 12:45 to 1:00 P. M. Station W5AY, for Gamler's Musical Program.

FREE

MAIL THIS COUPON FOR THE POPULAR CRANBERRY COOK BOOK

American Cranberry Exchange
Dept. 139, 90 W. Broadway, N. Y. C.

I want that free book of good things to eat made with cranberries. Mail it to:

Name _____
Address _____
City _____
State _____

Eatmor Cranberries

FACTORY SURPLUS SALE

Thousands Of Dollars Worth Of Fine Living, Dining and Bedroom Suites . . . Bedding . . . Rugs . . . Chairs . . . Tables, Etc. All Brand New Merchandise Purchased At Up To 40% Savings To Us — We Pass It On To You!

Entire Purchase Thrown On Market Must Sell!
Due to over-production, many furniture manufacturers made enormous price concessions in order to "unload" good made us sensational offers too good to ignore. We accepted! . . . bought thousands of dollars' worth of exquisite furniture. Now, we pass the savings on to you . . . add some of our regular stock, too, so you can have a wide selection!
H. SMITH, Mgr.

Regular \$69 3 Pc. Living Room Suites \$39 Choice of colors. Easy Terms.	Reg. \$13.95 Nationally Known Make Innerspring Mattress \$6.66 Any size fully guaranteed.	Reg. \$139 Nationally Famous Combination Stoves \$88 Buy on easy terms.
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BUY NOW AND SAVE

\$ 99—3 Pc. Velour Living Room Suite \$55
\$ 88—2 Pc. Aapestry Living Room Suite \$49
\$110—3 Pc. Frieze Living Room Suite \$79
\$225—5 Pc. Velvet Moair (1 only) \$135
\$109—2 Pc. Maroon Frieze Suite . . \$74
\$129—2 Pc. Blue Velour Living Room Suite \$89
\$229—2 Pc. Blue Silk Mohair Suite \$159
\$ 66—2 Pc. Tapestry Living Room Suite \$33
\$199—3 Pc. Crush Mohair (2-tone) \$133
\$199—3 Pc. Velour Suite (Sample) \$85

BUY NOW AND SAVE

Regular \$59 Console Table Model All Porcelain Gas Range \$33 4 Burners. Easy Terms.	Regular \$79 BEDROOM SUITE Bed, chest, night table, dresser or vanity — bench included. \$49
--	---

BUY NOW AND SAVE

\$ 99—6 Pc. Walnut Bedroom Suite \$59
\$149—4 Pr. Prima Vera Bedroom . \$89
\$199—5 Pc. Colonial Mahogany . \$125
\$107—4 Pc. Zebra Walnut Suite . \$66
\$299—5 Pc. Jamestown (Cedar Drawers) \$210
\$188—6 Pc. Swedish Moderne Suite \$122
\$169—3 Pc. Gettysburg Walnut Suite \$110
\$159—5 Pc. Bed, Dresser, Vanity, Chest and Bench \$108
\$ 59—2 Pc. Rock Maple (Dresser Bed) \$30
\$ 79—3 Pc. Walnut Bedroom Suite \$55

Reg. 1.98 HASSOCKS 88c

MAJESTIC FURNITURE CO.—206 Court St.
Open Every Evening • Between Clinton Avenue So. and So. Stone Street

GRANTS

Take a Gift To Your Hostess! Treat Your Family!

BOXED CHOCOLATES

You can count on every one's liking Grants chocolate-covered cherries or assorted chocolates, deliciously fresh!

25c

Fruit Cake . . . 21 oz. 25c
Assorted Cookies lb. 10c
Mixed Nuts . . . lb. 19c
Cal. Walnuts . . . lb. 23c

Special! Regularly 20c

CHOCOLATE NUT MALLOWES lb. 12c

Buried Treasure

Grant's New Radio Game
WSAY-7 P.M.

65 Winners ★ \$45 to \$90 CASH

50-100 MERCHANDISE PRIZES - Nothing To Buy - It's Fun To Try!

SAVE THIS AD-YOU'LL NEED IT WHILE YOU LISTEN IN!

GRANTS

NOW READY!



NEW ENLARGED TOY DEPT.

Greater Values!
Bigger Assortment!
Basement Floor

GRANTS THANKSGIVING NEEDS

For festive tables! For easy cooking! For thrifty planning! For hospitable homes!

Special Enamelware

Regular 39¢ and 49¢ pieces!
Brilliant white with red trim!

25¢ each

A saucepan set (1 and 1 1/2 qt.), both for 25¢! Big kettles and pots with tight-fitting tin covers and wide, flat bottoms for fuel economy! Dish pans! Roasting pans! All triple coated for long service!

Special! 25¢ Value!
Women's 80-Square Percale Aprons 17¢

Neat and efficient looking, but pretty too! Bib and all-over styles in new tubfast prints! Be ready for Thanksgiving. Save in the bargain!

Compare These Values! Grant's Paramount Aluminum 1 1/2-qt. Percolator 79¢

Modern design with Bakelite handle!
Other sizes . . . 69¢-1.19

5-qt. Teakettle . . . 1.19
2-qt. Double Boiler . . . 1.00
Combination Cooker . . . 1.00
Dripolators . . . 79¢-1.00

Heavy Paramount Aluminum Roaster 1.00

12-lb. turkey fits perfectly! Does its own basting, too! Lasts for years.

Lace Curtains 1.00

For gracious decorations!
Make your home more lovely with new tailored lace curtains!

69¢ value! 14 1/2-inch Enamel Roaster 50¢

Takes an 8-lb. turkey and browns it to perfection! Self-basting cover. Gray or blue.

Turns 'em over! Oven-Type Toaster 1.00

Underwriters' approved! Spring-equipped doors! With cord! AC or DC.

Silverplated and Chrome Flatware 10¢

Get a complete set now. Every piece you'll need for the feast!
Knives . . . 15¢

Set an elegant table with Stemware 5¢

Goblets, wine and cocktail glasses in a lovely new cut design. Others to match.

Service for 12 for only 36¢ Glass Tumblers 3¢

Simple, modern design in crystal or rose, colored glass. Other styles too.

Special Purchase! 1.39 Values! Dinner Cloths 1.00

Be sumptuous! Get the rayon damask in oyster white, or pastels, 58x78", or lustrous white cotton damask with hemstitched edge, 58x72"! There's nothing fancy about Grants price!

Fine Linen Finish Cotton Damask Tablecloth 1.49
Big sizes to 60x100. Colored borders!

Hemstitched Cotton Damask Tablecloth 69¢
Dinette size, 54x58" and a bargain at only!

SPECIAL! Reg. 3.98 "Briarcliff" Dinnerware 3.49
32-pc. set service for six

Favorites in Grants open stock for years! The formal design is beautifully suited to a fancy turkey dinner!

WINTER WEARING APPAREL

Saves YOUR HEAT . . . YOUR Energy . . . and YOUR Money!

Keep warm the smart way!
Women's 10% Wool, 2 1/2% Silk

Tuckstitch Undies 25¢ ea.

Blue lips and the shivers? Not for this year's "best dressed women"! They'll take comfort and the glowing warmth of Grants slim combed cotton and wool vests and panties!

Women's Cotton Union Suits—Knee-length, built-up shoulders. 36-44. 39¢
Rayon Stripe Vests and Bloomers—12 1/2% wool. Extra sizes. 50¢
Women's Combed Cotton Vests—Long, easy-fitting. 36-44. 46-50. 25¢

Their warmth doesn't wash out!
Children's Waist Suits 39¢

Heavy combed cotton knit in one piece (no buttons to pop, 2-12) or two piece (easy to get on and off, 1-8)! Top-notch Grant value!

Children's Tuckstitch with 30% wool 25¢
Boys' Cotton Union Suits, 4 to 16 . . . 59¢
Boys' Knit Shirts and Shorts, 24-34 25¢

Choose Grants knits for snugness!
Men's Winter Weight Cotton

Shirts & Shorts 25¢ ea.

When the wind seems to blow right through to your skin, better change to heat-conserving knits! Long shirts, 34-46. Elastic waist-band shorts, 28 to 44.

Heavy Cotton shirts 34-46, drawers 32-44. 59¢
Union Suits Cotton, 36-46. 79¢
10% Wool shirts, shorts 39¢
10% Wool union suits, 36-44. 1.00

Combed Yarn shirts, mid-length shorts 39¢
10% Wool shirts, drawers 79¢
10% Wool union suits, 36-44. 1.00

Here are your **Warm Gloves** all lined up at Grants!

Men's Capeskins 1.00

Lined and unlined in strap and button styles! 149 quality!

Women's and Misses' 40% Wool Gloves . . . 39¢
Women's Capeskin Gloves . . . 1.19
Boys' Lined Leather Gloves . . . 59¢
Child's Lined Leather Mittens 29¢
Children's All-Worsted Mittens . . . 39¢
Boys' Leather Mittens . . . 39¢

An easy way to buy! Use GRANTS Lay-Away-Plan

A small deposit holds your choice. Convenient payments! No extra charge!

Warm comfort! Men's Cotton Flannel Pajamas **1.00**

Smart patterns, good sturdy fabric, and MOST important, Grants noted full-cut sizes. Notch-coat, middy styles. A to D.

Chills aren't the fashion!
Women's Cotton Flannel Gowns **59¢**

Everybody can get into warm comfy nightclothes—when good ones cost so little at Grants! Full-cut! In extra sizes . . . 69¢

No drafts can get in
Children's Cotton Flannel Sleepers **39¢**

Knitted wrist and ankle-bands. Or with double-soled feet that can take all the "stramming around" that goes on! Drop seat. 2, 4, 6.

Small Price! Boys' Cotton Flannel Pajamas **59¢**

Middy style in lots of patterns! Tubfast colors. Sizes 8 to 16.

Women's Thick Napped Cotton FLANNEL GOWNS **\$1**

Fuller cut! Double yokes and collars! Dainty prints in tubfast colors. Sizes 15 to 20.

Children's Printed Cotton Flannel Sleepers **59¢**

Spring-knit wrist and ankle bands. Variety of designs. Warm, fleecy! Sizes 2 to 12.

FINE VALUES mean EXTRA SAVINGS!

Women's Full Fashioned Silk & Wool Hose **89¢**

Middy style in lots of patterns! Reinforced toes and heels! New shades. 8 1/2 to 10 1/2.

Women's Finer Quality Winter Hose **39¢**

Wool, rayon and cotton mixture. Warm, but not too heavy! Sizes 8 1/2 to 10 1/2.

WINTER HOSE
for Men, Women, Children

TYPES? Felts, dressy styles, novelties!
PRICES? From 39¢ up!

Grants Slippers
for everyone in the family to wear now . . . to give at Christmas!

Women's Felt Slippers As restful as a slipper could be! Padded leather sole and heel. Rayon satin trim. 3-8. **69¢**

Hard Leather Soles on long wearing, dressy felt Everetts. Rubber heel. 3-8. **1.00**
Women's Smart 5' Orsay Slippers . . . 39¢

Children's Felt Bootees Talon fastener locks them on! Sheepskin collar, leather sole. **69¢**

Side-Snap Slippers Plaid felt, padded leather sole. Sizes 7 to 3. **39¢**

Men's Felt Everetts Genuine leather wing tip sole and heel. Supporting counter. Sizes 6 to 11. **79¢**

3/4 and 1/2 lengths!
Children's Mercerized Cotton Hose **15¢**

The smart plains that all smart children want plenty of! Fancy tops, too, and terry knits! Elastic tops. 6-10 1/2. Better Quality at 20¢-25¢

Boy's Cotton Fancy GOLF HOSE **20¢**

Fancy pattern cotton sock with knit elastic cuffs. Sizes 8-11. Others at 15¢ and 25¢

Men's Heavy Cotton Half Hose **15¢**

With close and random stitch of rayon. Good-looking, warm. 10-12. Other hose, 10¢ to 25¢

IT'S WEGMANS ON THE MARCH! WITH A GREAT NEW STORE & PRICE-SMASHING CELEBRATION!

Expansion Food Sale

VISIT OUR NEW STORE THIS WEEK-END
On DEWEY AVE. Near DRIVING PARK



Now another busy shopping center will enjoy the added conveniences of shopping in the big, modern Wegmans Food Department Stores,—actually six big stores in one . . . where housewives find every quality food item under the sun—under one roof! And where they may shop with the assurance of a fine reputation back of every guarantee and a guarantee back of every purchase!

ALL EIGHT WEGMAN STORES ARE JOINING IN THIS BIG VALUE CELEBRATION WITH HUNDREDS OF QUALITY FOOD BARGAINS THAT FAIRLY SHOUT SAVE! SAVE!

★ NEWS FLASH ★

Anton Van Schaik
OF SCOTTSVILLE, N. Y.

HELD THE WINNING TICKET FOR THE
NEW 1941 CHEVROLET AT OUR GRAND
DRAWING ON MONDAY AFTERNOON!

THE FOLLOWING TICKET HOLDERS EACH WON
A BASKET CHOCK FULL OF GROCERIES VALUE AT \$5

- | | | | |
|---|---|---|---|
| Beatrice Zupelt
Rena Kallack
L. Drake
O. L. Holliger
Vicki Krupic
F. Reslo
Carl Holz
F. R. Salisbury
Mrs. G. Nier
Frank Boris
Jeanette Klutchenes
Mrs. Moore
V. F. Farley
Miss Stein
Evelyn Tohn
Florence Harrison
Mrs. E. Gates, Jr.
L. S. Tallis
Jack Arnold
Fannie Tarwell
P. S. Ballance
T. W. Oakley
W. Miller
M. Brown | Louise Surridge
Mrs. Conroy
Mrs. Harold Kern
James F. Duffy
Madeline Papochi
A. R. Boucher
Caroline Oltore
H. M. Ramsay
C. Russo
Mary Bilby
Mrs. F. O'Connor
Lillian Pedigan
Victoria Nowak
Anna Kern
Estelle Fitzgerald
C. E. Wicher
J. Stringer
Ronald Ramsey
A. B. Schuyler
Grace Werner
Mr. Arnold Armstrong
D. Donohue
A. G. Scheible
M. Horeley
A. H. Weber | Ellen Stone
Garvin
Mrs. Chester Minges
Mary Wasserman
J. L. Winters
J. L. Winters
Harry Ruppert
Helen Gravelle
Mrs. F. C. Masoner
Jim Ramsey
Mrs. F. L. Doerr
Mrs. Otto Falton
Mrs. Paul Cecil
H. Schuyler
James O'Connor
A. Blake
R. Demmington
F. H. Broadbent
Mrs. D. Smeaton
Mrs. John Ryan
Mrs. C. Herdwick
K. Tanner
Geo. C. Van Artsdalen
Mike Conrad | Margie Karmark
E. Rossi
John F. Lutlar
Mrs. A. Davis
J. Schmidt
Kather Stricker
Ida Harding
J. W. Lee
S. B. Malone
June Fox
F. Diminic
Mrs. Elbert Place
Mrs. H. Sherwood
G. M. Norton
Mrs. John Stapleton
George A. Bott
Jackie Geisner
Flora Priedler
Don Freeman
F. Boardman
F. Killerson
Mrs. Karl Mason
E. L. Kirshlar
Hazel Shafer |
|---|---|---|---|

And Here's More Good News! -- Your Second Chance To

WIN A NEW 1941 CHEVROLET

ALSO TO BE GIVEN!

AND 100 GALLONS OF AMOCO GASOLINE

**\$500.00 IN
GROCERIES
ON DECEMBER 23, 1940**

No Work
To Do!

No Skill
Required

Nothing
To Write!



START SAVING NOW, TO WIN THIS BEAUTIFUL
BRAND NEW DELUXE

1941 CHEVROLET SEDAN

WITH RADIO, HEATER and 100 Gal. Of AMOCO

A completely equipped Special Deluxe Chevrolet Town Sedan in your choice of standard colors. Fully guaranteed by Siebert-Chevrolet. The grand drawing will be held on December 23rd in the Civic Exhibits Building under the jurisdiction of a committee of disinterested judges. The winning customer need NOT be present at the drawing. . . SO START WEGMAN TICKET SAVING RIGHT NOW!

*Wegman employees and their immediate families, of course, are not eligible to win.

Just Save the Free Wegman Automobile Tickets!

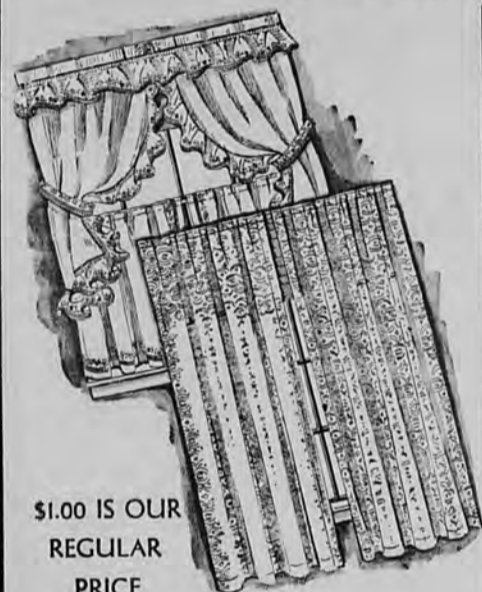
The grand drawing will be held on December 23rd in the Civic Exhibits Building. The first 100 tickets drawn will receive a \$5.00 basket chock full of groceries and the 101st ticket will win the new Chevrolet . . . So start saving your Wegmans auto tickets right now . . . to win this Beautiful New Chevrolet for Christmas. Remember, the more tickets you have the better your chance to win.



LINCOLN STORES DEMONSTRATE their SUPREMACY IN GIVING BETTER VALUES TO ROCHESTER

FOR YEARS LINCOLN'S HAS BUILT UP AN ENVIABLE REPUTATION in THIS TOWN not only FOR BETTER VALUES but FOR FAIR DEALING... OUR PRICES ARE AS LOW or LOWER THAN ELSEWHERE and NO SALE IS FINAL UNTIL YOU'RE SATISFIED

for instance NO ONE CAN TOUCH LINCOLN'S in CURTAINS — EVERYONE KNOWS THAT and FOR FRIDAY and SATURDAY WE'RE GOING THE LIMIT in GIVING even BETTER CURTAIN VALUES



\$1.00 IS OUR
REGULAR
PRICE
FOR THESE

RAYON TAILORED CURTAINS
or
FAST COLOR COTTAGE SETS

Firmly woven rayon mesh curtains in an attractive swaggee design. All hemmed and headed. In eggshell or beige. Or attractive fast-color cottage sets trimmed with red, blue or green.

69¢ pair

COMPARE the QUALITY and PRICE of LINCOLN'S TURKEY ROASTERS



DOLLAR SALE of our
CURTAINS

BEST SELLING
\$1.39 to \$1.59

YOU SAVE 39¢ to 59¢ ON EVERY PAIR
FRIDAY and SATURDAY

PIN DOT MARQUISSETTE 92" Pin or Velvet Dot
COTTAGE SETS Ruffled CURTAINS

Pin dot marquisette trimmed with candy-striped percale cottage sets in the popular criss-cross style. (Red, green, blue or gold.)

\$1

Exclusively sheer pin or velvet dot marquisette ruffle curtains with French headed fluffy ruffles. In white, ivory or ecru.

\$1

Sheertex Rayon TAILORED CURTAINS Double Ruffle CAPE COD COTTAGE SETS

Sheer rayon marquisette with 1-inch hems on both sides and 2-inch hems on bottom. Two yards long. eggshell or beige.

\$1

A super-quality double ruffle cottage set trimmed with contrasting bands of color. Kitchens, bathrooms or halls.

\$1

Novelty mesh delustrated tailored CURTAINS

\$1.19 Value **89¢**

Exclusively sheer rayon marquisette that will launder perfectly. Hemmed and headed, ready to hang. Eggshell or beige.

72" Point D'Esprit RUFFLED MARQUISSETTE

\$1.19 Value **89¢**

Beautiful Point D'Esprit ruffle marquisette with 2" extra full Picot Ruffles. For bedrooms, dining rooms or living rooms. Colors White - Ivory - Ecru.

Genuine water set RAYON CELANESE NINONS

\$1.98 Value **\$1.69**

Only by a huge purchase is this value possible. First quality, extra-wide, water-set ninon rayon celanese at the lowest price ever!

Colors—Egg - Beige - Champagne - Rose Beige.

STREET FLOOR Super SPECIAL

Surplus stock from the largest hosiery mill in the country on regular 69¢

Silk HOSE

• First Quality
• Full Fashioned

50¢

A beautiful 3-thread 45-gauge full-fashioned stocking at a new low price. Knitted according to our usual high specifications with the heel and foot made of rayon for extra durability.



A FAMOUS MANUFACTURER'S CLOSE-OUT REG. 79¢—\$1.00 WOMEN'S

LEATHER BACK GLOVES **55¢**

Popular 4 button lengths in leather and pig grain backs in the wanted black, natural and wine shades. Sizes 6-8



Heavy marine blue enamel - 17 lb. ROASTERS

The oval shape makes this the perfect roaster. It is made to fit the fowl and roast perfectly, leaving ample oven space to the baked potatoes or other foods. The cover is self-basting. Holds 17-lb. roast or 14-lb. fowl.

\$1.19

12 lb. SIZE as illustrated \$1.00
8 lb. SIZE ROASTERS 79¢



Hand made TUSCANY SCARFS

Point Marguerite or Daisy Patterns
18x36 . 25¢ 18x43 . 29¢
or 18x54 . . . 33¢



Adorn your holiday table with sparkling new linen from Lincoln's

Thanksgiving Linens

Beautiful Rayon and Cotton 56x76 FILET CLOTHS

Beautiful shimmering rayon and cotton filet table covers in a generous size, 56x76. Ivory, peach, blue or green. **\$1**

MATCHING NAPKINS 6 for 50¢

LOVELY RAYON DAMASK 58x78 TABLE CLOTHS

A luxury cloth to make your Thanksgiving table look its best. In white or ivory. Matching napkins, 3 for 50¢. **\$1.98**

BRIGHTEN UP YOUR KITCHEN WITH MATCHING OILCLOTH

54" Table Oil Cloth yd. **39¢**
6" Matching Shelving yd. **5¢**
12" Matching Shelving yd. **10¢**
Matching Chair Cushions **29¢**

LINCOLN'S

MAIN ST. EAST AT ST. PAUL, ROCHESTER

Look For Your Name Between The Ads—Win a Dollar

ROCHESTER SUN, THURSDAY, NOVEMBER 14, 1940

PAGE TEN

Pro-Cathedral Group To Stage Dance

The Young Ladies' Sodality of Sacred Heart Pro-Cathedral will hold a Thanksgiving Dance in the school hall next Wednesday evening from 9 to 12 p. m. Music will be furnished by the Dukes of Rhythm from Aquinas Institute. The Misses Dorothy Bahr and Betty Ryan are in charge of arrangements. The public is cordially invited.

You CAN Get Relief From Itching and Burning of ECZEMA

Say Thousands of Postum Users! Because Postum is a concentrated elixir, it brings its many medicinal agents right where relief is needed—quickly! Postum saves the miserable itching—burning of eczema and helps reduce the bloody redness. Use it as thousands have for nearly 14 years for externally caused acne pimples, and for months of eczema. Your druggist knows what's good—ask him about Postum Ointment.

So sure are we that Postum will help you that we say—try before you buy. Send name, address on post-card for generous size. Write Postum, 34 W. 51 St., Dept. 2-S, N. Y. City.

LOVE IS BLIND
Just—Your friends told you that Henry was selfish, money-mad and cruel. Why don't you take their advice? You would have saved yourself years of torture. Read "Could This Be My Husband" in the December True Story Magazine now on sale.

"MIDDLE-AGE" WOMEN NEED THIS ADVICE!!
Thousands of women suffering from "aging lines" with Lydia E. Pinkham's Vegetable Compound—famous for over 60 years in relieving female functional troubles. Try it!

A Big Christmas Special

3 Big (8x10) Oil Colored PHOTOGRAPHS

Regular \$6.00 Value
Fri. and Sat. **3 95**
JUST THINK OF IT! ALL HAND COLORED

Many parents of our acquaintance bring their children in regularly, every six months or so, to get a complete record of their children as they grow up. A good idea, isn't it? Neisner Studio specializes in superb portrait work, and we have both the skill and the patience necessary to take a good picture of children regardless of age.

We do tinting, miniature work and restoration of old photographs.
Neisner's 200 E. MAIN ST. STUDIO, MAIN FLOOR

The most popular fall sport is football. 50,000,000 spectators pay out \$75,000,000 to see their favorite teams in action.

It must be good... so many people like it!

OLD OVERHOLT
AMERICA'S MOST POPULAR BOTTLED IN BOND

NATIONAL DISTILLERS PRODUCTS CORPORATION
COPYRIGHT 1940, A. OVERHOLT & CO., INC., NEW YORK

HAIL EXTRA WHISKEY VALUE
New Yorkers Who Try Three Feathers—Enthusiast Over its Flavor-Protection

ROCHESTER, N. Y.—Curiosity is a national trait—and is compelling many to try Three Feathers since it has been Clari-fined (flavor-protected). They are being rewarded by flavor at its peak! Mild-tasting as well, Three Feathers is "light as a feather." Is it difficult to conceive of such a unique combination? Then try Three Feathers—today's incomparable whiskey value!

WITH THIS COUPON
GEM RAZOR and **16 Single Edge BLADES**
All For **39c**
Limit 2 Combinations

buy **THREE FEATHERS**
IT'S CLARI-FINED (FLAVOR-PROTECTED)

the whiskey that's light as a feather

90 proof - 100% neutral spirits distilled from grain. Oldstyle Distillers Corp., N.Y.

BY POPULAR VOTE ROCHESTER ELECTS TURKEY AS KING FOR THANKSGIVING!

Fresh, Wheat Fatted, Young Tom

TURKEYS 14 to 20 lb. **Lb. 23c**

LEG O' LAMB Small, Spring **21c**

Corn-fatted, Young **FRESH HAMS** Whole or Shank End **16c**

Cut from Inspected Young Steers **BEEF ROASTS** **21c**

Fresh-Dressed Milk-Fatted **FOWLS** **17c**

For Fricassee or Salads

CLARK'S

Our Year-Round GUARANTEE!
To Meet or Beat Any or All Sale Prices on Same Article!

6000 Feet of Furniture Display showing Modern and period styles. Visit our store. Everything MARKED IN PLAIN FIGURES.

\$1 DELIVERS This 5 Piece Chrome Breakfast Set **\$34.95**

2 PIECE LIVING ROOM Any color velvet cover, generous size sofa and most chairs of velvet covers. **\$69.95**

WALNUT CHESTS Full cedar lined to protect against insects. Walnut veneered. **\$13.50**

WESTINGHOUSE HOT WATER HEATER 30 Gallon, Reg. \$60.50 **\$41.70**

WASHER, Reg. \$39.95 **\$41.00**

WASHER, Reg. \$104.95 **\$59.75**

CROSLY 1-SHELVADOR Reg. \$129.95 **\$74.00**

1-CAS RANGE Reg. \$99.95 **\$65.00**

1-SHELVADOR Reg. \$119.95 **\$76.60**

FLANIGAN'S
337 Driving Park Ave., at Dewey
Open Evenings Til 9 P. M.
Liberal Allowance On Old Furniture

DAW'S ORIGINAL CUT-RATE DRUGS

These Prices Today Thru Saturday Right Reserved To Limit Quantities

56 Clinton Ave. S. Opp. Temple Theater	31 Main St. E. Corner Aqueduct	353 Main St. E. 1 Door from Stillson	452 Ridge Rd. W. Corner Dewey	880 Main St. W. At Bull's Head	473 N. Goodman Just Off Main	539 Monroe Ave. Near Goodman
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- SYRUP OF FIGS Laxative, 35c size **18c**
- SEDATOLE'S SYRUP For Coughs, 4-ozs. **44c**
- VAPEX INHALENT, 75c size **59c**
- MENTHOLATUM, Tube or Jar **27c**
- TATTOO LIPSTICK, 1.00 Value **49c**
- MENTHOL Inhaler, 10c Value **6c**
- POND'S CREAMS, 35c Size **39c**
- CORN PADS, Johnson & Johnson **2 for 23c**
- TINCTURE GREEN Soap, 75c Pint **27c**
- CREO-MULSION Large, \$1.25 Size **\$1.08**
- PAPE'S DIAPEPSIN, 60c Size **33c**
- SHOE LACES, Black 3 for Brown, 27-inch **5c**
- BROMO-SELTZER, 60c Size **49c**
- NUJOL, 75c Pint Size **49c**
- TEK Tooth Brush **23c**
- TAR SOAP, 15c Size **7c**
- ZEMO Ointment, 60c Size **49c**
- FITCH SHAMPOO, 75c Size **49c**
- COCO MALT, 90c, 1-Lb. Size **33c**
- PITCHER Castoria, 35c Size **12c**

WITH COUPON **IVORY SOAP** Medium Size **3 for 11c** (Limit 3 Bars)

WITH COUPON **XMAS CARDS** Box of 21 Folders With Envelopes **19c** (Limit 3 Boxes)

WITH COUPON **WAX PAPER** In Cutter-edge Box 100 Feet **6c** (Limit 2 Rolls)

WITH COUPON **BOOK MATCHES** Box of 50 Pads **4c** (Limit 1 Box)

WITH COUPON **Woodbury's Shave Cream** Large 35c Size **11c** (Limit 1)

WITH COUPON **SCHOOL PENCIL TABLETS** Full Size 8x10 Inches Reg. 5c **2c** (Limit 2)

10,000 Lbs Meaty **JUMBO THIN SHELL** **PECAN'S**
The Pick of the Crop

We had to buy 10,000 lbs. to get this price... the lowest ever for graded pecans.

★ They are the pick of the 1940 crop.

★ Superior flavor... their rich, nutty tang is retained in air-tight highly polished shells.

FULL POUND BAG 21c

Buy Now for Thanksgiving

ELECTRIC HEAT PAD Generously padded durable heat pad. Automatic thermostat. Heat control. Three-heat switch. **\$1.39**

SCOTT TOWELS 150 Sheets in a Roll **2 Rolls for 17c**

ELECTRIC Bowl Heater Scientifically designed reflector assures even efficient distribution of heat. Hear no-tip base prevents tipping. Equipped with large wire dome safety guard. **\$1.50 Value 94c**

CASTOR OIL 2 oz. Bottle **6c**

TODDY 1-Lb. Can **24c**

BAY RUM After Shave 50c Size **24c**

ROCHESTER SUN, THURSDAY, NOVEMBER 14, 1940

WANT

HIGHEST PRICES PAID FOR...
CARE GIVEN...
MAIL ORDERS...
HOUSES...
GENE...
Be Sure...
WHEAT...
COM...
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NATIONAL DISTILLERS...

-WANT ADS-

WANTED TO BUY

HIGHEST prices newspapers 40c hundred. Iron, metal, rags. St. 2412-R.

PERSONALS

CARE GIVEN pre-school children. Experienced nursery school teacher. Information Glenwood 2770-W.

WIRELESS permanent in your home. All styles. Regular \$3.95 now \$2.49 complete. All waves guaranteed. Call Mary Glenwood 5851-R.

HEADINGS — Katherine Welsh, Stone 6610.

MAIL ORDER taken for pure fresh herbs, roots, herb catalog 10c. Fredorer, Coldwater, N. Y.

HOUSE FOR RENT
REGENT ST. No. 19 — Attractive modern six rooms. Redecorated. Good furnace. Near two car lines. Monroe 796-W.

LEARN Contract Bridge. Everyone plays. J. G. Connerford, Colver, 492-R.

MAIL ORDERS taken for pure fresh herbs, roots, herb catalog 10c. Fredorer, Coldwater, N. Y.

HOUSE FOR RENT
REGENT ST. No. 19 — Attractive modern six rooms. Redecorated. Good furnace. Near two car lines. Monroe 796-W.

It's The Chicken Bowl, Folks!

A large crowd is always on hand resplendent in gaily colored bibs. All are tackling Punk Rowe's Chicks.

IT'S GREAT GAME—FOR 40c GENTS

PUNK ROWE'S

The One & The Only THE ORIGINAL CHICKEN ON THE ROUGH

Orchestra Fri., Sat., Sun. Eleven-Sixty Jay Street

Big Free Parking Lot. Attendant in Charge at All Times.

GENESEE 2301

Be Sure To Read WHEN PASSION COMES TOO SOON

The Amazing Truth About A Famous American Tragedy Revealed From The Depths Of A Bereaved Mother's Ghostly Experience—in

DECEMBER True Story

At the nearest newsstand. NOW!

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At the nearest newsstand. NOW!

POSITIONS WANTED

DOW, age 40, college graduate. Hospital business and professional training desires full or part time employment. Will consider any good position. Urgently in need. Apply box 74, Rochester Sun Office.

NO "Look-of-the-Month League" FOR ME!

Not since I've found that CHI-CHESTERS PILLS help give women safe relief from functional periodic pain and discomfort. Safe—because they contain no habit-forming drugs or narcotics—because the CHI-CHESTER CHEMICAL COMPANY has been 50c serving the women of America and up for over half a century.

CHI-CHESTERS DIAMOND PILLS

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SAVE WITH MILLER'S
SPECIAL Guaranteed Quality
COAL

STOVE \$10.95
EGG NUT
Hard Coal

Cash Ton Shot Off
"SPECIAL" PEA ... \$9.05

ARDEAN R. MILLER 20 GEN.

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ARDEAN R. MILLER 20 GEN.

Re-Organization & Remodeling Sale

AUCTION

10:30 A.M., 1:30 P.M.
Every Day 'Til Stock
Is Gone.
BUY NOW FOR
XMAS

Diamonds, Watches, Silver, Jewelry, Novelties,
Etc. At Great Savings

ROYAL JEWELRY CO.

62 EAST MAIN ST. COR. FRONT

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KEY DRUG OPENING SALE

WITH COUPON
IVORY SOAP
Medium Size
Limit 3 **3 for 11c**

KEY DRUG
WITH COUPON
Kitchen Charm
WAX PAPER
Extra Heavy 125 Fl.
Limit 2 **11c**

KEY DRUG
WITH COUPON
COPPER
POT CLEANERS
Large Size
Limit 5 **5 for 11c**

KEY DRUG
WITH COUPON
NAIL POLISH REMOVER
Giant 3 Oz. Bottle
Limit 1 **7c**

BORDEN
MALTED MILK
Plain 5-lb. Can
Reg. \$2.00 **\$1.19**

CITRATE OF MAGNESIA
25c Bottle **6c**

XMAS CARDS
Box of 21 **23c**

BEEF, IRON AND WINE
Pint Size **39c**

NOXZEMA CREAM
Round Size
Reg. 75c **49c**

MARROW OIL SHAMPOO
Reg. \$1 Size **48c**

PEBECO
TOOTH PASTE
50c Size **2 for 40c**

PROBAK JR.
RAZOR BLADES
Pkg. of 20 **19c**

PALMOLIVE
SHAVING CREAM
25c Size **2 for 33c**

Saccharin Tablets
Bottle of 1000 1/2 or 1/4 Grain **44c**

- Tincture of Green Soap Pint size 27c
- Wildroot Hair Tonic 5.19 Size 59c
- Hecchnut Cough Drops, Reg. 5c 2 for 5c
- Ridge or Pinchle Cards Deck 21c
- Borden's Chocolate Malted Milk, Lb. can 21c
- Sanitary Belts 9c
- Castor Oil 4 oz. bottle 11c
- Glycerine 4 oz. bottle 17c
- Electric Ironing Cards Reg. 25c 11c
- Bromo Quinine Reg. 35c 27c
- Dog Food Lb. can 3 for 11c
- Soda, Mint Tab. Bottle of 100 6c
- Djerkins Talcum Powder Reg. 25c 15c
- Zinc Oxide 1 oz. tube 7c
- Sodium Salicylate Tab. Bottle of 100, 5 grains ea. 23c
- Calcium Lactate Tab. Bottle of 100 23c
- Palmolive Shampoo Large size 23c

VACUUM BOTTLES
REG. \$1.00 **69c**

KEY - SCOOP!
8 PC. UTILITY BRUSH SET
Nationally Advertised at \$3.50
99c
Limit 1 to a Customer

A. FOT & PAN BRUSH. Cleans aluminum, brass and enamel.
B. DISH MOP. For plates and glasses.
C. CLOTHES & HAT BRUSH. Can be used for auto interior.
D. BOTTLE & GLASS BRUSH. For tumblers, preserve jars, etc.
E. SINK BRUSH. Useful for stove top.
F. SPLIT DUSTER. Gets hard places—Chair legs, Venetian blinds.
G. BATH BRUSH. For the whole family.
H. UPHOLSTERY BRUSH. For furniture, drapes, plush, etc.

Filled in Handsome Box Good Housekeeping Approved

NEW Garden Bouquet TOILET SOAP 4 for 11c
Made by the Makers of Famous **SWEETHEART SOAP**
Garden Bouquet is a high grade French Milled Soap. Mild and Neutral for the Most Sensitive Skin. Lathers Freely in all kinds of water.

HEAT PADS
\$2.50 Value **\$1.39**

GET **KOTEX Today**
Buy this compact, easy-to-tuck-away box with several months' supply.
VAL-U-BOX 66 PADS **\$1**

DETECTO SCALE
Guaranteed 5 Years!
WEIGHS TO 350 LBS. REG. \$3.50 **\$2.39**
IN ALL BATHROOM COLORS

KEY DRUG ANNOUNCES THE OPENING OF ROCHESTER'S NEWEST MODERN DRUG STORE AT 1861 MONROE AVE. NEAR WINTON ROAD

A Policy of Honest values plus Rochester's Lowest drug prices have made this new expansion possible. This busy group of Rochester owned, Rochester operated Drug Stores, with carload buying power offers values unequalled in the past.

Visit any one of the four large Key Super Drug Stores, and take advantage of the low prices offered for this event. Be prepared to save money, you won't be disappointed.

FREE PARKING IN FRONT and REAR OF STORE
3 BIG DAYS THURSDAY-FRIDAY-SATURDAY

WITH COUPON
RINSO
Large Box
Limit 1 **14c**

WITH COUPON
DISH CLOTHS
Pastel Shades
Limit 5 **5 for 11c**

WITH COUPON
FACIAL TISSUES
Box 500
Limit 2 **11c**

WITH COUPON
TODDY
Lb. Can
Limit 1 **22c**

WITH COUPON
BOOK MATCHES
Box 50 Flaps
Reg. 10c
Limit 1 **3c**

WITH COUPON
Phillips Milk of MAGNESIA
25c Size
Limit 1 **9c**

WITH COUPON
Williams TALC. POWDER
25c Size
Limit 2 **7c**

WITH COUPON
Woodbury AFTER SHAVE LOTION
50c Bottle
Limit 1 **19c**

B.C. Before Cooper
Stainless Steel blades
Only yesterday! But yesterday's blade is as obsolete as a cave man's beard now that Cooper has perfected stainless steel for modern luxurious shaving.

FIRST with the Amazing New
COOPER CAN'T RUST
Stainless Steel **BLADES**
4 terrific advantages over other razor blades

- ★ **15 to 30 SHAVES PER BLADE** for the average beard; **MONEY BACK GUARANTEED!** With some types of beard Cooper Stainless Steel Blades actually improve with age, reaching their peak of perfection after the first few shaves. Seems impossible, but so did Airplanes 50 years ago!
 - ★ **RUST-PROOF, DON'T NEED WIPING...** put an ordinary blade away wet and it's bound to rust and expose you to the danger of infection. But not the new Cooper Blade. It can't rust! It's stainless steel.
 - ★ **ALWAYS IN RAZOR, READY FOR USE** ... ends before-and-after-shaving nuisance of putting razor together and taking it apart. Rinse off your Cooper Blade right in the razor, leave it in the razor and put away ready for the next shave without any time-wasting preliminaries!
 - ★ **LESS THAN 1/2c PER SHAVE...** It's not the cost of the blade, it's the cost per perfect shave that's important. On this basis—the only way to figure—Cooper Stainless Steel Blades cost you less than ordinary blades at any price!
- 3 blades for 25c
6 for 45c 15 for 1.00
Actually the lowest shaving cost in the world because there's a money-back guarantee of 15 to 30 shaves per blade for the average beard!

"I'm So Glad I Tried the Ayds Plan!"
MANY Lose Weight BY NEW PLAN EAT CANDY Every Day!
A Many lose many pounds and have slenderer, more graceful figures. AYDS Candy contains NO DRUGS—No harmful ingredients—No "Purify" chemicals. We invite analysis. AYDS plan calls for no exercising. It directs the setting of the delicious candy to curb the appetite for rich, fattening foods. AYDS plan is effective only in cases of overweight due to overindulgence in fattening foods, which includes most overweight. AYDS Candy helps supply Vitamins A, B1, and D to prevent deficiencies that might occur due to lessened appetite. Also contains valuable food factors from egg yolk, milk, molasses and selected vegetables. Only 1c a day—30-day supply. **FREE DELIVERY.** Be stylish—eat AYDS as thousands of happy women are doing! Get original AYDS—eat an invitation. **SATISFACTION OR MONEY BACK!** Start now! Orders filled promptly. Just phone.

THE ORIGINAL SOLD BY
KEY DRUG STORES

Seamless Rubber
PACKETTE FOLDING SYRINGE
Convenient Travel Set. Can be tucked away in satchel or medicine chest. Ideal for personal use.
\$1.75 Value **98c**

Luckies, Camels, Chesterfields, Raleigh, Old Gold, Philip Morris
\$1.39
Carton Tax Paid

- Milk of Magnesia Tab. Bottle of 100 49c
- Carbona Cleaner 25c size 19c
- Adlerika Reg. \$1.00 size 69c
- Johnson's Baby Powder Reg. 25c size 19c
- Vick's Vapo Rub 75c size 59c
- Sloans Liniment 35c size 29c
- Teet Blades 14 for 25c
- Dr. Miles Nerve Tab. Large size 67c
- Wildroot Shampoo 30c size 29c
- Rhinitis Tab. Full Strength Bottle of 100 29c
- Benedict Solution Pint size 33c
- Pollident Plate Powder 30c size 24c
- White's Cod Liver Oil Tab. 1.00 size 79c
- Squibb Mineral Oil Pint size 59c
- Anacin Tab. Bottle of 50 Reg. 25c 49c
- Sal Hepatica 60c size 49c
- Vick's Nose Drops 50c size 39c
- Peruvian 60c size 49c

SALE
COLGATE TOOTH POWDER
LARGE and GIANT SIZE
BOTH FOR 41c

YARDLEY SPECIAL
FOR GENTLEMEN
Shaving Bowl and Yardley Crystallized Brillantine
\$1.55 Value Both For **\$1.00**

50c JERGEN LOTION
25c JERGEN CREAM
Value Both For **39c**

MINIATURE CHOCOLATES
POUND BOX Reg. 50c **23c**

INGRAHAM WRIST WATCH
REG. \$2.50 **\$1.79**

WITH COUPON
ADHESIVE TAPE
1/2 in. by 5 yds. Reg. 10c
Limit 2 **2 for 11c**

WITH COUPON
Jergens'
TOILET SOAP
Made By the Makers of Jergens' Lotion
Limit 5 **5 for 11c**

WITH COUPON
BANDAGE
2 in. by 10 yds. Reg. 10c
Limit 2 **2 for 11c**

WITH COUPON
POCKET COMBS
Reg. 10c
Limit 2 **3c**

Hills
COLD TABLETS
30c Reg. **13c**

BAY RUM
IMPORTED
8-Oz. Bottle **14c**

HINDS HONEY & ALMOND CREAM
\$1.00 Size **49c**

CASHMERE BOUQUET COLD CREAM
Reg. 25c Size **2 for 25c**

BREWER
YEAST TABS.
Bottle 250 Reg. \$1.00 **49c**

McKESSON
ASPIRIN TABS.
Bottle 100 **2 for 49c**

Postmaster CIGARS
A Mild Smoke!
14 for 25c

COLGATE
SHAVE CREAM BRUSHLESS
25c Size **2 for 26c**

PROPHYLACTIC TOOTH BRUSH
23c 2 for 43c

KEY
ROCHESTER'S MODERN CUT RATE DRUG STORES
470 N. Goodman near Main
1861 Monroe near Winton
92 E. Main near Water
457 Ridge Rd. W near Dewey

POUND TOBACCOS
at LOWEST PRICES
Prince Albert 72c Edgeworth \$1.01
Granger 69c U. Leader 14 oz 59c
G. Washington 59c Blue Boar \$1.68
Model 69c Raleigh 72c
Velvet 72c Half & Half 72c

A. B. D. G. CAPSULES
Box 700 **\$1.39**

GAMLER'S

**SERVICE - VALUE - QUALITY
SINCE 1916**



Buy where public confidence is established—at Gamler's. Come in NOW, select gifts for everyone from more than 1000 different items. Lowest prices—easiest terms.

**JEWELRY - WATCHES - DIAMONDS
RADIOS - SHAVERS - MIXERS
CIGARETTE LIGHTERS - GLASS
WARE - EYE GLASSES - NOVELTIES
ELECTRICAL APPLIANCES**



THIS WEEK'S SUPER-SPECIALS

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—it's the life of the party! Only a limited number at this special low price. Hurry, hurry, hurry down to GAMLER'S.

HAMILTON 17 JEWELS \$40.00

HAMILTON 17 JEWELS \$40.00

HAMILTON HAMILTON



PHILCO
PT25 AC-DC 5 tubes. Super heterodyne. Automatic volume control. Smart brown plastic. **\$9.95**



1941 R.C.A.
Unbelievable tone—distance & performance. AC—DC Model. **\$9.95**



CHOICE OF 15-JEWEL ELGINS
75c a Week **\$24.75**
75c Down



CHOICE OF BULOVAS
75c a Week **\$24.75**
75c Down

**A GREAT GIFT!
NEW SCHICK "CAPTAIN" ELECTRIC SHAVER**

Pay on easy terms for years of easy shaving comfort for "him". Large variety of other famous makes. — Remington and Sunbeam. **\$9.75**
50c Down 50c Week

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.

MUSTARD JAR
Beautiful Crystal. Complete With Tray, Spoon and Cover. **8c**

EXTRA SPECIAL GET YOURS!
Crystal Salt & Pepper SETS **8c**

SPECIAL! CUCKOO CLOCK

Artistically executed popular bird design in synthetic carved wood. A real cuckoo clock that cuckoos on the half hour and hour. Bird emerges from behind door and chirps merrily. American make — guaranteed 24 hour movement operating on chain and weights. — No key needed to wind. 3 1/2 inch dial. A most unusual and welcome Christmas gift. Come in early. **25c Week \$9.95**

LOOK! One To Customer **8c**

YOUR CHOICE ROUND PUFF BOX GIGARETTE JEWEL BOX

GLASSES ON CREDIT
IT'S A DULL WORLD WHEN YOUR EYESIGHT IS FAULTY—
You Will Feel Better If You SEE Better!

Bausch & Lomb and Shur-on frames and lenses. Dr. Ralph E. Sweeting, Registered Optometrist in charge.

DIAMONDS LAST FOREVER! Select Diamonds for Her—Little as 25c a Week!

EXQUISITE BRIDAL SET \$29.95 75c A WEEK
GLORIOUS DIAMOND SET \$35.75 75c A WEEK
FINE DIAMOND DUETTE \$44.50 \$1 A WEEK
NEW DIAMOND RING \$26.50 50c A WEEK
5 FINE DIAMONDS \$42.50 \$1 A WEEK
12 DIAMOND SET \$64.50 \$1 A WEEK

GIFT IDEAS

4-PC. PERCOLATOR \$9.95
Cream pitcher, sugar bowl, percolator and tray in gleaming chrome. **25c A WEEK**

Genuine Hamilton and Tietze RINGS \$9.95
Unusual charm & value in this handsome man's ring. **25c A WEEK**

ELECTRIC MIXER SET \$12.95
Years of service in this sturdy mixer. Easy to clean porcelain finish. **25c A WEEK**

LADY'S BIRTHSTONE \$3.50
Choice of many colored birthstones. Complete with knife. Solid gold mounting. **25c A WEEK**

BEAUTIFUL LOCKET \$2.95
Exquisite yellow gold with matching chain. **25c A WEEK**

BEAUTIFUL CROSS \$3.95
Gold filled with fiery diamonds. **25c A WEEK**

EVAN'S CASE \$1.75
Famous case and lighter comb. Fine gift for man or woman. **25c A WEEK**

POCKET WATCH SET \$22.50
Eight 7 jewel gold filled. Complete with knife & chain. **25c A WEEK**

LADIES' WESTFIELD \$10.75
7 jewel movement. Excellent value. Gold filled. **25c A WEEK**

MEN'S WESTFIELD \$9.95
7 jewels gold filled. Very sturdy. Good looking. **25c A WEEK**

RONSON LIGHTER \$1.95
Convenient. Famous make. Very special at this price. **25c A WEEK**

8-PC. COCKTAIL SET \$4.95
A beautiful set for your own use, or to give as a gift. **25c A WEEK**

BUY ALL YOUR GIFTS 50c — \$1 Week!

50c to \$1 weekly at Gamler's pays for all the gifts you'll need for EVERYBODY. Do all your Christmas shopping here to save time — trouble and money.

GAMLER'S
CREDIT JEWELERS & OPTICIAN—OPEN SAT. EVENING 'TIL 9
104 E. MAIN ST. cor. N. WATER

No Charge For Credit

Little As 25c Weekly

IT'S EASY TO PAY THE GAMLER WAY

Listen In — Every Sunday 12:45 to 1:00 P. M. Station WDAY for Gamler's Musical Program.

ONE OF AMERICA'S LEADING VACUUM CHAINS

USED ELECTROLUX
Complete with Attachments

LIBERAL ALLOWANCE ON YOUR OLD CLEANER

FULLY GUARANTEED
FOR THE SAME LENGTH OF TIME AS A NEW ELECTROLUX

IF YOU CAN'T CALL, PHONE OR WRITE FOR A FREE HOME DEMONSTRATION

MAIL ORDERS FILLED, SEND BY DEPOSIT

\$16.95
EASY Terms

10-DAY TRIAL PLAN

PLEASE BRING THIS AD.

The Cleaner of 101 Uses: Clean Rugs, Cloths, Upholstery, Mattresses, Bedspreads, Radiators, Blankets, Autos, etc.

PENN VACUUM STORES
30 SOUTH AVE.
STONE 6747
OPEN EYES, 'TILL 9 P. M.
STORES EVERYWHERE

Thanksgiving DRUG SALE

THURS. - FRI. - SAT. - SUN.

With Coupon
LIFEBUOY SOAP
3 for 11c
Limit, 3
KEY DRUG

"I'm So Glad I Tried the Ayds Plan!"
Lose Weight BY NEW PLAN EAT CANDY Every Day!
Many lose ugly pounds and have slender, more graceful figures. AYDS Candy contains NO DRUGS—No harmful ingredients—\$1,000 Family Guarantee. We invite analysis. AYDS plan calls for no exercising. It directs the eating of this delicious candy to curb the appetite for rich, fattening foods. AYDS plan is effective only in cases of overweight due to overindulgence in fattening foods, which includes most overweight. AYDS Candy helps supply Vitamins A, B1, and D to prevent deficiencies that might occur due to lessened appetite. Also contains valuable food factors from egg yolk, milk, maltose and selected vegetables. Only 1¢ a day—30-day supply only \$1. Free Delivery. Be strict—eat AYDS as thousands of happy women are doing! Get original AYDS—not an imitation. SATISFACTION OR MONEY BACK! Start now! Orders filled promptly.

THE ORIGINAL. SOLD BY
Ayds KEY DRUG STORES

Barbasol Shaving Cream 19c
Kaozams 1.50 bottle \$1.29
Sodium Perborate 13c
Ficem Shampoo 49c
Reg. 75c size
Saccharin Tab, bottle of 100 9c
Woodbury Talcum Powder 11c
Amphol 1.50 Bottle
Blodol Mints 39c
Milk of Magnesia Tab. 8c
Tin of 30 Medicated Throat Discs Parke Davis 15c

Bland Iron Pills Bottle of 100 13c
Baume Benzoy 59c
Single Edge Blades Pkt. of 12 9c
Zinc Oxide 1 oz. tube 8c
Peterman Discovery 14c
Moleskin 18c
1/4 yd. by 7 inches 19c
Tincture of Iodine 3c
Loyalon Hair Rinse 14c
2 Face Mirror 17c
For Shaving 2 for 33c
Cream, large tube

With Coupon
Sweetheart SOAP
3 for 11c
Limit, 3
KEY DRUG

With Coupon
TOILET PAPER
3 for 11c
Limit, 6
KEY DRUG

With Coupon
Borden's CHOCOLATE Malted Milk
1 Lb. Can Limit 2 19c
KEY DRUG

DESK LAMP AND GUARANTEED FOUNTAIN PEN
Plastic base with walnut finish, two grooves for pens, clips, etc. The fountain pen has a stainless steel smooth writing point. **98c**
\$1.75 Value

With Coupon
SANITARY NAPKINS
Box of 12 Limit 2 9c
KEY DRUG

With Coupon
Oil Silk TOBACCO POUCHES
Values to 25c Limit 2 9c
KEY DRUG

TRAVEL KIT
RAZOR & 5 BLADES 49c

Super Vitamins and Minerals
Now you can get all the vitamins and minerals you need in this easy to take form. Modern, over-refined foods are often deficient in important health giving Vitamins and minerals, causing a breakdown of normal health and vigor. The result is that people get frequent colds, are easily fatigued, get nervous and irritable. The skin becomes rough, nails brittle and elimination becomes irregular.
Mayfair Alvita with Liver & Iron Caps. containing Vitamins A, B, C, D, E, S, and G are an abundant source of these all important vitality and health giving essentials. Get this convenient combination package of MAYFAIR ALVITA capsules TODAY and start feeling good with more pep, vim and vigor.
25 Day Supply \$1.79
50 Day Supply \$3.19

Electric **IRONING CORDS**
Reg. 25c Limit 2 11c
KEY DRUG

With Coupon
WILDROOT HAIR TONIC
Reg. \$1.10 Size 59c

Toll House COOKIES
made with **NESTLE'S SEMI-SWEET CHOCOLATE**
2 bars for 25c

Men! COOPER'S
forget everything
YOU EVER KNEW ABOUT SHAVING!
HERE'S A BRAND NEW COOPER BLADE THAT'S DIFFERENT!
COOPER CAN'T RUST
Stainless Steel BLADES
4 TERRIFIC ADVANTAGES OF THIS AMAZING DISCOVERY
★ IS TO 30 SHAVES PER BLADE GUARANTEED FOR THE AVERAGE BEARD
★ RUST PROOF—NO WIPING, NO DRYING, STAYS IN RAZOR ALWAYS READY FOR USE, SHAVE AND RINSE!
★ SANITARY—NO DANGER OF RUST INFECTION
★ ACTUALLY IMPROVES WITH SHAVING, REACHING PEAK OF PERFECTION AFTER FIRST FEW SHAVES

With Coupon
BUTTERFINGER BAR & 5c BABY RUTH BAR
10c Value Both for 4c
Limit 8

BORIC ACID
1 lb. Can 14c

BATHROOM SCALE
Detecto
\$1.69
Weights To 250 Lbs. \$2.50 Val.

LOWEST COST PER SHAVE!
15 for \$1.00
TRIAL PACKAGE 3 for 25c

MARROW OIL SHAMPOO
Reg. 60c Size 28c

BABY BOTTLES
8 oz. 3 for 5c

Heavy American MINERAL OIL
Pint .25c
Quart .45c
1/2 Gal. .85c
1 Gal. \$1.49

DR. WEST TOOTH BRUSH
New Nylon Bristles 25c

ASPIRIN TABS.
Bottle of 100 5 Gr. Ea. 6c

Phillips Milk of Magnesia
TOOTH PASTE
25c Size 11c

Jumbo Stuffed Toys 89c
Save on your Christmas needs NOW at this low price!
The Kids will love these cuddly toys.
\$1.75 Value
3 for \$2.59

HALIBUT LIVER OIL CAPSULES
Box 100 69c

All Graphite
PENCILS
With Pocket Clip 7c

LEATHER BILL FOLDS
\$1.00 Value 49c

FLASHLIGHT BATTERIES
Reg 10c 3c

LIGHTER FLUID
15c Size Can 6c

KEY DRUG STORES
470 N. Goodman near Main
1861 Monroe near Winton
92 E. Main near Water
457 Ridge Rd. W near Dewey

COLGATE TOOTH PASTE
Large Size 2 for 29c

EPHEDRINE INHALANT COMPOUND
1 oz. Dropper Bottle 29c

WOODBURY HAND LOTION
50c Size 21c

CHOC. COVERED CORDIAL CHERRIES
Lb. Box 21c

Smith Bros.
COUGH DROPS
2 for 5c

RUG MILLS
FURNITURE FACTORY
CHAIRS TABLES

Another Carload of Goods To Go On Sale Tomorrow In Our Gigantic Money-Saving

FACTORY SURPLUS SALE

We've bought merchandise by the carload from famous manufacturers who were over-produced. We bought at savings to 40% and now pass these savings on to you in this unprecedented event. A small deposit will hold any item until Christmas.

EASY CREDIT

Reg. \$13.95
INNERSPRING MATTRESS
\$6.66
Five Year Fully Guaranteed.

Reg. \$139
COMBINATION STOVES
\$88
Buy On Easy Terms!

Reg. \$59
ALL PORCELAIN GAS RANGE
\$33
4 Burners—Easy Terms!

LANE CEDAR CHEST
\$10.95
50c DOWN 50c A WEEK

2-PC. TAPESTRY LIVING ROOM SUITE
\$39.00

★ **BEDROOMS** ★

\$ 99—6 Pr. Walnut Bedroom Suite\$59
\$149—4 Pr. Prima Vera Bedroom\$89
\$199—5 Pc. Colonial Mahogany\$125
\$107—4 Pc. Zebra Walnut Suite\$66
\$299—5 Pc. Jamestown (Cedar Drawers) ..\$210
\$188—6 Pc. Swedish Moderne Suite\$122
\$169—3 Pc. Gettysburg Walnut Suite\$110

★ **LIVING ROOMS** ★

\$ 99—3 Pc. Velour Living Room Suite\$55
\$ 88—2 Pc. Tapestry Living Room Suite ..\$49
\$110—3 Pc. Frieze Living Room Suite\$79
\$225—5 Pc. Velvet Mohair (1 Only)\$135
\$109—2 Pc. Maroon Frieze Suite\$74
\$129—2 Pc. Blue Velour Living Room Suite \$89
\$229—2 Pc. Blue Silk Mohair Suite\$159
\$ 66—2 Pc. Tapestry Living Room Suite ..\$33

★ **SUPER BARGAINS** ★

ELECTRIC WASHING MACHINES\$29
REFRIGERATORS AT 30% OFF
RADIOS, LAMPS, TABLES, MANY AT HALF PRICE

MAJESTIC FURNITURE COMPANY
FREE PARKING OPP. STORE
204 COURT ST. BETWEEN CLINTON AVE AND STONE ST.

ROCHESTER
RANDA GALLE
Announce
Here at lamps, bridge, nite Jan frame a Our fab Interest period: satins, and last into far In fact, time will will hold problem
309 ALE
HOLID
New \$
POME PERM
Guaranteed water in later fashion without electricity. Never offered for less than \$1.00. New!
Mu
BEA 42 CLIN A Few Ste PHONE
W do pr LIQ SC
It's better S tells you th Martin's is s Scotch.
This mea is the very Scotch whis also 88 pro usual 86.8 bit farther.
Martin's s than most b and enjoy at so extra
"Scotch ...Lique is l
CALL MAR
NO PROOF - BLEND Imported by HICKS

RANDALL GALLERIES

Announce - - -
Their new collection of lamps and shades, direct from the designer, is a real treat. Come and see this stimulating exhibit in our showrooms. Here are table lamps, boudoir lamps, dressing table lamps, bridge lamps, floor lamps and night lamps, over a hundred frame sizes available. Our fabrics include pure silks, interesting gauzes, brocades in period patterns, luminous silk satins, shantung, parchment and leather. We also recover old shades in newest fabrics, convert vases into lamps at inviting prices. In fact, your inspection at this time will be an inspiration that will help you solve your lamp problems.

309 ALEXANDER ST.

HOLIDAY SPECIAL

News 95

POMPADOUR PERMANENT

Guaranteed wave in latest fashion without electricity. Never offered for less than \$5 here!

Murray's

BEAUTY SALON
42 CLINTON AVE. N.
A Few Steps From Sibley's
PHONE STONE 1405

Across The Bridge Table

by ASA SPADES

With a contract of three notrump, a small slam was made on today's hand. The slam certainly was not biddable, and if it had not been for a skillful safety play by Declarer, the hand could easily have been set at three notrump. It was played at rubber bridge.

S Q 9 7 4	H K 10 8 7 6	D 8 6 4 3	C None
S A 3	H A J 4	D Q 10 2	C A Q 9 7 5

South Dealer

S	W	N	E
1 C	Pass	1 D	Pass
2 D	Pass	3 C	Pass
3 N.T.	Pass	Pass	Pass

West led the seven of hearts, which was the correct lead, being fourth best from the longest and strongest suit. Low card was played from the board, East played the queen and South won with the ace.

Declarer now plays a small club and wins with dummy's king. West's discard of a spade shows a void in clubs and Declarer easily wins five club tricks.

The next play is the most important of the hand. South leads the queen of diamonds, hoping that West will cover, but when West fails to do so the ace is played from the board as a safety play. This is a very clever play, even though East's singleton king is dropped by the ace. If Declarer lets East in with the king by a finesse, a heart lead will be returned and the contract is set. If West holds the king of diamonds, Declarer can put her in the lead with it at any time and not fear a heart return, since it will allow her to make her jack of hearts.

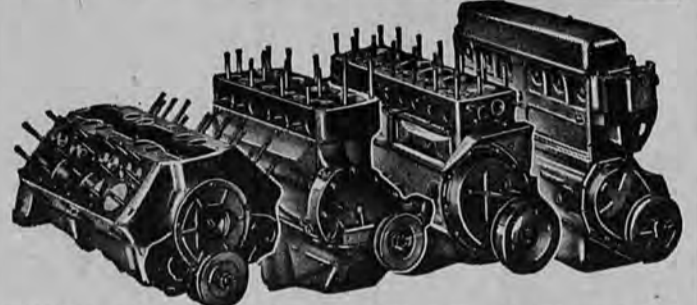
After the drop of the diamond king, the diamond suit is run, and the ace of spades cashed for the twelfth trick.

BEFORE WAXING FLOORS
To clean unvarnished hardwood floors before waxing them sprinkle a little Bab-O directly on the floor and wipe with a moist cloth.

HOW TO BUY is a favorite topic of the day. Making money produce more in comfort, service and pleasure, is a task at which Rochester Sun ads help.

Masks worn by football players afforded protection to the wearer but are tough on the opposition. Bud Svendsen, center of the Brooklyn Dodgers, was badly cut when he collided with Lou Tomasetti, a mask wearer.

NEW CAR PERFORMANCE for FORD-CHEVROLET-PLYMOUTH with SEARS "NU-BILT" MOTORS



FULLY GUARANTEED--BUY ON EASY TERMS

FORD-V8-'32-'38	As Low As	\$54.95
CHEVROLET-6-	As Low	\$42.50
PLYMOUTH-6-	As Low	\$75.95



Complete Installation At Small Extra Charge Mail Coupon Below For Complete Information

New car power, speed and economy is yours for only \$10 down. A Sears "Nu Bilt" Motor costs less than a good overhaul, and lasts five times longer.

Every motor so carefully built and precision fitted, that it carries a new car guarantee of 90 days or 4,000 miles. Your assurance of complete satisfaction. All motors are rebuilt from original seasoned blocks, with new micro-finished cylinders. Crankshafts are ground and polished. Newest type 4-ring Pistons, New Rings, Valve seats, Valves, Guards, Springs, Timing Gears, Rod, Main and crank-shaft Bearings.

All Prices Include Your Old Motor In Condition For Rebuilding On Sale At Monroe Store and Super Service Station Only
THERE ARE TWO SEARS STORES IN ROCHESTER
Monroe Ave., at S. Union 476 Ridge Road West

Neisner's
5¢ to \$1.00 Stores

WOMEN'S GAITORS
SNAP OR ZIPPER STYLE
Every Pair Guaranteed Quality

50¢ PAIR

Mostly High Spike Cuban Heels

A BUY THAT COMES BUT ONCE IN A LIFETIME BE HERE EARLY TO AVOID THE RUSH FRIDAY

ALL FLEECE LINED

Why do you prefer LIQUEUR Scotch?

Events Of The Week

THURSDAY, NOVEMBER 21
THANKSGIVING DAY
FEDERATION OF CHURCHES - Community Sing; Eastman Theater; 10:30 a. m.
WESLEYAN BAPTIST CHURCH - Concert Music by Tom Orlerson; Church 8:15 p. m.
FRIDAY, NOVEMBER 22
ROCHESTER LANDMARK SOCIETY - Lecture; Memorial Art Gallery; 8:15 p. m.
COLUMBIA SCHOOL ALUMNAE - Lecture by Count Bene de Chambrun; Chinese Valley Club.
K. OF C. AUXILIARY - Special Meeting and Entertainment; Columbus Civic Center; 8:30 p. m.
VIDALIA CHAPTER, O. E. S. - Supper and Bazaar; Star Dining Hall, Masonic Temple; from 5:30 p. m.
SATURDAY, NOVEMBER 23
JUNIOR MOOSE CHAPTER NO. 43 - Thanksgiving Party; Moose Temple, East Ave.; 3 p. m.
ST. MARY'S JUNIOR LEAGUE - Dinner Dance; Oak Hill Country Club; 7 p. m.
MONDAY, NOVEMBER 24
GUARDS OF PHUMROSE LODGE - Meeting; Home of Mrs. May Mullen, 317 Front Ave.
K. E. SOCIETY - Meeting; Sagamore Hotel; 8 p. m.
EASTMAN THEATER - Song Recital with Jeanette MacDonald.
TUESDAY, NOVEMBER 26
IMMACULATE CONCEPTION YOUNG LADIES' SOCIETY - Card Party; School Hall.
MISTERS OF ST. JOSEPH - Bazaar and Sale; Glass House, Nazareth Academy.
INTERNATIONAL FEDERATION OF CATHOLIC ALUMNAE - Card Party; Starlight Roof of Sagamore Hotel; 8 p. m.
ORPHEUS MALE CHORUS - Annual Concert; First Baptist Church, Corner of Church and N. Fitzhugh St.; 8 p. m.
WEDNESDAY, NOVEMBER 27
TRUCK DRIVERS' CLUB - Safety Smoker; Assembly Hall at Easterton Park; 8 p. m.
VETERAN MEN'S AUXILIARY POST NO. 2789 - Card Party; 461 Ridge Rd. W.; 8 p. m.

Movie Guide

All Pictures Listed Now Playing Except As Noted:
*Starts Friday
*Starts Saturday
ROCHESTER - "Escape", Norma Shearer, Robert Taylor, "Blondie Plays Cupid", Penny Singleton, Arthur Lake.
PALACE - "You'll Find Out", Kay Kyser, Peter Lorre, "Angels Over Broadway", Douglas Fairbanks, Jr., Rita Hayworth.
CENTURY - "Too Many Girls", Lucille Ball, Richard Carlson, "East Of The River", John Garfield, Brenda Marshall.
REGENT - "North West Mounted Police", Gary Cooper, Madeline Carroll, "Bandy Gets Her Man", Baby Sundry.
CAPITOL - "Knutie Rocks All American", Pat O'Brien, Gale Page, "Rayburn On The River", Bing Crosby, Mary Martin.
TEMPLE - Stage Show, "Three Stooges", "Tugboat Annie Sails Again", Marjorie Ransome, Alan Hale.
RIVIERA-DIXIE - "The Howards of Virginia", Cary Grant, Martha Scott, "Hired Wife", Rosalind Russell, Brian Aherne.
LIBERTY-STATE - "The Howards of Virginia", Cary Grant, Martha Scott, "Hired Wife", Rosalind Russell, Brian Aherne.
MADISON-MONROE - "See How", Errol Flynn, Brenda Marshall, "Lucky Partners", Ginger Rogers, Ronald Coleman.
CAMEO-WEST-END - "The Return Of Frank James", Henry Fonda, Jackie Cooper, "He Stood For Braggart", Loretta Young, Melvyn Douglas.

Special Sale Lounge Chairs



Covered in expensive Remnant Fabrics. Large, full size resilient chair. Last word in downright comfort. Finest construction throughout.

\$19.95



A beautiful chair that looks twice its price.

\$12.95



Occasional chairs in wide selection of materials.

\$3.95

LYONS FURNITURE

42 STATE ST.

Easy Terms Any Article Held 'Til Xmas

KLEM'S Christmas Preparedness

STYLED FOR "EYE APPEAL" STYLED FOR "BUY APPEAL"

\$1.00 DOWN BUYS ANY GIFT UP TO \$50.00

LOVELY DIAMOND \$27.50
Beautiful modern creation with sparkling diamonds. 50¢ A WEEK

8-DIAMOND PAIR \$34.50
3-diamond emerald ring with 7 genuine diamonds. 11¢ A WEEK

7-DIAMONDS \$50.00
Luxurious white diamonds. 11¢ A WEEK

MAN'S NEW BENRUS \$29.75
The famous watch as you hear it advertised over air. 75¢ A WEEK

LADY'S 17-JEWEL BULOVA \$33.75
Famous from coast to coast for its reliability. 75¢ A WEEK

MAN'S 17-JEWEL ELGIN \$42.50
A handsome new model in a traditionally famous watch for men. 75¢ A WEEK

CARMEN BRACELET \$4.75
Several smart styles to choose from in these popular bracelets. 50¢ A WEEK

MASONIC EMBLEM RING \$15.00
Luxurious white or gold tone. 50¢ A WEEK

NEW DIAMOND ONYX RING \$12.95
Exquisitely styled onyx ring for ladies. Genuine sparkling diamond. 50¢ A WEEK

3-DIAMOND WEDDING BAND \$8.75
Beautiful white or gold tone with 3 diamonds. 50¢ A WEEK

"Klem's" is a name honored by 65 years in the jewelry business, right here in Rochester. Such a name is one you can trust for the finest in jewelry and watches at reasonable prices. Make your gift purchases at Klem's. Terms to suit everybody.

OPEN SAT. EVE. 'TIL 9

KLEM'S Jewelers
82 WEST MAIN OPPOSITE HOTEL ROCHESTER.

CALL FOR MARTIN'S

THE LIQUEUR SCOTCH

NO PROOF - BLENDED SCOTCH WHISKY Imported by MCKESSON & ROBBINS, INC., N.Y.

Seven sophomores have been playing regularly with the Navy first string team.

We'll Show You a New Way To SAVE Money on Fuel This Winter!
TRY BELMONT
Pennsylvania **HARD COAL**

PEA \$8.80	STOVE \$9.95
COKE \$9.95	NUT \$9.75
RICE \$6.60	Buckwheat \$7.60

Phone Glenwood 700
BELMONT COAL CO., 499 Broad St.



'SICK!
THE DAY SHE'D LOOKED FORWARD TO FOR WEEKS, RUINED BY "REGULAR" PAIN

The idea of suffering, giving-in to functional pain of menstruation, has become old-fashioned! With Midol, millions of women keep active and comfortable right through their trying days.

Midol is a new formula developed for its special purpose. It contains no opiates. One comforting ingredient is prescribed frequently by thousands of doctors—and for further relief another ingredient, used exclusively in Midol, aids in reducing the spasmodic pain peculiar to the menstrual period.

If you have no organic disorder calling for medical or surgical treatment, Midol should help you. Why not try it? Then, if your "regular" pain isn't eased, see your doctor. All druggists have Midol. Five tablets—more than enough for a convincing trial—only 20¢; 12 tablets in a trim aluminum case, 40¢.



RELIEVES FUNCTIONAL PERIODIC PAIN

LOOK! MONEY SAVING VALUES ON PENNSYLVANIA HARD COAL

NUT ... \$9.95	EGG \$10.95
STOVE \$10.15	STOVE \$10.95
PEA ... \$8.80	NUT \$10.95
COKE \$9.50	PEA \$9.10
	COKE \$10.20

Cash Shoveled Off, Grade A.

FREE LAKE COAL CO. GLEN 538
255 Lyell Ave.

Mrs. Anna Shannon, 247 Winchester St.

DOLANS... Where You Buy THE CUTS OF CHICKEN YOU PREFER

Breasts lb. 45c	Livers lb. 45c	Necks lb. 12 1/2c
Wings lb. 23c	Giblets lb. 19c	Legs lb. 25c

DOLANS 600 JEFFERSON AVE. cor. Barlett Telephone Genesee 1417

SPECIAL! FOR THIS WEEK ONLY

A GROUP OF VERY DURABLE FUR COATS	\$33.00
DYED SILVER FOX JACKETS	\$37.50
GREY CARACUL PAW COATS	\$44.95
NORTHERN SEAL AND HUDSEAL DYED CONEY	\$54.00

OTHER SMART FUR COATS AT REASONABLE PRICES
CLIFFORD FUR CO.
1283 CLIFFORD AVE. Just off Portland MAIN 474
We Sell For Less!

Mrs. Ethel Burnett, 1164 N. Goodman St.

BOYS!
Don't miss this chance to get a copy of January ACTION COMICS featuring SUPERMAN at half-price. Your dealer has a copy for you for only 5¢ and one H-O box top. Better hurry!

NOTE TO NEWSDEALERS:
All box tops will be redeemed at full value of 5¢ by MASON NEWS AGENCY.

CHRISTMAS GIFTS For You To Make



Accessory Pattern No. 3248, one size. Pattern also includes gilet and tie-on pockets. Halter, 1 3/4 yards 39-inch fabric; collar and pockets, 1/2 yard 39-inch fabric with 4 yards lace.

Apron No. 3490, one size. Requires 1 yard 36-inch fabric. Moccasins No. 2639, shoe sizes 3, 4, 5, 6, 7 and 8. For fabric requirements, see pattern.

Blouse No. 3086, sizes 14, 16, 36, 38, 40, 42 and 44. Size 36, 2 1/4 yards 39-inch fabric. Slip and Panties No. 3543, sizes 12, 14, 16, 36, 38, 40 and 42. Size 36, 3 1/4 yards 39-inch fabric with 1 1/2 yards lace for panties.

LOVE REGAINED
Hannah—You certainly used the right tactics with Sam. He loved you all the time but didn't realize it until you jolted him that night. Read how a woman falls in love with her own husband in "To Make A Man Love You" in the December True Story Magazine now on sale at all newsstands.

Stuffed Toy Pattern No. 2526 includes scotty, elephant and horse. For fabric requirements, see pattern.

ROCHESTER SUN carriers are chosen for their ability to accept discipline and faithfully carry out orders. One rule is, no bicycle riding while delivering the Sun.

Stir leftover chicken, chopped into very thick white sauce to make a paste. Chill, cut in squares, coat with flour, egg and crumbs. Saute. You may substitute salmon for chicken, adding a little lemon juice to sauce.

Your Portrait Is A Perfect Gift!



Oil Colored... Photographs

3 Beautiful Photos \$3.95

Sizes 8x10... 4 Prints To Choose Regular \$6.00

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

SMASH MARKDOWNS! Goodyear's After - Thanksgiving SALE!

ZIP-LINED OVERCOATS \$14.95 Reduced From \$20 and \$22.50

Real coats that mean economy because they're versatile. ZIP-linings of fine camel hair, may be removed on warmer days. Herringbones, Tweeds in grey, browns, blue and black in wanted styles.

REVERSIBLES \$8.95 Sold All Along For 12.95!

Indispensible double duty coats that are better style than ever this year. New models that feature slash pockets, railroad stitching, fly fronts.

Charges Invited
Goodyear's 75-77 E. MAIN

FREE PARKING
One hour to purchasers at 5 South Water St. Parking Station, rear Security Trust Bank building.



WHAT WILL I USE FOR MONEY? Coupons!

That's exactly what we mean, for we'll take—like cash money—all the coupons that you give us. Providing, of course, that they're our own budget plan coupons, that you can purchase in books, like that shown at left, in our Credit Office, on the Second Floor.

These Coupon Books are offered in amounts of \$10 or over, for as little as \$2.50 in cash money (for a \$10 book). There is the usual slight carrying charge for this convenience.

See how this plan saves you cash money outlay! Get out your shopping list for Xmas and don't skip a name for you can use Coupons for Money, at Sears! Coupons sold at Credit Office, Second Floor, Both Stores.

Sears
Monroe Avenue at S. Union and 476 Ridge Road West

SAVE WEGMANS AUTO TICKETS TO WIN

THIS \$930 CHEVROLET FOR XMAS

A 1941 special deluxe Chevrolet Town Sedan in your choice of colors. Completely equipped with radio and heater... and including 100 gallons of Amoco Gasoline.



Keep the date open for our next Grand Drawing on Dec. 23 in the Civic Exhibits Building.

Get Your Tickets While Shopping Wegmans Stores

Remember, Next Time, It May Be YOU!

101 CHANCES TO WIN

100 BASKETS OF GROCERIES WORTH \$5.00 EACH WILL BE GIVEN TO THE FIRST 100 NAMES DRAWN.

SPECIAL! LAND O'LAKES SWEET CREAM BUTTER

Land O'Lakes is always "Special" because it's churned from sweet (not sour) cream... and is obviously superior in flavor. Always uniform in quality, it is a high favorite with precise cooks and for table use.

Wegmans HOME OWNED FOOD MARKETS
FREE PARKING FOR CUSTOMERS



Make

FURNITURE

Your **FIRST** Christmas Choice!

PHONE
Stone 5007
5008

2 Pc. LIVING ROOM SUITE

Comfortable... welcome gift. Be different this year... give furniture.

Well Constructed
Variety of Colors
Special at Only



\$39⁵⁰

50c Down, 50c Week

UNION IS OPEN EVERY EVE.

'TIL 10 FOR YOUR CONVENIENCE. OPEN SUNDAY MORNINGS FOR INSPECTION. BUY ALL YOUR GIFTS AT UNION ON ONE CHARGE ACCOUNT

TOYS for the KIDS, TOO

Dolls, Cowboys, Soldiers, Sailors, Teddy Bears, etc.



DOWN **50c** WEEK



A Ruggedly Built Suite at Low Cost!



Complete At

\$79⁵⁰

A handsome outfit you'll be mighty proud of for many a year to come! No detail of construction has been overlooked to make this our biggest value sensation.

TERMS

DOWN **50c** WEEK

5 PIECE BREAKFAST SET

\$17⁵⁰ UP

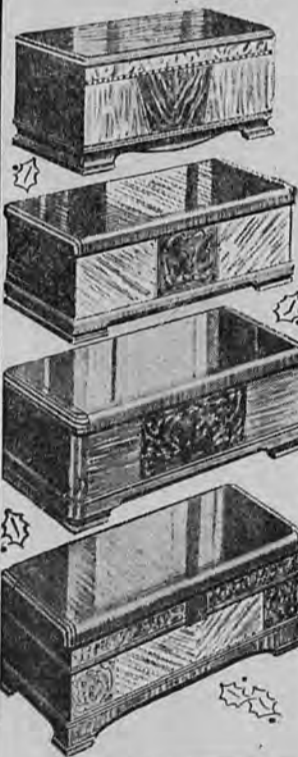


Extension top table with four chairs. All pieces in popular tubular chrome metal. A smart thrifty outfit for your breakfast room or kitchen.

CEDAR CHESTS

for Christmas Giving!

Walnut chests with cedar lining guaranteed to make the most thrilling Christmas gifts!



A wealth of styles at prices you're sure to like!

\$9⁷⁵

to

\$49⁵⁰

An Extensive Showing

No matter how much or how little you care to spend, we have just what you want, at your price! And each lovely chest, regardless of price, has full Tennessee red cedar lining.

Pay As Little As

50c

DOWN A WEEK

SELECT YOUR GIFTS

FROM OUR NEW JEWELRY DEPARTMENT ON TERMS

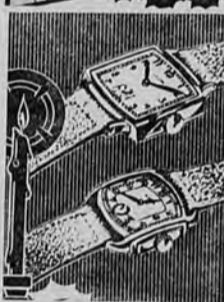


3-Pc. DRESSER SET

Formerly \$3.50

99c

With This Clipping



WATCHES
50c DOWN—50c WEEK



50c Down—50c Week
Locket And Chain



Cross And Chain
50c Down—50c Week



50c Down—50c Week
Cameo Rings



50c Down—50c Week
Birthstones

MATRESSES INNERSPRINGS

\$9⁹⁵
UP

All Sizes • All Colors
50c Down • 50c Week



CHRISTMAS DAY BEDS

A utility gift for the home. These smart day beds give you the equivalent of an extra room. A grand gift for your home. Opens to a full size comfortable bed, complete with spring and mattress. Many other models.

\$19⁵⁰

50c Down
50c Week



UNION

TIRE COMPANY

MAIN STORE
286 EAST AVENUE

AND OUR EAST ROCHESTER STORE—114 COMMERCIAL ST.

OPEN EVENINGS
UNTIL 10 P.M.

OPEN SUNDAYS
UNTIL MOON

RADIOS

★ WASHERS

★ DISHES

★ ELECTRICAL APPLIANCES

Greatest Iron Sale OF ALL TIME!

YOU GET THIS \$8.95

Sunbeam

Double Automatic

IRONMASTER

Heats faster—stays hotter—starts ironing in THIRTY SECONDS after you connect it. The ONLY automatic iron with Thumb-tip Heat Regulator up in the handle, away from the fingers, conveniently marked for all types of fabrics. Weighs only 3 1/2 lbs.



THE FASTEST HEATING IRON MADE

... and this \$4.95 RID-JID AUTOMATIC

Easiest to handle—light in weight—entirely Automatic. * Self opening * Self locking * Self closing! Sets up as you set it down... folds up as you pick it up. No stooping or bending. Has the exclusive, patented locking that holds the table rigid, steady, solid when set up. Folds compactly—conveniently hung on wall or door.

YOU GET THIS \$13⁹⁰ IRONING SET

For Only **\$9⁹⁵** AND YOUR OLD IRON



Elm League
Ivan Ames led last Wednesday's Elm League with 604.
Team matches: Bernard Held (2427) 5, W. A. Case (2558) 0; Heisting Englebert (2483) 2, Alexander Smith (2485) 1; McFarland (2541) 3, Nairu Lindstedt (2325) 0; Monroe Diner (2771) 2, Tommy Jenks (2444) 0.

Fanatic League
Fanatic League team matches at Elm Hall last Wednesday: Big Elm Cigar Store (2442) 3, Schrader's Sausage (2198) 0; Avery Restaurant (2510) 3.

Staub & Son (2162) 0; Field Sanitarium (2544) 3, Regent Parking Station (2427) 0; Klee Cigars (2241) 3, Y. & E. Sales (2103) 0.

Genesee League
Guarino's 621 and Maniski's 603 were the best individual totals registered in Monday night's Genesee League.
Hetsler Ice (2602) 2, Quatrop Cigaret Club (2603) 1; Simonds Press (2667) 3, Analice Foundry (2299) 0; Genesee (2315) 3, Kurlash (2094) 0; Brooks Beverages (2728) 3, National Tool & Machine (2237) 0.



Owner of a brand new car this week is Anton Van Schaik of Scottsville. He was the lucky winner named by Wegman's markets. Pictured here with Van Schaik and his new automobile is Mrs. Van Schaik and John Wegman, president of the concern making the presentation.

2 FINE BREWS

Take your choice. You'll smock your lips with enjoyment when you drink these popular brews.

Tam o' Shanter Ale
Apollo Lager Beer

Order From Your Local Dealer
AMERICAN BREWING CO., ROCHESTER, N. Y.

BE SURE TO READ WHEN PASSION COMES TOO SOON
The Amazing Truth About A Famous American Tragedy Revealed From The Depths Of A Bereaved Mother's Ghastly Experience — in **DECEMBER True Story**
At the nearest newsstand, NOW!

Brockport Pin Splitter Posts Match Forfeit
Charlie Sullivan, the Brockport Bucko, has posted a forfeit for his forthcoming match to be bowled at Webber's Hall and at Brockport, five games at each hall. Sullivan will pair with Frank Koley against Charlie Stimus and Joe Hoefner.

Ray Benzon's 718 Tops Buonomos
Ray Benzon in particular and the Ebonites in general were the whole show in the big Buonomos League last Monday night.
Ray was hitting the 1-3 pocket consistently and reeled off games of 214-258 and 246 for a big 718. Ray's good keeling helped the Ebonites to the good total of 3146. Aiding and abetting this total were Russ Thomas with 640 and Marky Chafel's 635. The big leaguers put together games of 1081-1019 and 1046.

(2534) 1; Moose Club (2712) 2, Credit Acceptance (2641) 1; Buonomo Five (2589) 2, Rudolph Jewelers (2918) 0; Cool Chevrolet (2581) 2, Blanchard Florist (2673) 1; Tommy Treat (2754) 2.

Elm Ladies League
Anna O'Hara was the leading lady in last Thursday's Elm Ladies' League with 507.

Team matches: Curuso's Restaurant (2092) 3, Cobbs Hill Grill (1825) 0; Butch Martin's (2125) 2, Bernard Held (2081) 1; Henzler Jewelers (2181) 3, Perry Florist (1858) 0; Ryan's Carting (2312) 2, Moose Club (2131) 0.

FAMED WHISKEY ON THANKSGIVING MENUS
New York Hosts Praise Flavor-Protected Three Feathers

ROCHESTER, N. Y. — What is Thanksgiving without good fellowship, good food — and good drink, richly provided by Three Feathers Whiskey? How pleasant to enjoy this fine whiskey's flavorful mellowness, straight, with soda or ginger ale, or in a Three Feathers Manhattan cocktail — grandest Manhattan of all. Because it's Clear-fined (flavor-protected) — and "light as a feather" — Three Feathers is doubly enjoyable!

Try **THREE FEATHERS** DISTILLED LONDON DRY Gin
90 proof - 100% neutral spirits distilled from grain. Oldcastle Distillers Corp., N. Y.

buy THREE FEATHERS
the whiskey that's light as a feather

Clear-fined FLAVOR-PROTECTED
Buy a Bottle Today

Ebonites Meet City Radiators In Match Game
An interesting match for 75 dollars will take place at Buonomos' Hall on Sunday, December 1, at 8 p. m.
This match will pit the City Radiator team against the Ebonites.
Line-up for the Radiator team will include Charlie Hoffmeier, Percy (Doc) Brown, Frank Wirtz, Johnnie Allen and Joe Lusardy. Ebonites will use Butch Hoefner, Ray Benzon, Russ Thomas, Joe Hoefner and Marky Chafel.

Owen had 654, Baldy Knapp 652, Joe Melvin 638, Jack Cardinale 637, Oscar Grove 635, Ray Lill 634, Jack Kenney 633, Helmar Jaysane 628, Elmer Eckert 624, Stevens 624, Stuberod 618, Marr 607, Jack Curtice 606, Al DeVonis 605 and Bob Streib 600.
Team matches: Owens Amoco (2789) 3, Rochester Turners (2593) 0; Flower City Amusement (2571) 2, Ruby Plumbers (2750) 0; Schlitz Beer (2768) 2, Beechnut Packing (2605) 1; Webber's Hall (2720) 2, Miller's Beverages (2666) 1; City Radiator No. 1 (2790) 3, Community Gun Club (2531) 0; Conner Insurance (2651) 2, Wernau Foods (2674) 1; Quatrop (2538) 2, City Radiator No. 2 (2421) 1; Genesee Insurance (2574) 2, Judge Motors (2453) 1; Hetsler Ice (2545) 3, Saeger's Diner (2562) 0; Decker's Dairy (2525) 2, Imperial Beverages (2428) 1; Gamrod-Hartman (2561) 3, Wilson Oyster Bar (2323) 0; Ebonites (2180) 3, Park & Son (2686) 0; Pure Quill (2770) 2, C. C. West Coal

TWO DAYS LEFT—FRIDAY & SATURDAY
EXPANSION SALE
VISIT OUR NEW AND MODERN COAL PLANT DURING THIS SALE—ORDER NOW

COAL \$10.70 CASH PER TON Shovelled Off
ANTHRACITE SATISFACTION GUARANTEED STOVE, EGG, NUT

COKE \$9.50 CASH PER TON STOVE NUT
GENUINE GUARANTEED DUSTLESS BY-PRODUCT

MAIN 421-422 OFFICE—YARD 125 HUDSON AVE.

MONROE COAL CO. COKE

PEA 9.00 SPECIAL BLOWER MIX
BUCK 7.75
RICE 6.75 \$7.00 Anthracite

EASY BUDGET PLAN. NO DOWN PAYMENT. 5 MONTHS TO PAY
FREE GIFT WITH EVERY ORDER OF COAL—COKE

The Chateau's Gala 13th Anniversary Party
WEDNESDAY, NOVEMBER 27th
COME OUT ANYTIME

The BIGGEST Night You've Ever HAD

FLOOR SHOW
★★ **STUDDERED WITH STARS** ★★
★ Paul's Hollywood Midgets and The 7 Hollywood Blonds ★
★ Peggy Karlton ★
★ Margie Klien ★
★ Waverly Sisters ★
★ Mike Korecki ★
Direct from Ben Marden's Riviera
★ Sondra Marlowe ★
Mistress of Ceremonies

3 BIG COMPLETE SHOWS EVERY NIGHT
8:30
11:30
1:30

TURKEY DINNER \$1 SERVED ALL WEEK
FULL COURSE

STEAK DINNERS \$1.50
TENDERLOIN OR SIRLOIN
Celery, Olives, Radishes
Choice of Fruits Cocktail Shrimp Cocktail
Tomato Juice Cocktail
Cream of Chicken Soup
Sirloin or Tenderloin Steak
Vegetables In Season
French Fried Potatoes
Salad
Ice Cream and Cookies
Coffee

ROAST BEEF ROAST CAPON TURKEY or DUCK DINNER \$1.00
Queen Olives, Radishes, Celery Hearts
Tomato Juice Cocktail
Consomme Vegetables
Choice of Roast Beef Roast Capon Turkey Duck
French Fried or Browned Potatoes
Corn on Cob
Hearts of Lettuce — French Dressing
Strawberry Ice Cream
Coffee

CHATEAU
MONROE AVE. At Winton Rd.

A Full Week of Celebration At Rochester's Finest Nite Club

DRESSER SETS — IRONERS — ROASTERS — ELECTRIC SHAVERS — FURNITURE — DIAMONDS — WATCHES — RADIOS — REFRIGERATORS — STOVES — SILVERWARE — FOUNTAIN PENS

START PAYING NEXT YEAR

MAKE YOUR GIFT SELECTIONS AT SENECA NOW

NEVER BEFORE!
SUCH GREAT VALUES!

1941 **ZENITH**

MODEL 65363
\$69⁹⁵

Here is Truly a Terrific value—Large superb cabinet with 8 tube chassis (including heater cathode rectifier tube) has automatic tuning, the exclusive Radiorgan, guaranteed foreign reception and 10 inch speaker.

ONLY ZENITH HAS THE Radiorgan

MODEL 65356
\$49⁹⁵

Full size console, beautiful walnut finish, receives American and Foreign broadcasts, Automatic tuning, 2 button Radiorgan, 6 tubes (including heater cathode rectifier tube).

1941 **ZENITH** RADIO
TABLE MODELS
THAT SUIT THE
Eye—Ear—Purse

• This beautiful table model gives you the utmost in musical enjoyment.

• Its convenience, cost and appearance make this the ideal table model.

• Here's the table model answer to your complete listening enjoyment.

66501M Portable **\$29⁹⁵**

New, Amazing, Frequency Modulation

ZENITH
LONG DISTANCE RADIO

No Noise!

You will hear every instrument in the orchestra — where today in conventional receivers these instruments are there but you do not hear them.

Zenith's combination of frequency modulation and Zenith's exclusive radio organ gives you the finest radio reception known radio science.

\$139⁹⁵

IT'S YOURS FOR ONLY

BEFORE YOU BUY ANY RADIO SEE AND HEAR THIS NEW ZENITH FREQUENCY MODULATION SET

The DIAMONDS of Her Dreams

AT WIDE-AWAKE SAVINGS!

PAY AS LITTLE AS 50c A WEEK

Diamond Ensemble
\$23⁹⁵ 50c a Week
Beautiful Diamond solitaire and a 3-Diamond wedding band.

Diamond Bridal Set
\$39⁷⁵ 75c a Week
3 glorious diamonds in each of the beautiful, solid yellow gold rings.

VISIT OUR COMPLETE JEWELRY DEPARTMENT

BIRTHSTONE RINGS LADIES'
Assorted colored birthstones in beautiful gold filled mounting. **\$9⁷⁵**

TRAVELING KIT
Every essential toilet article a man needs for traveling. **\$5⁹⁵**

LADIES' 17 JEWEL BULOVA
A charming new style. Nationally famous for ladies. **\$24⁷⁵**

MEN'S 17-JEWEL GRUEN
Handsome, modern style watch for men! Accurate! **\$33⁷⁵**

FREE!

11 PIECE ALUMINUMWARE SET

2 PIECE PERCOLATOR, 8 cup size!
2 PIECE COVERED SAUCE POT—6 quart capacity!
3 PIECE SAUCE PAN SET—1½, 2 and 3 quart sizes!
3 PIECE DOUBLE BOILER—holds 2 qts. Complete with Lid!
FRYING PAN—Big 10 inch size! 12 gauge Aluminum!

—With Every Purchase of This Famous **Quality GAS STOVE**

Full QUILTEX Insulation, Unitop, Twin Light Accessory Ensemble — Two Lamps, Minute Mixer, Condiment Set, and Convenience Outlet, Centra-Cook, Three Standard, One Giant UNIFLEX Bright Top Burners, HiLo Gas Valves, "Kitchen Tested" Oven and Broiler, Deluxe Automatic Oven Control, Large Utensil Compartment, 5 1/4" High Utensil Drawer, White Porcelain Enamel, Deluxe Chrome-Trimmed Hardware, Flush-to Wall Design, Toe-Space Base. Overall 48" w. x 27 1/2" d. Oven 16" w. x 20" d., 11" h.

NEW "UNIFLEX" BURNERS — Amazing new "Quality" invention gives greater efficiency.

"QUILTEX" INSULATION — Keeps Heat Inside! Moisture, rodent, vermin proof.

CENTRA-COOK TOP — Burners in center of range for greater convenience.

FLUSH-TO-WALL DESIGN — No wasted space — connections are concealed!

UNITOP — One-piece strain resistant enamel top and back guard!

SPEED SIMMER BURNERS — Two burners in one. Ideal for "waterless" cooking.

★ **BARGAIN PRICES** ★

★ **BIG TRADE-IN ALLOWANCE** ★

WE WANT FIFTY OLD GAS STOVES THEREFORE HIGHEST ALLOWANCE FOR YOUR OLD STOVE

SENECA STORES
149 MONROE AVENUE

CREDIT JEWELERS
OPEN EVENINGS TILL 10 O'CLOCK

WATCHES — RADIOS — REFRIGERATORS — STOVES — SILVERWARE — FOUNTAIN PENS — WASHING MACHINES — FOUNTAIN PENS — CLOCKS — WASHING MACHINES



Our Answer to Your Xmas Money Problems
Will Be
Schines
SUPER
BINGO \$ **1900** **GIVEN**
Every Week

Schine's
MONROE
584 MONROE AVE.
Every Wed. Starting Nov. 27
\$300 Each Night
26 GAMES

On the Screen—
Wed. Nov. 27
"GRAND OLD OPRY"
WITH **WEAVER BROTHERS**
AND **ELVIRY**

Schine's
RIVIERA
1451 LAKE AVE.
Every Wed. Starting Nov. 27
\$300 Each Night
26 GAMES

On the Screen—
Wed. Nov. 27
"GRAND OLD OPRY"
WITH **WEAVER BROTHERS**
AND **ELVIRY**

Schine's
MADISON
300 GENESEE ST.
Every Wed. Starting Nov. 27
\$300 Each Night
26 GAMES

On the Screen—
Wed. Nov. 27
"GRAND OLD OPRY"
WITH **WEAVER BROTHERS**
AND **ELVIRY**

Schine's
WEBSTER WEST-END
314 WEBSTER AVE. & 555 THURSTON RD.
Every Tues. Starting Nov. 26
\$250 EACH EACH
22 GAMES

On the Screen—**Tues. Nov. 26**
WEST END | **WEBSTER**
"FORGOTTEN GIRL" | **"SCATTERBRAIN"**
With Donald Woods | With Judy Canova

BINGO

No. 1 to 15 Nos. 16 to 30 Nos. 31 to 45 Nos. 46 to 60 Nos. 61 to 75

3	28	33	48	68
11	16	39	60	67
FREE				
9	20	0	59	73
15	26	37	55	71
12	22	42	50	66

Five Numbers Across Any Line Wins; Horizontally, Vertically or Diagonally
START WITH LETTER **Q** IN CENTER, FREE

2nd THOUSAND 701

Schine's
LAKE
Lake Ave. at Stone Rd.
Thurs. & Fri. Start Nov. 28, 29
\$250 NITE NITE
22 GAMES

On the Screen—**Thur.-Fri. Nov. 28-29**
28 "OH, JOHNNIE HOW YOU CAN LOVE"
Tom Brown — Peggy Moran
29 "LITTLE ACCIDENT"
with Baby Sandy & Hugh Hubert

FEATURE PICTURE AT ALL HOUSES 7:15 TO 8:30 — BINGO FROM 8:30 TO 11 P. M.

We Take a Lot of Pleasure in Now Offering the Game You Enjoy So Much
In the Comfort and Convenience of Our Theatres — Enjoy a Hit Feature Too!

ROCHESTER

Medico
Football

From the received in Football Sel looks like th right diagnos the right dop ball winners concerned.

Several up ranks gave of another bad were soundly of the "amat the contest.

Winner of award is Jaenike, 65 K scored ten possible 15. else, Dr. Jaer the Cornell - which, after was finally a Hampshire m per - upper" Dame - Iowa the lads fro state-tumbled out of the un

Miss Kath 404 Lexingto same score as was the seco beating the Miss Christof the honorable With the pl urday's game ball Selector's for the season week's contes in next Thur

G. & E

Jack Bloom 644 for top ho day's Gas & E Elm Hall. B 629.

Team matche Electric Labora Reading (262) 3 (235) 0; Office General Construct Distribution (2363 Ing (2301) 1; Of heating Service (2

Blessed R
FOR D
CHI-CHE-TE
helping 1
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MONDAY
708 117
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Absolutely safe
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CHI-CHE-TE

CONST
GAS CAN
AS IF Y

Can you help rel gas due to wast Yes! Take Beech two ways to hel constipation, l vegetable com gentle, thorough with no unplea Next, it quickl freshes you by r of constipation Pills tonight. Fe row. Atyourdrug

Wh

PART
CARPENT
113 No. Thursday SUNDAY Admis

NORM'S B
CI RECREAT 500 CI MONDAY MONDAY \$5

SATURDA
ADMIS

TOWNE
BIN
FRI., SAT.

\$235
GIVEN

Cor. Univers

CASH PR
30 — FREE

DANC

Medico Cops Sun Football Prize

From the hundreds of replies received in this week's Sun Football Selector's Contest it looks like the doctor made the right diagnosis. At least he had the right dope as far as the football winners last Saturday was concerned.

Several upsets in the college ranks gave our official selectors another bad week and they were soundly trounced by many of the "amateurs" who entered the contest.

Winner of the five dollar award is Dr. Richard C. Jaenike, 65 Kempthurst Rd. who scored ten winners out of a possible 15. As did everyone else, Dr. Jaenike tripped up on the Cornell - Dartmouth game which, after much discussion was finally awarded to the New Hampshire men. Another "tripper-upper" was the Notre Dame - Iowa upset in which the lads from the tall corn state tumbled the mighty Irish out of the unbeaten ranks.

Miss Katherine Christoff of 404 Lexington Ave. had the same score as Dr. Jaenike. Hers was the second reply received beating the Sun Experts. To Miss Christoff therefore, goes the honorable mention award.

With the playing of this Saturday's games the Sun Football Selector's contest will end for the season. Winners of this week's contest will be named in next Thursday's Sun.

G. & E. League

Jack Bloom banged out a big 644 for top honors in last Tuesday's Gas & Electric League at Elm Hall. Bernie Cahill had 629.

Team matches: Inventory (2208), J. Electric Laboratory (2113), B. Meter Reading (2022), C. Order Department (2338), D. Office Maintenance (2601), E. General Construction (2600), F. Gas Distribution (2363), G. Gas Manufacturing (2303), H. Office (2392), I. House-Heating Service (2423), J.

Blessed Relief...
FOR DIFFICULT DAYS
CHI-CHE-S-TERS PILLS are helping thousands of women relieve their discomforts. They relieve menstrual pain and discomfort. Absolutely safe to take as 50¢ directed. Contains no habit-forming drugs or narcotics. Used beneficially for over 55 years.

CONSTIPATION GAS CAN MAKE YOU FEEL AS IF YOU'D EXPLODE!

Can you help relieve the pressure of gas due to waste in the intestines? Yes! Take Beechams Pills. They act two ways to help relieve temporary constipation. First, this purely vegetable compound induces a gentle, thorough bowel movement with no unpleasant after-effects. Next, it quickly relaxes and refreshes you by relieving the distress of constipation gas. Take Beechams Pills tonight. Feel different tomorrow. At your druggist's, 10c, 25c, 50c.

Football Forecasts

GAME	SULLIVAN	LYONS	CARROLL
Colgate-Columbia	Colgate	Columbia	Columbia
Cornell-Penn	Cornell	Cornell	Penn
U.C.L.A.-Washington	Wash.	Wash.	Wash.
Calif.-Stanford	Stanford	Stanford	Stanford
Dartmouth-Georgia	Georgia	Dartmouth	Georgia
Harvard-Yale	Harvard	Harvard	Harvard
Illinois-Iowa	Illinois	Iowa	Iowa
Indiana-Purdue	Purdue	Purdue	Purdue
Minnesota-Wisconsin	Minn.	Minn.	Minn.
Michigan-Ohio State	Michigan	Michigan	Michigan
Notre Dame-Nwestern	Notre Dame	Notre Dame	N'Western
Penn State-Phi	Penn State	Penn State	Penn State
Princeton Army	Princeton	Princeton	Princeton
Alabama-Vanderbilt	Alabama	Alabama	Alabama
Canisius-Seranton	Canisius	Seranton	Canisius

BOWLING

WITH ED RANDALL

From where we sit, it appears the directors of the Rochester Bowling Association really accomplished something in their meeting on November 10th.

We approve most heartily of the new ruling which prevents an individual from bowling with more than two five-man teams in the City Tournament and basing the handicap on the highest league average is definitely a step in the right direction.

While some bowlers may question the increase in entry fee for the 1941 event from \$1.75 to \$2.00, they must not overlook the fact that \$1.20 of each \$2.00 goes for prize money and that the alley owner is receiving \$2.00 per hour more for his alleys.

Another rule adopted should have been put into effect years ago. That is the rule which provides for suspension from organized bowling of any bowler who drops out of a league while delinquent in dues or other obligations. I carried a bowler one year from the second week of the season until the middle of January, when he developed a mysterious strained back and quit leaving our prize money short something like thirty-five dollars. Had this new ruling been in effect at that time, no other team would have taken the risk of being stuck in a similar manner.

A very intelligent rule was that which makes it obligatory for a candidate for the offices of President, Secretary or Treasurer of the RBA to have served at least one year either as an officer of the organization, an executive committee member or an alternate committee member, before being eligible to run for office. This ruling insures the bowlers of Rochester that their officers in the RBA will be men of experience and it is another demonstration of the foresightedness of those now guiding the destinies of the Association.

-WANT ADS-

PERSONALS
READINGS - Katherine Welsh Stone 5616.
MAIL ORDERS taken for pure fresh herbs, roots, herb catalog 10c. Fredorer, Coldwater, N. Y.
CONTRACT BRIDGE taught by J. G. Cornford. Lessons reasonable. Culver 5862-R.
GET YOUR lucky numbers and problems solved by Evelyn Tobin at Brass Bell 2 10 3 P. M. Home appointments. Monroe 1224-W.
MACHINELESS PERMANENTS in your home. All styles. Regular \$3.95 now \$2.50 complete. All waves guaranteed. Call Mary, Glenwood 5651-R.



AN OLD BOND
Between Friends
You can pay no higher tribute to your guests than to serve them with Mount Vernon, the "patrician of American ryes." For this superb whiskey is rich in tradition and delicate in flavor—truly, the "bond of friendship."

The good news department also announced that a surplus of \$170 from the 1940 City Tournament will be added to the 1941 prize list and that there are now 203 sanctioned leagues in the Rochester Association, an increase of 20 teams over last year's final figures.
Sam Danno, former RBA president, was voted a life membership in the organization and received a past president's diamond pin.
The resignations of Leo (Baldy) Knapp and George Scheid were accepted. This resulted in other members of the board stepping up. Clayton Kaul becomes 2nd Vice President; Doctor Baldwin Martin, 3rd Vice President and Marky Chafel, 4th Vice President. Jeff Knight and Larry Green were named as alternate committee-men.
Over 75 leagues were represented at the meeting which was held in the Assembly Hall at Edgerton Park.

Mount Vernon
BOTTLED IN BOND
Straight Rye Whiskey
NATIONAL DISTILLERS PRODUCTS CORP. N. Y.

WANTED TO BUY

HIGHEST prices newspapers 40c per hundred from metal, rag, Stone 2612-R.

HOUSE FOR RENT

REGENT 84, No. 10 - Attractive modern six rooms. Redecorated. Good furnace. Near two car lines. Monroe 796-W.

POSITION WANTED

WIDOW age 49, college graduate. Hospital, business and professional training. Will consider any good position. Urgently in need. Apply box 74, Rochester Sun Office.



TURKEY?
GOOD?
CHEAP?
only 75¢
— WE NEVER CLOSE —
BOYLAN'S RESTAURANT
1851 EAST AVE.
At Winton Road

GOOD ADVICE

Helen—Grace was right. You found out an older woman's advice was wise before it was too late. Jerry never knew, either. The complete story is in the December True Story Magazine. Turn to page 43 and read "I Didn't Want My Baby." On sale now at all news dealers.

INDIGESTION RUGS

9x12 \$1.00
CLEANED and STAMMED RUGS, Stained, Cleaned, Washed, Steam, Moth, Damp and Germ-proofed. ELTER CO. Est. 1878. Glenwood 3466 - M Arthur St.

MR. HI--WE'RE GONNA HAVE SOME TURKEY, IF MY AIM IS NOT TOO HASTY
MR. WATT--LET'S AIM TO HAVE SOME KESSLER'S CAUSE IT'S SMOOTH AND MILD AND TASTY

KESSLER'S
AMERICA'S GREATEST WHISKEY VALUE

KESSLER'S PRIVATE BLEND, A BLENDED WHISKEY. 75% Neutral Spirits distilled from Grain. 90 Proof. Julius Kessler Distilling Co., Incorporated, Baltimore, Md.; Lawrenceburg, Indiana.

YOU ARE WANTED AT BERGHASH LIQUOR STORE

To follow the crowd and take advantage of this gigantic SALE!

RYE WHISKEY 100 Proof
4 1/2 Years Old
Bottled in bond under U. S. government supervision. Slow aged—the old fashioned way for rich mellow flavor, in charred oak barrels.
\$2.25 FULL QUART
\$3.25 VALUE

2 GREAT WHISKIES
RYE or BOURBON
Stock Up NOW!
FOR YOUR CHRISTMAS NEEDS

BOURBON WHISKEY 100 PROOF
4 1/2 Years Old
Bottled in bond. U. S. Government supervised. Rich, mellow, smooth. Aged in charred oak barrels. Case of 12 bottles \$26.
\$2.25 FULL QUART
\$3.25 VALUE

ROCHESTER'S LARGEST LIQUOR STORE — BERGHASH

SCOOP PURCHASE
Imported SCOTCH
Queen Victoria
Special reserve! Blend of fine Scotch whiskies. In cases of 12 bottles \$29.75.
\$2.59 4 5 Quart
Reg. \$3.29
Another Berghash Bargain

100% PURE DIPLOMAT WINE
Be Sure When Buying Wine Label Reads 100% Pure California Wine
Alcohol 20% by Volume
Money Back Guarantee!
\$1.69 FULL GAL.
100% Pure California—your guarantee of excellence.
• PORT
• SHERRY
• TOKAY
• MUSCAT
• ANGELICA
• MADERIA
• CLARET
• SAUTERNE
• ZINFEL
• BURGUNDY
Save! Buy 4 gallons for \$6.
FREE PARKING OPPOSITE OUR STORE

LOWEST PRICES EVER
Le Jour CORDIALS
Serve with your dessert. Creme de cocoa, Anisette, green or white Creme de Menthe.
\$1.99 4 5 Quart
Reg. \$2.40
Another Berghash Bargain

Lowest Price Ever
LONDON INN GIN
\$1.69 value. Excellent for Collins or straight.
Case of 12 bottle \$15.
\$1.29 4 5 QL

Our Best Selling Whiskey
CREAM O' GRAIN
Stock up at this low price. 4 years old. Aged in wood. Try it. Case of 12 quarts \$21.
\$1.89 FULL QT.

C. G. FRY'S PEACH BRANDY
\$1.95
U. S. Government supervised. Bottled in bond. 100 proof. California made. 8 1/2 years old.

GORDONS MARTINI COCKTAIL
\$1.69
70 proof. \$2.35 value. Made with Gordons Distilled London Dry Gin.

MON VALLEY SLOE GIN
\$1.75
Made of choice Sloe Berries. You'll enjoy it's smooth delicious flavor. 70 proof. Exceptional value.

ROCHESTER'S LEADING LIQUOR STORE
BERGHASH
FREE DELIVERY
124 CLINTON AVENUE S. NEXT TO LOEWS THEATRE PHONE MAIN 786

Where To Go For Entertainment

PARTIES AT CARPENTER'S HALL
113 No. Fitzhugh
Thursday — 8:30 P. M.
SUNDAY — 2:30 P. M.
Admission 20c

BINGO at CHILI Recreation Hall
Every Friday Night 8:15 p. m.
\$5.00 each for the 23 games
Tues. and Wed. 1:30 p. m.
Tues., Thurs., Fri. and Sat. 8:15 p. m.
509 Chili Ave. at Thurston

BINGO
Sunday 2:15 P. M.
Monday Nite — 8:15 P. M.
GLADY'S BINGO 142 GENESEE

BINGO PARTIES at BEELEY'S
Mon., Tues., Fri., Sat. at 8:15 P. M.
Sunday at 2:30 P. M.
142 GENESEE ST. in REAR

NORM'S BINGO PARTY
CHILI RECREATION HALL
509 Chili Ave.
Monday, 8:30 P. M.
All Are Welcome

BINGO
Doors Open at 7:00 P. M.
Shows at 7:15 and 10:30 P. M.
WEDNESDAY SPECIAL

PARTIES UNION LEAGUE HALL
Sunday and Monday, 8:15 P. M.
Wednesday and Saturday, 1:30 P. M.
290 Gregory, at South Ave.

HOLLYWOOD BINGO HALL
Wed., Thurs., Fri. & Sat.
35 PULLMAN AVE.

PARTIES AT CAPITOL Theatre Hall
85 W. Main St.
WED. and SUN. 8:15 P. M.

BINGO PLYMOUTH CHURCH HALL
Plymouth Ave. at Troup
25 DOOR PRIZES
Admission 20c
Every Sat. 8:30 P. M.
Door Prizes—Jack Pot

TOWNERS HALL BINGO
FRI., SAT., SUN. 8 P. M.
\$235 GIVEN
23 Games \$5 Each
Cor. University & Atlantic

WATCH US GROW
De LUXE BINGO
EVERY MONDAY NIGHT
CASH PRIZES IN EXCESS OF \$800.00
30 — DOOR PRIZES — 30
FREE GOLD AWARD TICKET \$75.00 GAME
DANCING — RAY FAGAN'S ORCHESTRA ENTERTAINMENT 8:00 P. M.
BINGO — 8:30 P. M. to 10:30 P. M.

THIS IS YOUR INVITATION TO DE LUXE BINGO
Every Monday Night
Under auspices of Knights of Columbus
K. OF C. AUDITORIUM — CHESTNUT ST.
PLAY FOR MORE THAN \$700
30 DOOR PRIZES 30 FREE Gold Award Ticket Every Night
FREE SPECIAL — SEVERAL TURKEYS
Special Entertainment at 8 P. M.
BINGO 8:30 to 10:30 P. M. Dancing After Games.
Ray Eagan's Orchestra

ROCHESTER SUN, THURSDAY, NOVEMBER 21, 1940

The Rochester Sun Is Your Guide To Better Buying

COUPON SALE



Like clipping coupons from Government Bonds, clipping the coupons in this big DAW'S ad saves you money in big, generous chunks! Use your scissors . . . cut yourself a slice of the savings that will bring all Rochester and vicinity into the DAW'S stores this week-end. Everybody knows that coupons at DAW'S are like money in the bank . . . and this whole pageful represents the biggest drug and toiletry values the town has ever seen! Get busy NOW . . . start clipping . . . and make DAW'S the first stop in your week-end shopping trip!

Every Snip of Your Scissors is Money in Your Pocket

RIGHT RESERVED TO
LIMIT QUANTITIES
NONE SOLD TO DEALERS

ALL DAW'S STORES
OPEN TODAY 7 CONVENIENT LOCATIONS

DAW'S ORIGINAL CUT-RATE DRUGS

- | | | | | | | |
|--|--------------------------------------|--|-------------------------------------|--------------------------------------|------------------------------------|------------------------------------|
| 56
CLINTON AVE. S.
Opp. Temple Theater | 31
MAIN ST. E.
Corner Aqueduct | 353
MAIN ST. E.
1 Door from Stillman | 452
RIDGE RD. W.
Corner Dewey | 880
MAIN ST. W.
At Bull's Head | 473
N. GOODMAN
Just Off Main | 539
MONROE AVE.
Near Goodman |
|--|--------------------------------------|--|-------------------------------------|--------------------------------------|------------------------------------|------------------------------------|

COUPON
PAPER NAPKINS
BOXES OF 80
2 for 7c

COUPON
BAY RUM
For After Shave
50c Pt. Size
24c

COUPON
PHILLIP'S MILK of MAGNESIA TABLETS
50c Size
23c

COUPON
FREE MAR-O-OIL
Generous Size
New SUPER-FOAMY Type
Shampoo
NO PURCHASE NECESSARY
Just Present This Coupon (Limit 1)
While 10,000 Last!

COUPON
NIPPLES
Amber-Tab
Reg. 15c
Box of 2
7c

COUPON
FACIAL TISSUES
Boxes of 200 Sheets
2 for 11c
(Limit 2)

COUPON
Hair Curlers
Perfect for End Curls
★ ALUMINUM ★
★ SPRING LOCK ★
3 for 7c
(Limit 6)

COUPON
HOT WATER BOTTLE
Heavy, well made . . . fresh red rubber . . . full 2-qt. capacity.
Lowest Price Ever Sold!
Guaranteed **39c**
(Limit 1)

COUPON
Famous English Style RUM & TOFFEE BUTTER
Each Piece Individually Wrapped
1-Lb. Bag
19c
ALSO PACKED IN ASSORTED FLAVORS: Chocolate, Orange, Coconut, Licorice
(Limit 2)

COUPON
TOOTH BRUSHES
ASSTD. SHAPES
25c Quality
8c

COUPON
HAND SCRUBS
Thousands Of Uses
Reg. 10c Value
6c

COUPON
SHOWER SPRAY
Fits Most Nozzles
60c Value
36c

COUPON
RAZOR BLADES
Single Edge
10c Pkg. of 4
4c

COUPON
WOODBURY'S SHAVE CREAM
Large 35c Size
11c
(Limit 2)

COUPON
POKER CHIPS
UNBREAKABLE DENNISON'S
Box of 100
29c
(Limit 2)

COUPON
EVER-READY Shaving BRUSH
Bristles Set in Rubber
75c Value
29c
(Limit 1)

COUPON
PLAYING CARDS
Bridge or Pinochle
Fine Linen Quality
21c
(Limit 2)

COUPON
TODDY
1/2 Lb. 25c Size
11c
(Limit 2)

COUPON
WOODBURY'S TOOTH PASTE
25c Size
8c
(Limit 1)

COUPON
HOREHOUND DROPS
FULL POUND
11c
(Limit 2)

COUPON
SHOE POLISH
BLACK, BROWN, TAN
OX-BLOOD
Giant 75c Size
7c

COUPON
BORAXO
"Cleans dirty hands"
Lgr. Size
9c

COUPON
CASTILE SOAP
DOLORES made from olive oil
15c Size
7c

COUPON
BANDAGE GAUZE
2" x 10 yds.
2 for 11c
(Limit 2)

COUPON
ELECTRIC CORD SET
Full length cord, well-made, strongly insulated. Complete with plug.
25c Value
11c
(Limit 2)

COUPON
Shoe Shining KIT
Leatherette Case
• Polish
• Black or Brown
• Dauber
• Shine-O-Cloth
• Lamb's Wool Polisher
35c Value
13c
(Limit 2)

COUPON
CLAPP'S Reg. Size BABY FOODS
5c
(Limit 3)

COUPON
RUBBER GLOVES
ALL SIZES
35c Quality
Pair
16c

COUPON
FOUNTAIN PEN INK
Large 4-oz. Size
6c

COUPON
TOILET TISSUE
1000 Sheet Rolls
3 for 11c
(Limit 3)

COUPON
LUX FLAKES
Reg. 10c Boxes
2 For 13c
(Limit 2)

COUPON
25 Double-Edge RAZOR BLADES
Made of the finest Swedish surgical chrome steel.
Box of 25
23c
(Limit 2 Boxes)

COUPON
CLOTHES PINS
Square Polished
Box of 40
5c
(Limit 2 Boxes)

COUPON
FITCH'S HAIR OIL
REG. SIZE
4c
(Limit 2)

COUPON
ALARM CLOCKS
GILBERT
\$1.25 Value
77c

COUPON
Safety PINS
Nickel-Plated Ass'd. Sizes
Pkg. of 40
10c Value
4c

COUPON
MINERAL OIL
U. S. P. QUALITY
Pint Bottle
14c
(Limit 2)

COUPON
POT CLEANER
Made from Spun Copper . . . 10c Value
2c
(Limit 2)

COUPON
DISH CLOTHS
FULL SIZE, PASTEL COLORED
REG. 10c VALUE
3 for 7c
(Limit 12)

COUPON
ITALIAN BALM
Hand Lotion
35c Size
18c
(Limit 1)

COUPON
Shoe Trees
Adjustable
35c Value
Pair
16c

COUPON
Cocoa Butter
U. S. P. Quality
In handy container
10c Value
6c

COUPON
BARBASOL SHAVE CREAM
50c Size
19c
(Limit 1)

COUPON
WHISK BROOMS
Genuine FIBRE Whisks . . . will outwear ordinary brooms.
REG. 25c VALUE
13c
(Limit 2)

COUPON
ADHESIVE PLASTER
Double Seal Zinc Oxide
1/2-inch 8 yards
2 for 11c
(Limit 2 Rolls)

COUPON
ENVELOPES
Pkg. of 25's 10c Value
Pkg. For 5c
2 for 5c
(Limit 2)

COUPON
VANILLA
[Limitation]
Large 6-oz.
25c Value
8c

COUPON
MIRROR
For Shaving, Make-Up, Etc.
50c Value
19c

COUPON
Dr. WEST 25c Size Tooth Paste
11c
(Limit 2)

COUPON
POWDER PUFF
Genuine Gaiaboro
Zinc Oxide
27-inch
Your Choice
2c

COUPON
BORIC ACID POWDER
35c 1-Lb.
12c
(Limit 1)

COUPON
DENTAL BRUSH
For Cleaning False Teeth
35c Value
14c

COUPON
TOBACCO POUCH
ZIPPER LEATHER or SUEDE
50c Value
23c

COUPON
Drinking Glasses
Tall 9-Ounce Size
This is the lowest price at which these lovely gold & platinum-banded glasses have ever been offered. No-chip edges.
Reg. 10c
5c 6 For 25c
(Limit 12)

COUPON
SHOE LACES
27-inch
2c

COUPON
COLD TABLETS
LAXATIVE-QUININE
25c SIZE
8c
(Limit 1)

COUPON
TOILET BRUSH
Sturdy bristles, set in long wire handle.
15c Value
7c

COUPON
WAX PAPER
100 Foot Roll
6c

COUPON
OLD-FASHIONED GLASSES
Beautifully decorated 7 and 8 ounce glasses with thick, cham bottoms. SOLD EVERYWHERE FOR 10c!
With this Coupon
5c 6 For 25c
(Limit 12)

COUPON
LUNCH BOX
All Metal
75c Value
36c

FOURTH
Women's
ner's.
Gift Lour
Diamond
Klem's.
Wedding
Small's.
Phileo C
Edward's.
Gift Tabl
Zip-Line
Goodyear.
Occasion
For Trim
Zenith Ha
10 pc. Irv
Gamler's.
Jumbo S
Drug Co.
18 inch D
-Grant's.
Lane Ceda
the Furnit
Men's 17
33.75-Sene
Occasion
ward's.
Pure Call
-Berghash
Part Wo
Lauer's.
Day Beds,
All Wool Z
Full Fash
-Lincoln's.
Matched
Libby's.
Quilted B
ley's.
Life Time
Sibley's.
3 pc. Leg
Simmons
\$49.95-Wel
Carmen H
Rudolph's
Dolores Ca
Choral Gr
To Present
Annual Co
The Orpl
affiliated w
Glee Clubs
hold their
Tuesday at
Church, on
8 p. m. ur
of L. J. Ma
20 LIV
Reg. \$22
Reg. \$15
Reg. \$19
Reg. \$7
Reg. \$16
ON Sale AT

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Delivered Every Thursday

FOURTH YEAR—No. 4

ROCHESTER, N. Y., THURSDAY, NOVEMBER 21, 1940

To 75,200 Rochester Homes

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

Gift Guide

Women's Gaiters, 50c pair—Neisner's.
Gift Lounge Chair, \$25—Edward's.
Diamond Onyx Ring, \$12.95—Klem's.
Wedding Rings, \$7.95 to \$19.95—Small's.
Philo Console Radio, \$69.95—Edward's.
Gift Tables, \$1.25 up—Flanigan's.
Zip-Lined Overcoats, \$14.95—Goodyear.
Occasional Chairs, \$3.95—Lyon's.
Fur Trimmed Coats, \$25—Klener's.
Zenith Radios, \$14.95—Hickson's.
10 pc. Ivory Dresser Set, \$9.95—Gamlar's.
Jumbo Stuffed Toys, 89c—Key Drug Co.
18 inch Dressed Baby Doll, \$1.98—Grant's.
Lane Cedar Chests, \$10.95—Majestic Furniture.
Men's 17 Jewel Gruen Watch, \$3.75—Seneca Stores.
Occasional Tables, \$7.95—Edward's.
Pure California Wine, \$1.69 gal.—Berghash.
Part Wool Blankets, \$3.95—Lauer's.
Day Beds, \$19.50—Union Tire.
All Wool Zip Jackets, \$3.98—Sears.
Full Fashioned Silk Stockings, 50c—Lincoln's.
Matched Travel Set, \$14.95—Likly's.
Quilted Bed Jackets, \$7.95—Sibley's.
Life Time Desk Lamp, \$12.50—Sibley's.
2 pc. Legging Sets, \$5.49—Left's.
Simmons Beautyrest Lounge, \$49.95—Wels & Fisher.
Carmen Bracelets, \$5.95 each—Rudolph's.
Dolores Castle Soap, 7c—Daws.

Choral Group To Present Annual Concert

The Orpheus Male Chorus, affiliated with the Associated Glee Clubs of America, will hold their annual concert next Tuesday at the First Baptist Church, on N. Fitzhugh St. at 8 p. m. under the leadership of L. J. Marsh.

STORES READY FOR CHRISTMAS BUYERS

Grant's Buried Treasure Hunt Lures Thousands: Contest Simplified

Sixty-five Sun readers were named winners of the first W. T. Grant Co. Buried Treasure Hunt conducted last Thursday. Thousands of entries poured in to give the contest a grand send-off. Today another big Treasure Hunt will be conducted with five three dollars, five two dollar, five one dollar prizes and 50 merchandise awards being offered.

To simplify the contest and make it still easier for everyone to enter, the sponsors are making a change, experimentally, this week to satisfy the demands of hundreds of those unable to play in last week's contest.

Instead of broadcasting the jingles over the radio as last week, they are appearing in today's issue of this paper. Many people have said they could not be at their radios between seven and seven-thirty on Thursday nights. Others said their favorite programs were being broadcast on other stations at that time.

Therefore, as an attempt to answer the problems of these hundreds who were unable to enter the contest last week, you'll find a column of jingles right here in this paper today. Turn to the jingles now, read the simple rules and then send in your answers to the W. T. Grant Co. You may win a cash or merchandise prize.

ROCHESTER SUN carriers are chosen for their ability to carry out orders. One rule is, no bicycle riding while delivering the Sun.

Appeal Made For Children's Party Funds

Appeals to aid the Young People's Association Christmas Cheer Committee in the promotion of a gigantic needy children's Christmas party were being answered this week by

(Continued on Page 12)

Only **28** Shopping Days Till Christmas

When Boy Shuns Pie-That's News!



Along about now (if you've had your dinner) Mr. Turkey gets his revenge for his untimely death. First comes the turkey and then the tummy-ache. Ask James Baker, 10 Alexander St., pictured here. He shows how he'll have to turn down that third piece of pumpkin pie after demolishing Mr. Gobbler to a pile of bones today. Just think—croquets tomorrow, hash the next day and turkey soup for days and days.

These Actors Happy To Lay An Egg

The poultrymen have a new angle on the old adage about an apple a day keeping the doctor away.

They believe an egg a day from every hen in the pen keeps the mortgage away.

Next week poultrymen will enter their egg-a-day hens in the annual egg-laying contest in connection with the 35th annual Rochester Poultry and Pigeon Show at the Civic Exhibits Building here.

Each entrant will put five hens in pens provided by Rochester Fanciers Association, and at 8 a. m. Wednesday the race will be on. It closes 105 hours later, at 5 p. m. Sunday, and the quintet which lays the most eggs will bring its owner a silver cup, cash prizes, and merchandise.

American-Made Goods Spotlighted In City Stores

Never before have Rochester stores been more ready for the hordes of Christmas gift buyers who are expected to crowd the aisles beginning tomorrow morning.

Everything is in readiness for the biggest Christmas season since 1929. The trend of business this year has been steadily upward and reports of increasing payrolls throughout the nation have caused retail store executives to stock up with the greatest array of values in a decade.

Emphasis this year is focused on American made merchandise. A wave of patriotism combined with good hard common sense has led thrifty shoppers to demand American-made wearables, toys and gifts of

(Continued on Page 12)

NO BETTER Whiskey IN ANY BOTTLE **WILSON** "THAT'S ALL" BLENDED WHISKEY

Wilson Distilling Co., Inc., Bristol, Pa.



LAUER'S

Sale! Living Room Suites

Christmas is coming! And Lauer's must clear their floors for new holiday merchandise. Here is how we intend to do it. — We have reduced the prices of 20 beautiful, new living room suites from 20% to 40%. Every suite is perfect... Every suite an exceptional value — marked far below its regular price! Big comfortable moderns... 18th Century styles... Mohairs... Velours... Tapestries... you'll find them all on sale at Lauer's tomorrow and Saturday. This is your great opportunity to save many dollars on fine upholstered furniture. Don't hesitate! Come to Lauer's tomorrow... Saturday. You'll find just the suite you've wanted at an unusually low price.

20 LIVING ROOM SUITES REDUCED FROM 20% TO 40%

HERE ARE SOME OF THE VALUES — MANY MORE ON DISPLAY AT LAUER'S

- | | |
|--|---|
| Reg. \$225 2-Pc. Dusty Rose Knuckle-Arm Mohair \$149 | Reg. \$169 2-Pc. Burgundy Striped Mohair Modern \$129 |
| Reg. \$159 4-Pc. Wine and Blue Modern Mohair \$124 | Reg. \$289 2-Pc. Karpen Kid Mohair Knuckle Arm \$198 |
| Reg. \$198 2-Pc. Turquoise and Coral Chesterfield Mohair \$169 | Reg. \$129 2-Pc. Wine Striped Velvet Lawson \$ 89 |
| Reg. \$179 3-Pc. Wine and Blue Walnut Trim Mohair \$139 | Reg. \$149 2-Pc. Blue Mohair London Club \$119 |
| Reg. \$169 3-Pc. Mauve and Turquoise Modern Velour \$129 | Reg. \$149 2-Pc. Coral Mohair Carved Hook Arm \$119 |

STORE OPEN EVERY FRIDAY NIGHT

ON Sale AT **LAUER'S • 50 STATE ST**

In Lauer's Drapery Department WASHABLE RAYON Marquisette Curtains

Yes, these exquisite marquisette curtains launder quickly, easily and beautifully without shrinking or losing their original lustrous finish. Lauer's know because we have tested them ourselves. Five times we washed the same pair of curtains in Lux suds and ironed them by hand. When you see the laundered sample, you'll agree with us that it is even more beautiful than the original. These soft, shimmering curtains come already tailored to almost every imaginable size. Short windows, long windows, doors, extra wide extra narrow windows... We have sizes to fit them all. Hundreds of pairs ready for immediate delivery.

Immediate Delivery - Any Quantity - Any Size

STANDARD WIDTH	EXTRA WIDTH
34"x36" Fireplace ... 1.39	44"x36" 1.89
34"x54" Short Size ... 1.59	44"x54" 2.19
34"x63" Short Size ... 1.79	44"x63" 2.49
34"x73" Reg. Size ... 1.98	44"x72" 2.69
34"x81" Semi-Long ... 2.19	44"x81" 2.98
34"x90" Extra Long ... 2.49	44"x90" 3.29

Come... Write... Phone—Cash... Charge... Budget

Reg \$3.95 Exquisite Fillet Lace — 69" x 86" TABLE CLOTH - \$2.50

Lovely scroll pattern lace painstakingly worked over a sturdy fillet mesh. A charming inexpensive and cherished gift.



Fluffy... Warm... Part Wool BLANKETS

SINGLE OR DOUBLE

Snuggle down in luxurious warmth under these heavy, long-nap winter blankets. The plaid blanket (double) comes in rose, blue, peach, green and cedar. The single blanket in two color combinations of cedar and green, mahogany and cedar, light and dark, blue, blue and cedar, wine and blue, green and orchid. These blankets fit a full size bed.

\$3.50

Reg. \$4.95

LAUER'S-50 STATE
STORE OPEN EVERY FRIDAY NIGHT

PENNY SUPPER
The John Bubler Jr. Aux. No. 205 Army and Navy Union will hold a Penny Supper and Card Party next Monday at City Hall Annex 34, Court St. Supper will be served from 5:30 to 8 o'clock. A card party will follow with prizes for each table. The public is invited.

'Radio Favorite' Offers Greeting Card Selection



'DAVID HARUM'

In a special Christmas promotion now in progress B. T. Babbitt, Inc., are offering 18 original Christmas Cards with envelopes, plus 16 Christmas Seals for 25c and a Bab-O label. The cards were personally selected by Wilmer Walter, known to millions as "David Harum," radio favorite on the NBC Red Network. Fourteen of the cards are in full color, the other four in a special monochrome process that gives an etching effect. No two cards are alike, and the homey type of scene and message predominate.

Psychiatrist To Address Private Nurses

Private Duty Nurses of District No. 2 cordially invite all members of the Genesee Valley Nurses Association to attend a lecture to be held tomorrow in the Conference Room of the Rochester General Hospital at 8 p. m. when Dr. Elizabeth Manwell will speak on the "Delights and Difficulties of Graduate Nurses." Plans for the assembly were announced by Mrs. Isabelle Stanley, chairman of the group. Dr. Cromwell was graduated from Smith College in 1918 and from the Smith College Training School for Psychiatric Social Work in 1919. She worked for

three years as historian and social worker in the out-patient department of the Boston Psychopathic Hospital and later for the summer in the Habit Clinics for Children of the Massachusetts State Department for Mental Hygiene. Her experiences have been so diversified in psychiatric social work, mental hygiene and home economics that a capacity assembly is anticipated.

SAMPLE SOCIAL

Members of Boy Scout Troop No. 80 are sponsoring a Sample Social next Monday from 8 to 10 p. m. at the Polish Baptist Church, Hudson Ave., corner Roycroft Dr. There are ten door prizes to be given away.

Knights of Calvin To Elect Officers

The Knights of Calvin will hold their nominations of Officers Thursday Dec. 5th, and the Election will take place Thursday Dec. 19th, at 8 p. m. at their hall.

The Annual Christmas Party for members and their families and friends will be held Saturday December 28th, at the lodge hall, Clifford Ave. at Remington St. at 8 p. m. There will be special events for the kiddies and Santa Claus will appear in person. William Panneitz is chairman of the committee with Franklin Evert as secretary. The balance of the committee is comprised of Joseph Benjamin, Fred Schmidt, Fred Sollberger, Elmer Knatt and William J. Donish.

Auxiliary Post To Hold Card Party

Veteran Mens' Auxiliary Post No. 2789, V. F. W. will hold a card party at lower 10th Ward Republican Club, 461 Ridge Rd., W. next Wednesday evening at 8 p. m. There will be table prizes and refreshments for everyone. Mrs. Grace Raetz is in charge of arrangements.

KIENER'S HOLIDAY VALUES

LUXURY COATS At Practical Prices

Coats that convey ultra-smartness and wrap you in warm luxury all winter long.

These fur-trimmed coats priced for extra economy.

NOW \$25
Regular Price \$49.50

JUST 31 COATS
Silver fox trim with muffs and hats. When you see these it will be love at first sight.

NOW \$49.50
Regular Value \$110

Ask About Our LAY-AWAY PLAN

Junior Moose To Have Party

The Junior Moose Chapter No. 43 will hold a meeting Saturday at the Moose Temple, East Ave. at 2:30 p. m. After the meeting a Thanksgiving party will be held for Junior members and also members of the Women's Chapter.

KIENER'S
599 HUDSON AVENUE
COR. CLIFFORD

Thanksgiving

... when you go to Bausch for a periodic eye examination and find that your EYES ARE ALL RIGHT, or that the little defect may be quickly corrected, often without even the aid of eye glasses!

Convenient Charge Accounts

E. E. BAUSCH & SON CO.

61 East Ave. Carl R. Bausch, Optometrist 6 Main St. E.
Mrs. Jennie Paris, 8 Laurel St.

ATTENTION MOTHERS! LEFT'S New Store Clothes Children Right!
at this big money-saving

PRE-CHRISTMAS SALE

Just 150!
GIRLS' COATS 5.00
Values to \$8.95

SNOW SUITS 4.39
Values to \$7.95

LEGGING SETS 5.49
Values to \$8.95

BOYS' and GIRLS' WOOL SKI PANTS \$1.89
Navy, Brown, Green, Wine. Reg. \$2.49

BOYS' and GIRLS' CORDUROY OVERALLS 79c
Navy, wine, teal, brown and green. Size 2 to 6. Sewed knock-outs for your kiddie. Regular \$1.29 values!

With This Coupon Only
Parker-Wilder ALL WOOL FLANNEL or Suspender Style CORDUROY **SKIRTS 79c**
Flaids, wine, teal, navy, grey, green. Size 8 to 14. Your daughter will love them! Regularly \$1.49!

With This Coupon Only
Boys' and Girls' **CORDUROY OVERALLS 79c**
Navy, wine, teal, brown and green. Size 2 to 6. Sewed knock-outs for your kiddie. Regularly \$1.29 values!

126-128 CLINTON AVE. S.

Compare Costs!

At the Lincoln-Alliance the cost of Personal Loans is much less than most financing plans. For instance, you receive \$101.16 in cash when you borrow \$108.00 and repay \$9 a month for ONLY 12 months.

No co-maker or endorsements are necessary. You do not need to be a property owner. We welcome your application.

You Borrow	Charge For Year	Insurance Premium	You Receive	12 Monthly Payments
\$108	\$ 6.48	\$.36	\$101.16	\$ 9.00
156	9.36	.52	146.12	13.00
216	12.96	.72	202.32	18.00
300	18.00	1.00	281.00	25.00
480	28.80	1.60	449.60	40.00
600	36.00	2.00	562.00	50.00

LINCOLN-ALLIANCE
Bank and Trust Company
Member Federal Reserve System Member F. D. I. C.

"Mild"

MILD... that's the answer to EAGLE'S growing popularity. "Mild" is the word for it. It's a more comfortable whiskey to drink... smoother... easy-going. And it doesn't wear out its welcome. Insist on National's EAGLE and see if mild isn't the word for it!

"Mild" IS THE WORD FOR IT

National Distillers Products Corp., New York—90 Proof, 60% grain neutral spirits.

We've started our Christmas shopping on Rudolph's smart LAY-AWAY PLAN

No more last-minute rushing for us—we're going to do our Christmas shopping now at Rudolph's. We can choose something really fine and lasting for everyone—and have it held until we want it. Rudolph's credit terms are so liberal, it's going to be easy to pay for everything.

CARMEN BRACELET 5.95
Lovely, flexible gold bracelet with mother of pearl heart. Newest style. 50c DOWN 50c WEEKLY

CERTIFIED PERFECT 49.50
She'll be thrilled with this fine diamond with smart "5th Avenue" gold setting. 1.00 DOWN 1.00 WEEKLY

9-DIAMOND PAIR 119.50
Exquisite streamlined bridal pair in yellow gold set with nine diamonds. 2.50 DOWN 2.50 WEEKLY

WALTHAM 92.50
Solid gold, set with diamonds all around. 2.50 DOWN 2.50 WEEKLY

BULOVA 33.75
Men's "Senator" is a distinctive style of fine accuracy. 1.00 DOWN 1.00 WEEKLY

CHOOSE ANY GIFT AT ANY PRICE WE'LL HOLD IT UNTIL CHRISTMAS

EXTRAORDINARY GIFT SPECIAL In the Charm of Yellow Gold WATCHES

Accurate, modern in style. They're lasting, practical gifts to be worn with pride.

Only 9.95
50c Down 50c Weekly

WEBSTER'S DICTIONARY 16c
The unusual, practical gift—worn by anyone.

Only 3 MINUTES FOR CREDIT

REMINGTON 15.75
Give him years of quick, easy shaving with this new electric shaver. 50c DOWN 50c WEEKLY

GENERAL ELECTRIC 3.95
Self-starting kitchen clock in choice of colors. 25c DOWN 25c WEEKLY

RUDOLPH'S
EAST MAIN AT SOUTH AVE. OPEN SATURDAY EVENINGS

**Make a Home Run
With This Two-Bagger**

—in the Christmas Gift League

Matched Travel Sets

\$14.95
the set

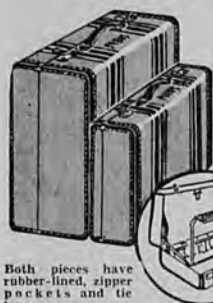
For the woman who would travel light but right. Wide bindings of top-grain cowhide accentuate the quality. Choice of blue or tan airplane striped canvas.

Sold Separately

Wardrobe Case \$10.95

O'nite (18-21-24 in.) \$5.95

Other Sets from \$10.95



Both pieces have rubber-lined, zipper pockets and tie tapes.

Charge Accounts Invited—Mail Orders or Telephone Stone 915

LIKLY'S 271 Main St. E.

Mrs. Anna Wildera, 12 Dover St.

LOST a Package

Call **STONE 905**

If you receive a package or merchandise by mistake as a result of the holiday rush, just call Stone 905. City Delivery will return it to its owner without charge to anyone. Some one may do as much for you. Be a sport.



CITY DELIVERY

195 SCIO ST.

STONE 905



LINCOLN'S

Lincoln's Is Ready With A Store-Full of Holiday Values

On Sale Friday and Saturday

THEY'LL WEAR UNTIL CHRISTMAS 1941 OR A NEW SHIRT FREE

KING PHILLIP
WHITE BROADCLOTH AND LINCOLN'S SANFORIZED



SHIRTS

\$1

Every shirt sanforized which means the size you buy is the size you wear after it's laundered as well as before.

Men's Fast Color Broadcloth or Flannel **PAJAMAS** Sizes A to D **\$1**

Pre-Christmas Sale From A Very Famous Maker!

RAYON and SATIN SLIPS

- All First Quality
- Made To Sell For \$1

59c

A Lincoln scoop! From one of the most famous slip makers in the country. All first quality. Lace trimmed and embroidered styles. Sizes 32 to 40.



Our Regular 39c Seamless **RAYON UNDIES** Tailored styles in sizes 5-6-7. Panties, step-ins, bloomers. **28c**

Surplus Stock From The Largest Hosiery Mill In The Country On Regular 69c

Silk HOSE

- First Quality
- Full Fashioned

50c

A beautiful 34-thread 6-gauge full-fashioned stocking at a new low price. Knitted according to our usual high specifications with the heel and foot made of rayon for extra durability.



MEN'S ALL WOOL BLAZER **HALF HOSE** **39c**

Men's 10% Wool Regular \$1

UNION SUITS

Short sleeves, long legs, long sleeves, long legs. Sizes 36 to 46.

79c

Boys' Sizes 59c



Holiday Cottons She'll Love "FRUIT-OF-THE-LOOM"

HOUSE DRESSES

Fast color 80 sq. percale prints in florals, dots and checks. Sizes 14 to 52. **\$1**

Regular 59c New Style **HANDBAGS** **32c**



GLOVES For All The Family

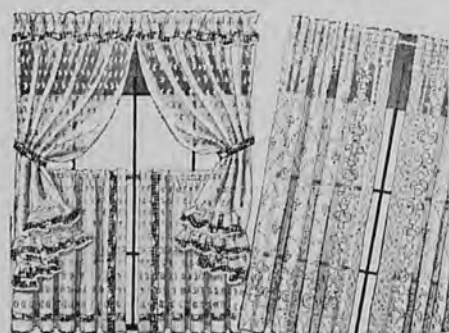
WOMEN'S REGULAR \$1 **LEATHER BACK GLOVES**

This is a special purchase of 4-button lengths in the popular colors. **55c**



Misses And Women's Part Wool MITTENS 59c	Men's Fleece Lined GLOVES \$1	Children's Capeskin MITTENS 29c
--	---	---

The Biggest Dollar's Worth Of Curtains You Ever Bought



RAYON SHEERTEX TAILORED Extra wide, 45 in. 2 yds. long. Washable. rayon marquisette. **\$1**

Velvet Dot Ruffles MARQUISSETTES Over 16,000 big puffy velvet dots on quality marquisette. White, ivory, ecru. **\$1**

ADJUSTA LACE NET CURTAINS Rich, heavy nets with mesh centers. 3 slot adjustable tops. Beige. **\$1**

FEATHER FIGURED COTTAGE SETS Fine quality marquisettes trimmed with colorful percales in green, blue or red. **\$1**

SLIPPERS For All The Family

Reg. \$1.98 Growing Girls' Oxfords	\$1.29
Women's Novelty Slippers	\$1.00
Men's Simulated Kid Everetts	\$1.00
Children's Leatherette Slippers	39c
Women's Soft Sole Felt Slippers	39c
Men's and Boys' Suedine Moccasins	50c

LINCOLN'S

80 SQ. PERCALE... BIB OR **COVERALL APRONS**

Gay and colorful with ruffled bottoms, 7 panel and swing styles. Some trimmed with contrasting color bindings. All fast color. **25c**

Extra Large Sizes 39c

CHILDREN'S REGULAR 79c

DRESSES

Sizes 1 to 6
New percales and washable shantung. **59c**

Washable shantung and broadcloths with bustle backs, pleated skirts and wasp waists. Neat floral patterns and dainty lace inserts.

SNOW SUITS Children's and misses' sizes 3 to 8 and 8 to 16. 3 piece outfits in navy, brown, green. **\$5.95**

TOYLAND SPECIALS IN THE BASEMENT

2 Ft. Baby Dolls	\$1.98
Stuffed Panda Bears	\$1.00
Musical Cradles	\$1.98
Mechanical Toys	25c to \$1
Rubber Drinking Dolls	\$1.00
3-pc. Table and Chair Sets	\$2.98
Slate Blackboards	\$1.00
Collapsible Baby Carriages	\$1.00 to \$8.98
Games	25c to \$1.00
Mechanical Train Sets	\$1.00

MODERN TWO-TONE DESIGN

SUPER SPREADS



Attractively modern in 2-tone designs. High velvet chenille on extra heavy pre-shrunk pepperell sheeting. **\$4.98**

EXTRA SPECIAL! FULL BED SIZE, REG. \$2.59 **CHENILLE SPREADS** **\$1.98**

9 OUT OF 10 AGREE*

No matter on which date you celebrate Thanksgiving—when it comes to whiskey, here are facts that really "talk turkey": \$10,533 out of a total of 124,195 people (9 out of 10) who tasted Green River, liked it. Hence our claim that it is "America's Smoothest Whiskey." It's 9 to 1 you'll like Green River, too. Why not buy a bottle today?

JUST TRY GREEN RIVER TODAY

AMERICA'S SMOOTHEST WHISKEY

AN AMERICAN INSTITUTION
GREEN RIVER

GREEN RIVER GIN IS BIG VALUE, TOO!

Green River Blended Whiskey, 46 Proof, 75% grain neutral spirits, Green River Distilled Dry Gin, 45 Proof, 100% distilled from American grain neutral spirits, Oldtime Distillers Corporation, N. Y.

"Oops... Automatic GAS Water Heating Rates Are DOWN Too!"

Costs slashed as much as 20% in Rochester district! Now automatic gas hot water service costs little or no more than your present method.

\$1 A Month RENTS An Automatic GAS WATER HEATER. Pay a Small Amount For Gas Used.

ROCHESTER GAS & ELECTRIC Corp.

For trouble and service calls Telephone MAIN 2566
For sales dept. & personal calls Telephone MAIN 1709

YARD GOODS SPECIALS

80 sq. Fast Color Percales	17c yd.
36 in. Washable Broadcloths	12 1/2c yd.
36 in. Drapery Materials	20c yd.
Reg. 25c Printed Challis	17c yd.
27 in. White Flannels	10c yd.
36 in. Striped Flannels	12 1/2c yd.
36 in. Cretonnes	12 1/2c yd.
80 sq. Unbleached Cotton	10c yd.
Fast Color Printed Flannels	19c yd.
36 in. Fast Color Percales	12 1/2c yd.

"Downap" Regular \$3.50 BLANKETS

SIZES 72x90 **DOUBLE \$2.59**

Earlier this season we sold our entire stock at this price. Again we repeat this extra large double blanket at the "sell-out" price.

DOUBLE THREAD BIG SIZE 22x44 **Turkish Towels** **25c**

Big extra size heavy towels in your choice of colors of blue, green, orchid, rose.

Face Cloth To Match 5c

Sibley, Lindsay & Curr Co. Christmas Compliments

From Rochester's Largest and
Finest Collections of Gifts to Wear

Something to wear is more than something to give. It is a subtle expression of your regard for the one who receives it. A flattering tribute. Quite naturally you'll want yours to be a Sibley Gift. And the right gift is so easy to choose when you make Rochester's Greatest Gift Store your headquarters for gifts for all, at prices convenient for every budget.

Charge Purchases Made During the Balance of This
Month Will Not Be Billed Until January 1, 1941.

PHONE ORDERS, STONE 662



Boys' Hooded Melton

Give a real boy this zipper-front Melton with a hood he can wear three ways. Plaid lined. Plain maroon, green, navy, brown. 8-20. **\$5.95**
BOYS' SHOP, THIRD FLOOR



Favorite Imports

Durable, double-woven cottons, equally at ease for street or sports wear! Black or brown with white or self-color stitching. **\$1.25**
AISLE L, MAIN FLOOR



Glamour Neckwear

Lace studded with rhinestones and seed pearls! Neckwear that strikes an entirely new note. Resplendent on velvet or black. **\$2.00 to \$8.50**
NECKWEAR, AISLE J



Daniel Green's Bambi

Swathed, draped bow to make your foot seductively tiny. Rayon satin, inside and out. Black, royal blue, dubonnet, tearose, ciel blue. 4.9. **\$3.50**
SHOE SALON, SECOND FLOOR



Gay Handkerchiefs

Women's French prints with soft pastel backgrounds. Beautiful designs. Men's hand rolled colored borders Swiss woven. **50c**
AISLE I



Lace Trimmed Undies

Exquisitely fine bemberg rayon milanese, dainty with tucks and lace. Every type in tearose. Extra sizes, \$1.25. Regular sizes. **\$1**
AISLE F

Quilted Bed Jackets

Delectably feminine in dainty bow knot pattern, with lace edging and rayon velvet bows. Sheer tearose and blue print. Soft cotton filling. **\$7.95**
LINGERIE SHOP, SECOND FLOOR



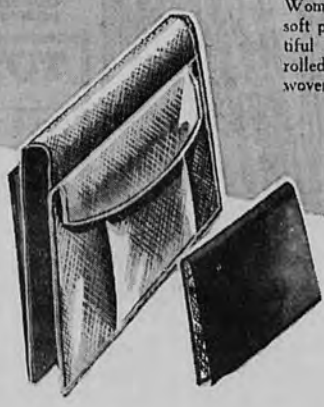
Tots' Dresses

Exclusive style with hand smocking in superfine quality broadcloth. AND 2 pairs of panties. Pink or blue. Sizes 2 and 3. **\$3.50**
BABY SHOP, THIRD FLOOR



"Gracious Lady"

Long-sleeved percale print. Buttoned to waist, faggotting and lace trimmed collar. Orchid, blue. 36-46. Other sizes 32 to 46. **\$2**
DAYTIME DRESS SHOP, THIRD FLOOR



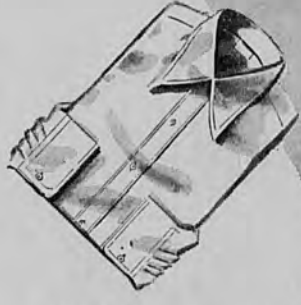
Reversible Bags

Presto-change! One side, dark felt; flip—sports bag of saffian-grain simulated leather. Black or navy with red, green, or brown. **\$3**
AISLE M, MAIN FLOOR



Revlon Manicure Kit

"Sante Fe"—satchel in miniature. Contains enamel. Adheron, remover, 4 implements and half size Revlon lipstick. **\$3.50**
TOILETRIES MAIN FLOOR



Arrow "Hitt"

His favorite shirt of pure-white sanforized-shrunk broadcloth. Won't shrink over 1%. Beautifully tailored, authentically styled. Long-wearing **\$2**
AISLE A



Girls' Novelty Muffs

White or tan bunny fur in Scotty or Pekingese novelty muffs. A truly delightful gift for the youngest glamour girl on your holiday list. **\$2.00**
GIRLS' SHOP, THIRD FLOOR

Sterling Bracelets

Buy her a pair, for at this price they're tremendous values. Bright or oxidized Sterling Silver with dainty floral patterns. Each. **\$1.98**
AISLE M, MAIN FLOOR



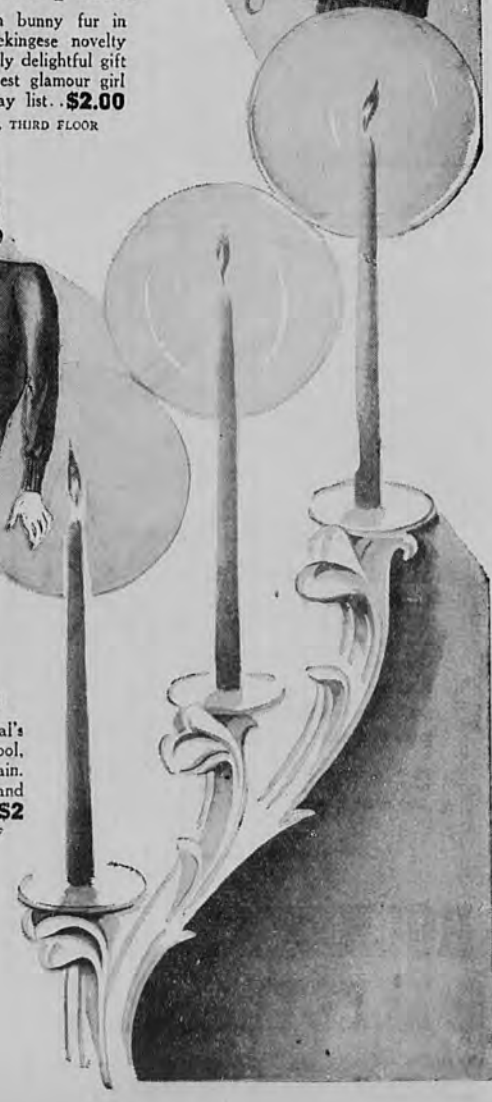
Classic Cardigan

Welcome under any gal's Christmas tree! All wool, bound in rayon grosgrain. Black, brown, natural and pastels. Sizes 34 to 40. **\$2**
FRONT GIFT SECTION, AISLE F



Kayser Silk Hose

Buy Kayser for high style and beauty! Chiffon 3-threads, proportioned, in short, medium, long lengths! Exclusive Sibley shades. 8 1/2-11. **79c**
AISLE K, MAIN FLOOR



Sibley, Lindsay & Curr Co. Homeward Bound

Home Gifts From Sibley's, Bearing Comfort and Pleasure For One and All

HOME . . . at the head of your Christmas list! With the "big" present that fulfills a dream for the whole family . . . the little things that show you're thinking of their comfort . . . the clever tributes to homes you like to visit. For all, you'll come to Sibley's, where the largest and finest selections in Rochester make buying gifts a pleasure, receiving them a joy!

Charge Purchases Made During the Balance of This Month Will Not Be Billed Until January 1, 1941

PHONE ORDERS, STONE 6000



"Lifetime" Desk Lamp

Impressive brown lamp with bronze and gold color metal trim. Fitted with beautiful Sheaffer "Lifetime" fountain pen **\$12.50**

STATIONERY, AISLE K



Christmas Crystal

Six hand-cut frosted-flower crystal glasses, with six plates to match. Modern, beautiful—fitting tribute to your favorite hostess! set **\$5.00**

CHINA AND GLASS, NEW FOURTH FLOOR



Emerson Radio

That "extra" radio the family wants! Standard American—5 tube AC-DC superheterodyne in streamlined bakelite cabinet **\$9.95**

RADIOS, NEW FOURTH FLOOR



Desk Distinction

Gift on a grand scale! Serpentine-front 4-drawer secretary in antique, hand-rubbed mahogany veneers . . . **\$49.95**
Companion desk . . . **\$39.95**

FURNITURE, FIFTH FLOOR



Dinner Chimes

Say it with music—this musical-sounding dinner chime that summons them to the table with three melodious notes! Unusual gift for only . . . **\$1.19**

HOUSEWARES, NEW FOURTH FLOOR



Mirror Splendor

Christmas joy reflected in a shining disc of heavy plate glass. Venetian style mirror—18-in. diameter, \$3.98; 24 in. diameter **\$6.50**

PICTURE GALLERY, NEW FOURTH FLOOR



Coffee Table

Enormous in size—32x20 inches! Enormously smart—all mahogany with genuine leather top, brass castors and ferrules **\$19.95**

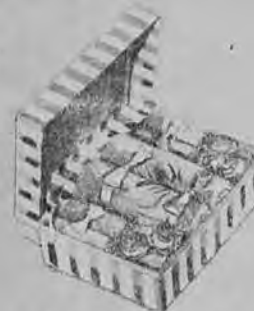
FURNITURE, FIFTH FLOOR



Lustrous Aluminum

Distinguished hand-hammered tray and elaborate relish bowl and tray set . . . two from scores of welcome gifts in silvery aluminum, each **\$2.98**

HOUSEWARES, NEW FOURTH FLOOR



Cannon Towel Set

Two beautiful bath towels, two guest towels and two wash cloths—strikingly gift-boxed with 4 fragrant soap roses for good measure **\$3.98**

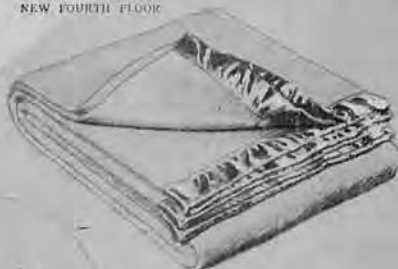
TOWEL SHOP, MAIN FLOOR



Radio Bench Hassock

By the radio is only one place the grateful receiver will use this good-looking hassock! Simulated leather in attractive colors **\$1.98**

HASSOCKS, THIRD FLOOR



Kenwood Blanket

You'll be forever blessed for a gift like this! Deep, downy-soft pure wool "Reverie" blanket in dreamy colors, size 72x84 inches **\$9.98**

BEDDING, THIRD FLOOR



Seth Thomas Clock

Thoughtful gift with a famous name—Seth Thomas self-starting electric alarm clock in rich walnut and mahogany woods **\$5.95**

CLOCKS, AISLE O



Electro-Static Cleaner

Clever for him or her! A man uses it to keep his clothes free from dust. His wife will probably borrow it to clean the upholstery **\$1.50**

MAIN FLOOR GIFT SHOP



Backgammon Set

Impress your game-playing friends with this handsome set in a luggage-like leatherette case that opens up for the board! **\$6.95**

TOYS, NEW FOURTH FLOOR



Glorious Baby Grand

Gift-thrill of a lifetime! Beautiful, rich-voiced new 1941 Hallet & Davis Baby Grand piano, superbly styled in mahogany **\$289**

PIANOS, NEW FOURTH FLOOR

Edwards The Store with the Christmas Spirit

Visit
Edwards 3rd Floor
GIFT CENTRE
A Handy Place To
Shop For Gifts
Gathered From
All Over The Store

BOYS! GIRLS!
Write Your Letter To
Santa Claus
Santa Broadcasts Every
Day From 5:30 to 5:45
P.M. Direct from Edwards
Toytown & Over W5AY
Beginning Fri., Nov. 22

BOYS! GIRLS!
★DON'T MISS
EDWARDS
CHRISTMAS
SHOW
At The R.K.O. Palace
Friday, Nov. 22 at 9 A.M.
★ Ride The Zephyr
Express In Edwards
Toytown 5c

Brand New! SAMSON DeLuxe CARD TABLES 1941
Now More Beautiful Than Ever!



2.98

Gorgeous new styling!... Two improved coaster ash trays... Washable, stain-proof finish... Amazing strength... One glance and you will see why they are America's fastest selling card tables. Their exquisite beauty and greater utility are sure to make a hit with every member of the family! Buy several of them for yourself and for those people on your gift-list who would appreciate a really good card table.
EDWARDS—Fifth Floor

50 Christmas CARDS for \$1
YOUR NAME IMPRINTED
50 of a kind or an assortment of 50 cards. All of them with your name. Un-usual value!



EDWARDS, Street Floor

Pre-Christmas SALE Fine Quality Occasional TABLES



They're big tables, designed to hold numerous things and add worlds to the appearance of any room they're placed in. Made with fine mahogany veneers and gumwood that's hand-rubbed to a satin-like gleam!

7.95 each

1. Chippendale Coffee Table with Shaped Railing Around Top
2. 18th Century English Style Coffee Table with Bottom Shell and Shaped Railing Around Top
3. Circular Chippendale Lamp Table with Bottom Shelf
4. Bow Front Two Drawer Commode End Table with Bottom Shelf
5. Chippendale Table with Bottom Shelf
6. Nest of Two Chippendale Tables

EDWARDS—Fifth Floor

LASALLE ALL WOOL FARIBO BLANKETS 7.98



Warm, never-to-be-forgotten gifts—made of 100% pure virgin wool. Beautifully colored and smartly bound with glistening rayon satin. Size 72x84. Choose from these colors:
Dusty Rose — Peach — Cedar — Gold — White
Blue — Green — Dubonnet — Bermuda Rose
EDWARDS—Second Floor

Fruit-of-the-Loom SHEET SETS 2.98



A sure-fire gift hit! Set includes: 1 sheet (81x99) and 2 pillow cases (45x38 1/2). Nicely hemstitched and packed in a rich gold Christmas box.
EDWARDS—Second Floor

Women's Wardrobe Traveling Sets 10.98

WARDROBE CASE AND OVERNITE CASE TO MATCH



Both pieces in the famous "Empire" pattern. Bound with leather; large pockets; excellent hardware; post handles; choice of 18, 21 and 24 inch cases. Any traveler, any vacationist on your gift list will be highly pleased with this most-practical of gifts!

This Pattern Is In Open Stock. Any Matching Piece Can Be Obtained Including a Beautiful Fitted Case at 7.98 or 9.98
EDWARDS—Seventh Floor

The Gift of Gifts!—Give Him A.

"Brunswick" Bowling Ball All His Own 15.95



Yes, you can give him a bowling ball for Christmas and still retain the element of surprise. This, in spite of the necessary figure measurements he has to take. Simply present him with an Edward Gift Certificate on Xmas morning. He can get his own ball with it.

Bowling Bags 1.99 | Bowling Shoes 1.94
EDWARDS—Downstairs Store

One of the Largest and Most Complete Stocks in Western New York
Fine Quality ICE SKATES

Women's & Girls! HIGH WHITE HOCKEY SKATES
Chrome Canadian hollow ground blades; hard toes; narrow heels for perfect fit; plaid linings; cannot be replaced at this price!
Sizes 1 to 9



3.99 PAIR

MEN'S BLACK HOCKEY SKATES
Built-in ankle support; Canadian hollow ground hockey blades; plaid lining; hard toes; straps. Built to absorb tough going!
Sizes 6 to 12



Women's FIGURE SKATES
Buy her these if she's ice-minded... and even if she isn't, these beauties will transform her into an ardent skating fan. Tops for smartness and excellent in construction. Made in white only with plaid linings.
Sizes 3 to 9



4.99 PAIR

Men's & Boys' Box Toe HOCKEY SKATES
If you're looking for a skate that's fast and rugged, here's the answer. Their construction features are the kind you never in your life expected to see at a mere 4.99! They'll give years of good service.
Sizes 5 to 12



EDWARDS—Downstairs Store

ROO GIF \$2

Built for men v... out in absolute c... of chair that he'l... time because inno... dowelled and mo... posed frames are... mahogany and... rubbed to look li... ly. Smart tapestr... fabrics in all war... EDWARDS

Ever

EDV
FL



Edwards

Books Closed! Charge Purchases Billed Jan. 1st.

BOUDOIR GIFT CHAIRS

In Gay, Colorful Chintz Patterns

6.95

Unlike most boudoir chairs at 6.95 you can really relax in its luxurious depths. Comfortable backs and arms, buoyant spring filled seat. Many crash patterns, too.

EDWARDS—Fifth Floor



Occasional CHAIRS

Make Practical Gifts



\$9.95

Any homemaker on your gift-list would welcome at least one of these functional, decorative chairs! Deep seated... High backed... Exposed frame of solid hardwood... Choice of fabrics in all wanted shades.

Lay-A-Way Now for Christmas

EDWARDS—Fifth Floor

Roomy Custom Built GIFT Lounge CHAIR

\$25

Built for men who like to sprawl out in absolute comfort! The kind of chair that he'll enjoy for a lifetime because innerframes are double dowelled and mortised and the exposed frames are finished in brown mahogany and beautifully hand-rubbed to look handsome indefinitely. Smart tapestry or rayon velour fabrics in all wanted shades.

EDWARDS—Fifth Floor



No Down Payment As Low As \$1 Weekly



Rigid 3 Pc. Bridge Sets

Well-built table with twice-braced legs! Reinforced washable top! 4 sturdy matching chairs. Choice of mahogany with red; tan with rust; ivory with ivory; tan with ivory.

10.95

EDWARDS—Fifth Floor

Everybody Knows Edwards for Candies—Get Your Holiday Supply Now

EDWARDS ANNUAL SALE OF FRESH DATES

A Carload Direct From California To Edwards

25c lb.
4 Pounds 95c

Delicious, healthful fruit—eat it as it is... or use it to make salads, cookies, cakes or puddings more delicious. During this sale you can afford to buy enough for all the holidays ahead.

EDWARDS—Street Floor

1-Lb. Box of "Symphony Sweet"

MINIATURE CHOCOLATES ... 69c lb.

2 lb. Box 1.38 — 3 lb. Box 1.98

Over 100 pieces in each pound. Forty different centers including: nuts, fruits, crispy, chewy, cream and fancy centers — all with rich chocolate coating. One of our finest, most-wanted candies, beautifully giftboxed for Christmas.

EDWARDS—Street Floor



Hard Candies 19c lb.

- Paradise Tart Fruit Filled
- Vienna Assorted Stuffed
- Old Fashioned Mixtures

3 Lb. Christmas Box 49c
5 Lb. Christmas Box 79c
3 Lb. Jar 69c
5 Lb. Tall Tin 99c

5 lb. Box of Chocolates

A Christmas box filled with chocolate coated creams, crispy and chewy pieces—some with nut tops and Jordan almonds. A real old-fashioned box of chocolates everyone is sure to like.

99c Box



EASY TERMS

NO DOWN PAYMENT

ROCHESTER'S LARGEST POPULAR PRICED STORE

Edwards brings you these Amazing

PHILCO

THANKSGIVING SPECIALS

FREE OFFERS

DON'T MISS THEM

We Challenge You to Duplicate These Sensational Values!

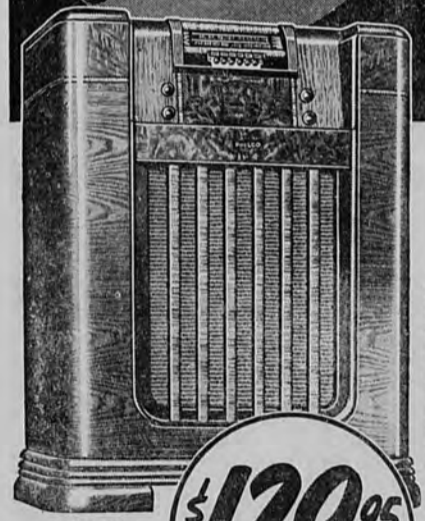
PHILCO JUBILEE SPECIAL!



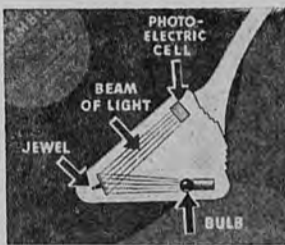
CELEBRATING THE 15 Millionth PHILCO

\$25 PHILCO HOME RECORDING UNIT FREE!

Make records at home! Family voices, radio programs, etc. FREE during this sale. **Hurry - Offer Limited!**



NEW 1941 PHILCO RADIO-PHONOGRAPH
Plays Any Record on a Beam of Light!



\$129.95
and your old radio

EASY TERMS

Here is the famous Philco Photo-Electric Radio-Phonograph you've been hearing about! It plays any record through reflections of a floating jewel on a photo-electric cell. Brings you finer, more enjoyable record reproduction than was ever possible. Improved Philco Automatic Record Changer plays ten 12-inch, or twelve 10-inch records at one loading. And the new, exclusive Tilt-Front Cabinet makes placing records easy... no lid to lift. Simply tilt grille forward, place records, push grille back and enjoy them. This amazing Philco 608P also brings you ALL the new Philco Radio inventions. See it at EDWARDS buy now an get your Home Recording Unit FREE!

EDWARDS, Sixth Floor

- No Needles To Change
- Records Last 10 Times Longer
- New Purity of Tone

This year Edwards is thankful for the greatest Philco business we've ever had! And to celebrate, we present the greatest offers we've ever made! These Philco Thanksgiving Specials bring you amazing values, free gifts, easy payment terms. Now is the time to buy the Philco you've always wanted...you can get more for your money than ever before. Take advantage of this wonderful opportunity. Come in...look over all our Thanksgiving Specials. Make your selection now. Hurry...offers limited!



Indoor - Outdoor
PHILCO PORTABLE
\$19.95 Complete

Ideal for any room in the house, or anywhere outdoors. Plays on its own battery or any house current. Powerful performance, fine tone. See it!

New Shoulder Strap
PHILCO PORTABLE
\$16.95

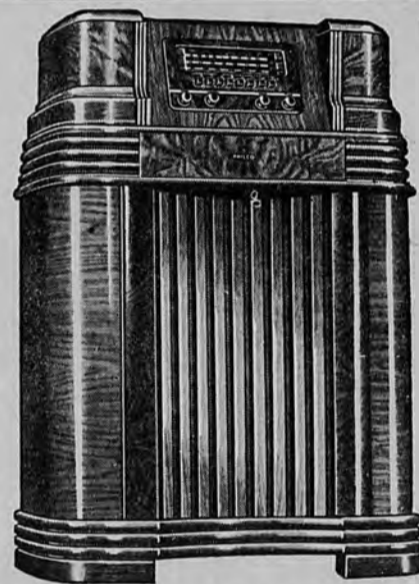


Amazing tone and performance! Straps around your shoulder like a candid camera. See it!



Big Value **PHILCO TRANSITONE**
\$9.95

The biggest value in the compact field! 5-tube AC-DC Superheterodyne. High Output Speaker. Beautiful brown plastic cabinet.



PHILCO 280X CONSOLE RADIO

\$69.95

Edwards brings you new Philco inventions! Eight-tube Superheterodyne Circuit, including XXL Noise-Reducing tubes. New Overseas Wave-Band. Built-In American and Overseas Aerial System. Electric Push-Button Tuning. Bigger, Better Speaker. Many other new features. Distinctive, handsomely designed Walnut cabinet.

FREE!
ELECTRIC CLOCK



Yes, a valuable Sessions self-starting Electric Clock is yours absolutely free with this new Philco Console Radio. Get yours now! EDWARDS, Sixth Floor.

HURRY
Quantity Limited

Come In—Let Us Make A Record of Your Voice—Only **10c**

SEARS YEAR'S LAST SALE

24 pages to tell the sensational sale story

EVERY DEPARTMENT IN BOTH STORES PARTICIPATES! "WATCH PAPERS EVERY DAY"

over \$1,000,000 worth of merchandise

TOYLAND IS OPEN!

JOIN THE CROWDS THAT WILL THROG TO THIS ANNUAL EVENT!

rock bottom prices of the year

BUY ON BUDGET PLAN! EASY PAYMENTS!

S-A-V-E!



\$1 ALARM CLOCK
67¢ Plain dial Vint alarm. Accurate. Choice of colors.
Main Floor, Monroe



50c STATIONERY
25¢ Plain and decorated edges, linen and vellum, white and colors.
Main Floor, Monroe



55c FACE POWDER
2 for 55¢ Lady Esther face powder, famous for quality and texture. Diamond-tinted box.
Main Floor, Monroe



***1.39 MATTRESS PADS**
89¢ All standard bed sizes. Heavily quilted. Peppercorn quality.
Main Floor, Monroe



39c SOFA PILLOWS
24¢ Rich rayon covers, plumply filled with cotton. Choice of colors.
Main Floor, Monroe



25c RAYON UNDIES
19¢ Fine quality rayon briefs, panties and bloomers, tear-free. Regular sizes.
Main Floor, Monroe



49c FABRIC GLOVES
33¢ Long and short gauntlet styles, novelty trimmed. All sizes.
Main Floor, Monroe

1000 Pairs \$2.98 Values!

\$1

Straps, ties, pumps, in black, suede or leather, a large selection to choose from, but not every size in all styles.
Main Floor, Monroe

Foundation Garments

\$1.98

All-in-one garments, slightly boned, non-rust stays, uplift bust, in terrase and nude colors. All sizes.
Main Floor, Monroe

15c PERCALE PRINTS

11¢

Yard widths. Smart new winter prints. Broad-cloth same price.
Main Floor, Monroe

98c KNIT SLIPONS

59¢

Feather weight midgies. Ribbed waist and collars. All sizes.
Main Floor, Monroe

98c MEN'S PAJAMAS

79¢

Plain and fancy flannel. Cut and middy styles. Sizes A to D.
Main Floor, Monroe

\$1.98 BOYS' LONGIES

\$1.79

Corduroy or all wool flannel, plaid, checked styles, zip or button fronts.
Main Floor, Monroe

MEN'S DRESS PANTS

\$2.98

Worsted tweeds, plain and stripes. All sizes 30 to 34.
Main Floor, Monroe

15c SPORT SOCKEES

10¢

Pastels or solids. Turndown cuffs. Misses', women's, children's sizes.
Main Floor, Monroe

9c LADIE'S HANKIES

10¢

Imported from China. No more for months! All had made, white only.
Main Floor, Monroe

Blanket Bath Robe

\$1.98

Hot price for this comfort! Doublebreasted style, in jacquard design. Shawl collar, cord tie, two big pockets.
Main Floor, Monroe

98c NEW HANDBAGS

66¢

Simulated leather. Lined and fitted, zip and novelty closings.
Main Floor, Monroe

89c Value Silk Hose

62¢

Brand new winter shades, full fashioned, sheer clear and ring-free. Chiffon and service weights, in 3 1/2 and 6 thread.
Main Floor, Monroe

Damask Cloths

\$1.59

Rosemary finish cloths in chrysanthemum and rose patterns. Large size 58x72. Other Damask cloths up to \$6.98.
Main Floor, Monroe

98c BATH SET

69¢

Bath mat and seat cover, all over chenille. Choice of colors.
Main Floor, Monroe

\$1.29 LUGGAGE

93¢

Airplane type striped cover. Onite and hat boxes.
Basement, Monroe Store

Histile Slips

2 for \$1

Rayon satin and taffeta slips. Novelty styles, seam to seam and four gore styles. Terrase and dark colors.
Main Floor, Monroe

IRON BOARD COVER

10¢

Heavy unbleached muslin, stretch-on type. Fits all boards. Pad to match 10¢.
Main Floor, Monroe

All Wool Zip Jacket

\$3.98

Zip front, two-tone body with capeskin sleeves, slash pockets. Zip breast pocket, wind-proof, weather proof. Choice of colors.
Main Floor, Monroe

Tailored Curtains

74¢ Pair

Marquisettes and grenadines. Lace Pairs, Panels, Triscillas and tailored styles. Large and small dots, stripes, extra wide, full length, ready to hang.
Second Floor, Monroe

\$9.95 SILVERTONE

\$6.88

Plastic case in brown. 5 super tubes. Built in radio net aerial.
Both Stores

\$3.98 AUTO ROBE

\$2.98

All wool. Plaid decorated in glaucous colors, fringed edges, size 50 by 72.
Both Stores

SWEAT SHIRT

47¢

Silver grey color. Heavy cotton, reinforced seams. All sizes.
Both Stores

98c SHO SHOVEL

69¢

4 1/2" lock spring steel blade. "D" grip handle, painted bright red.
Both Stores

25c COVER SETS

17¢

Set of 3 milk covers, graduated sizes, choice of colors.
Both Stores

\$1.29 IRON BOARD

97¢

All stainless steel surface, sturdy reinforced legs, folding type.
Both Stores

69c ROASTER

47¢

7 pound size, self heating cover, heavy non-warp, non-clip metal.
Both Stores

12 CLOTHES PINS

1¢

All hardwood, smooth finish. Round type, take right grip on line.
Both Stores

BUN WARMER

87¢

Aluminum, with 10 wire rack to keep bun warm, adjustable top vent, lavite handles.
Both Stores

98c ELECTRIC IRON

88¢

6 1/2 pound weight, long life element, guaranteed 1 year.
Both Stores

9 OUNCE GLASSES

6 for 23¢

Thin crystal glass—decorated in glaucous colors. Two designs.
Both Stores

THERE ARE TWO SEARS STORES IN ROCHESTER

Monroe Avenue at S. Union, Stone 2500

476 Ridge Road West, Glenwood 556

**Soothing Ointment
Rapidly Gives Relief From
ECZEMA**
Itching and Burning

Try this time-tested ointment that is a compound of many known medicinal ingredients which relieve itching and burning of troublesome eczema or acne simplex due to external causes make life miserable. Poalam is different—it is a concentrated ointment that spreads its soothing, helpful agents right where relief is needed. For nearly 15 years it has helped thousands—why not you? For fast relief, instead of scratching and suffering, tonight apply soothing, cooling Poalam—costs but 50c at your druggist.

So save now what Poalam will help you that we say—try before you buy. Send name, address on postcard for generous size. Write Poalam, 211 W. 54 St., Dept. 3-5, N. Y. City

Night Schools Seek Registrants In Many Courses

Additional registrations will be accepted for elementary subjects, sewing, public speaking, and millinery classes in three Evening Schools, according to an announcement by the Adult Education Division of the Board of Education.

FURS

ROCHESTER FUR DRESSING
290 BROAD ST. MAIN 5117

Seasons finest furs. Beautifully tailored from choice pelts. Variety of stylings. Ready made, or made to order from our own fur pelts.

Women in the neighborhood of Edison Technical High School, may join a sewing class that will meet on Monday and Wednesday evenings from 7 to 10 o'clock. Plain sewing will be taught, including clothes remodeling, children's clothes making, and styling of coats and dresses. The course is de-

signed to assist those with limited budgets to remodel old style clothing.

At Jefferson High School, a class in millinery will meet on Tuesday and Thursday evenings from 7:30 to 9:30. This class will consist of a complete course in hat-making, blocking, remodeling and styling.

LOVE IS BLIND
Janet—Your friends told you that Henry was selfish, money-mad and cruel. Why don't you take their advice? You would have saved yourself years of torture. Read "Could This Be My Husband" in the December True Story Magazine now on sale.

BLACK MAGIC
QUALITY **\$10.95**
COAL Egg Stove Nut
TON CASH Shovelled Off
Pea Coal \$9.95 Ton
Buckwheat \$8.90 Ton
Established Over 25 Years
SEMET-SOLVAY COKE \$10.20
PAYNE & DUNHAM
GEN. 586
The Sun Is Your Guide To Greater Values.

AUTO INSURANCE
Easy Way
No Collectors No Bother
\$1 week till paid
Complete coverage on Liability, Property Damage, Fire, Theft and Collision. For details phone STONE 557
BUDGET PROTECTION
144 Lincoln Alliance Bank Bldg. Established 1916

AT SMALLS . . . BUY WITH CONFIDENCE AND GOOD WILL!

**YOU DON'T NEED CASH TO BUY FOR CHRISTMAS
COME NOW AND ENJOY THESE SENSATIONAL SAVINGS!**

Christmas Preparedness
Sale



**NO DOWN PAYMENT
PAY IN 1941
TAKE ADVANTAGE OF
THESE LOW PRICES
No Extra Charge For Credit**

Shown here are but a few of the thousands of bargains you'll find at all Smalls store. It's not too early now to think about Christmas. It's wise to make your selections now and save a lot of money!

**1/2 CARAT
DIAMOND
ENGAGEMENT RING**
Regular \$110.00 **\$79.95**
Now Only
A spectacular example of diamond value. Large center diamond surrounded with six other diamonds. A brilliant creation.
Total Weight One Half Carat

SALE!
DIAMOND
WEDDING RINGS
\$7.95 to \$19.95
Beautiful diamond set wedding bands in all latest popular styles and designs. Your choice of 18-K white gold or 14-K yellow gold. Offered at really tremendous savings.



ATTESTED PERFECT
\$39.50
Exclusively styled diamond engagement ring. Two brilliant side diamonds. Choice of white or yellow gold.

ATTESTED PERFECT
\$69.50
An unusually attractive bridal ensemble. Specially priced! Choice of yellow or white gold. An unusual value.

**ENGRAVED
GOLD CROSS**
\$2.95
Solid gold, complete with chain. A real bargain value!
25c A WEEK

**LOCKET WITH
MARCASITE CROSS**
\$3.95
Lovely heart shaped locket. A beautiful gift. A brilliant value! Complete with neck chain.
25c A WEEK

**MAN'S ONYX
INITIAL
RING**
\$5.95
Brand new idea! Massive design man's finger ring. Heavy solid gold set with genuine onyx and carved out initials. With diamond as illustrated above.
79.95, 25c A WEEK

**Ladies' Genuine Onyx
DIAMOND RING SET**
\$7.95
Genuine onyx beautifully set with brilliant diamond. Solid gold mounting.
25c A WEEK

**"CUPID'S LOVE"
BRIDAL SET**
\$19.95
Made for love! A gorgeous new diamond creation with 6 brilliant diamonds set in romantic hearts. Worth much more.
50c DOWN—50c A WEEK

**MEN'S DIAMOND
CLUSTER RING**
\$59
A distinctive ring with seven genuine diamonds set cluster style, in a handsome 14-carat yellow gold mounting.
\$1 A WEEK

Just a few of the Sensational Watch Bargains you will find here at SMALLS

**For a Young Lady!
SWEETHEART
WATCH**
\$9.95
This lovely "Heart" shape is the latest style for young ladies. A dainty, exquisite watch. A great value for such beauty and quality.
25c WEEKLY

**17-JEWEL
LADIES' WATCH**
\$10.95
An exquisite fashioned yellow gold plated case in the latest modern design. 17-jewel dependable movement. . . cord wrist band.
50c WEEKLY

**SPECIAL FEATURE
LADIES' WATCH**
\$6.95
An exquisite fashioned case in the latest modern design. . . dependable movement. . . fully guaranteed. A sensational value!
25c WEEKLY

**17-JEWEL
SHOCKPROOF**
\$8.95
Accurate 17-jewel shock-proof, non-magnetic movement in a smartly styled case. Worth double this price!
25c WEEKLY

**Nurse's & Physician's
WRIST WATCH**
With Sweep-Second Hand
\$7.95
What every professional needs. Smart, practical, dependable and fully guaranteed. Worth much more than this price.
25c WEEKLY

NO DOWN Payment needed to make a purchase! Buy Now! Pay in 1941!

**2-Slice
ELECTRIC TOASTER**
Reg. \$2.95 **\$1.49**
Toasts two slices at once. Beautiful engraved chrome finish throughout. Complete with cord and plug.
25c A WEEK

**2-Slice Automatic
POP-UP TOASTER**
Not \$16 But Only **\$7.95**
Automatic electric toaster—takes two slices at once. Toast pops up when done. Current automatically shuts off. Complete with cord and plug.
50c A WEEK

**Electric
WAFFLE IRON**
Reg. \$4.95 **\$3.39**
Real saving! Fine quality gleaming chrome thruout. Complete with cord and plug.
25c A WEEK

**Automatic
ELECTRIC IRON**
Reg. \$4.50 **\$2.95**
Sale priced! Complete adjustable and automatic—with clothes—saving fabric dial. Beautifully chrome plated.
25c A WEEK

OPEN SATURDAY TILL 9 P. M.
Smalls
28 MAIN ST. EAST
JEWELERS—RADIOS—OPTICIANS

O. E. S. Chapter To Have Sauerkraut Supper

The Vidalia Chapter, O. E. S., will hold a sauerkraut supper and bazaar tomorrow night in

the Star Dining Hall of the Masonic Temple. Dinner will be served from 5:30 to 7 p. m. Miss Betty Schaaf is in charge of arrangements, and reservations may be made by calling her at Glen. 3388-M.

British Legionaires To Hold Meeting

The British Legion and Women's Section will hold their regular meeting at 8 p. m. Saturday evening in the Union League Hall.

Wickenden asks that all members return outstanding books and bring in new ones.

All members of branch and section are urged to attend the Grotto Concert on November 30 to aid the British War Relief. Tickets can be had from Branch Chairman S. Wilson.

BORROW HERE!

Our Low Rates
Will Save You
Real Money!

A LOAN OF
\$101.16
Cost You Only
\$6.84

Repayable In Twelve
Monthly Installments

• Free Parking At
101 Exchange St.

GENESEE VALLEY TRUST COMPANY

Exchange and Broad

THE BANK OF PERSONAL SERVICE

Member of F.D.I.C.

OUR GUARANTEE

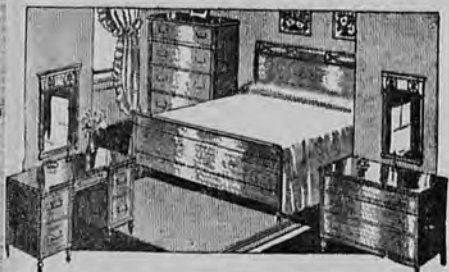
*You'll Save Money
on FURNITURE*

AT FLANIGAN'S

Because of our location out of the high rent district we have been able to maintain a 27 year old reputation to meet or beat any advertised price on quality furniture. Come in and look. See for yourself how much more your money will buy at Flanigan's.

CREDIT TERMS

LIBERAL ALLOWANCE FOR
YOUR OLD FURNITURE



6-PIECE WALNUT BEDROOM

Bed — Chest — Dresser — Vanity — **\$99⁹⁵**
Table — Chair.

**ANNOUNCING
HIRAM H. VAN
DAKE**

We announce the appointment of Hiram Van Dake as sales manager of the Flanigan Furniture Co. William P. Flanigan, owner, joins with Van Dake in inviting his friends and former patrons to visit him in his new location where he can offer them honest values of fine furniture at moderately priced.



**Gift
Tables**
\$1²⁵
1 in

Large Assortment



2-PC. VELOUR LIVING ROOM

Strong construction. Variety of coverings. A real value. Make us prove it. **\$69⁹⁵**

FLANIGAN'S

337 DRIVING PK. at DEWEY

OPEN EVENINGS TO 9 P. M.

**An easy way to buy! Use GRANTS
Lay-Away-Plan**

A small deposit holds your choice. Convenient payments! No extra charge!

Mrs. George Meyer, 385 Lexington Ave.

**Special Sale!
Grants — "Lovlee"
51-Gauge, 3-Thread Crepe-knit
Silk Hose**

A Super Value!
Regularly 89¢ **79¢**

Women with lots of money to spend always wear 51-gauge—it's knit finer, looks sheerer, wears better and IS better! They'll say you can't find 51's under \$1—but you can at Grants! You can look rich on 79¢! Sizes 8 1/2 to 10 1/2.



AT GRANTS . . . FRI. and SAT.

SPECIAL SALE!

These Regular \$2.49
ALPACA CREPE
and
SPUN RAYON DRESSES
\$1.77

You'll marvel at these lovely dresses at such a low price! All the newest fall colors—up-to-the-minute styles! Most with their own jewelry . . . necklaces, clips! Sizes 14 to 20 and 38 to 42.

**GRANTS...
SILVER SHADOWS STUDIO
PRE-CHRISTMAS
Special Offer**

7x9
Platinum Cameo
Portraits
3 for \$2⁴⁹
One Hand Painted
In Oil

- No Appointment Necessary
- 3 Proofs Shown
- This Offer Good For A Short Time Only!

This special Photograph offer will solve your Christmas problem the easy way. Give a gift that will satisfy — your Photograph.

GRANTS

HELLO, FOLKS! This Year's Values and Variety Are S-T-U-P-E-N-D-O-U-S!

Feature attraction!

16" Dressed Baby Doll
1.98

Her glistening, real baby eyes, soft little body and pretty face make her one of the best-loved of all Grants dolls! Exquisitely dressed in lace-trimmed organdy and ribbons!

Heraman Long Dress Baby Doll, 17" tall . . . **1.00**

Double Decker Doll Beds
1.00 Separate unit! Set includes ladder! Beds, each . . . **50¢**

Play Cook Stove
Delightful for little housekeepers! Pans, pots, spoons! **25¢**

64 different kinds!

Doll Clothes
For dolls from 6" to 22" tall! Coats, hats, dresses, underwear . . . all exclusive designs! **25¢**

One lump or two? 11-Pc. Set of Dishes
Watch her company manners improve with these to play with! Pretty colors! China. **25¢**

"Lovlee" All-Rubber Wetting Doll
All she needs is a little mother! Drinks, wets, sleeps! Real eyelashes! 11" tall. **1.00**

Hold 18" doll! Folding Doll Cart
Even a small home has room for this! Heavy cover! Metal frame! Rubber tires! **1.00**

Roll Over Pussy Cat
She chases the ball, then rolls right over! She's fun! **25¢**

Plays music! Big Top
Wind'er up and let'er spin! Music box tunes. 7 inch— **25¢**

Newest type Telephone
Hand set with bell! Dial your numbers! Never wrong! **25¢**

Little Doctor Kit
29 items to play doctor with, even a toy stethoscope! **50¢**

Slide Blackboard
10 1/2 x 14" easel folds down to make a writing shell! **1.00**

Wooden Pull Toys
No wind-up! They will go Choo-Choo or Boom if pulled! **25¢**

Locomotive flashes sparks!

Mechanical Train
Boy! It just tears around! 10 track sections included! Passenger or freight! complete **1.00**

Give it a real trimming!

Tree Ornaments
4 for 5¢ to 10¢ ea
Bright colored balls, novelties! Tinsel! Candles! Bulbs!

Child-size, maple finished Table & 2 Chairs
The table's 24x18"! Chairs are strong enough for a grown-up! It's real furniture! **2.98**

"Baby Grand" Miniature Toy Piano
12 sweet chime notes, perfectly tuned! Decorated walnut finish! Educational, and fun! **1.00**

Sturdy Metal "Sky Tot" Pedal Car
Kids love it because it looks as if it might "take off" any minute! Rubber tires! **1.19**

"Winslow" Heavy Duty Roller Skates
It's no work to go lickety-split with these! Ball-bearing wheels! Padded straps! **1.00**

Test your brains and skill!

New Games
Indoor fun for a gang of kids or a roomful of grown-ups! Grants' games cost so little! **10¢, 25¢, 39¢**

It's the ice cream man!

Pull Toy
He clangs his bell as he's pulled along. The wagon holds a lotta games! Movable cover. **50¢**

Warm Their Hearts With These!

Climbing Tractor
Rubber treads take it over obstacles! Long action! **50¢**

Road Roller
No pushing! To make this go back and forth on one wind! **25¢**

Big White Tow Truck
With detachable hoister. Lots of ways to use it! **25¢**

Transport Airplane
4 motors! Aluminum color steel body, red wings! A beauty! **25¢**

Your youngster's favorite!

Grants Tubular Velocipede
2.98

The new construction makes it more streamlined, but safer, too! Adjustable saddle, handlebars! Rubber tires! 33" wheels! Compare the price!

Metal or hard rubber! Toy Soldiers
New mobilized troops! Anti-aircraft, parachutists, ski troops! Complete selection at **5¢ & 10¢ ea.**

For big boys! It's SOME Scooter
Steel frame with 9 1/2" roller bearing wheels. Rubber tires. Brakes and pedals! A boy at **1.98**

Rubber-tired "Ride-Em" Dump Truck
Give a boy something to ride! He can haul toys in the big truck section, too! Only **1.00**

3-alarm fire! Call the Hook 'n Ladder
3-pc. extension ladder to scale a wall 28" high! Clanging fire bell! Sturdily made! **1.00**

SENSATION OF 1941



6D510 Brown Plastic A. C. D. C. Convenient handle. **\$14.95**



6D525 Walnut finish Acoustically designed A. C. D. C. **\$19.95**



4G591 Detachable Wavemagnet 2 B. Pats. 21425 & 2200-674 Dry Battery or A.C. D.C. **\$29.95**



85511 Concert Grand 5" Speaker. **\$24.95**



MODEL 65511 Smart, Brown Plastic Cabinet. **\$1 DOWN-WEEKLY**

NO INTEREST CHARGE. FREE DELIVERY



HICKSON'S
37 Richmond St. Stone 93

SANTA LEFT SOMETHING AT HICKSON'S FOR YOU

WITH THIS COUPON To introduce our new location we will give this combination and server on every purchase of \$1 or more. This offer good 10 days only, but if you anticipate making a purchase before Xmas bring or mail this coupon. We will reserve a 3-in-1 server for you.

FREE

NAME
ADDRESS

Chrome plated steel. Handle in Ivory or Ebony.

- HICKSON'S CHRISTMAS LIST OF IDEAS—**
- ELECTRIC IRONS 2.45 UP
 - TOASTERS 2.95 UP
 - VACUUM CLEANERS 19.95 UP
 - MIXERS 7.50 UP
 - SHAYERS 7.50 UP
 - FRIGIDAIRE .. 114.50 UP
 - Gas Ranges 49.95 UP
- 5 NATIONALLY KNOWN MAKES OF RADIOS TO CHOOSE FROM 6.95 UP
- \$1** Holds any item 'til Christmas
\$1 DOWN
\$1 WEEK!

During the bowling season, 5,000,000 men and women spend \$450,000,000 for the thrill of making strikes and spares.

It must be good... so many people like it!

100 PROOF

OLD OVERHOLT
AMERICA'S MOST POPULAR BOTTLED IN BOND

\$2.55
4.50 L. (25.8 oz.)

\$1.59
PL. 16 oz.

NATIONAL DISTILLERS PRODUCTS CORPORATION
COPYRIGHT 1940, A. OVERHOLT & CO., INC., NEW YORK

Christmas Buyers . . . Kiddy Party . . .

(Continued from Page 1)

every description. They know that American-made means quality made. And the stores have been only too glad to fill the demand. Buying gifts made right here in this country not only helps the buyer by giving her more value for her money but makes jobs for American workmen.

In today's issue of the Rochester Sun there is a superabundance of outstanding "buys" advertised by Rochester's leading merchants. Truly today's issue, more than ever before brings you the complete story of "Rochester's Shopping News."

Turn the pages of this paper. Note the low prices outstanding merchants have provided for excellent gifts in every classification. Save your copy of the Sun and take it with you on your week-end shopping tour. You'll find it Rochester's most complete guide to greater values.

prominent business and professional men in all sections of the city.

The party is scheduled to be held on December 23 in an as yet unnamed hall. Last year the party attracted a throng of nearly 1000 youngsters.

Main task of the sponsors is the raising of funds to buy food, clothing and toys for the kiddies. It is estimated that 950 dollars will be needed. Part of this sum has been pledged by association members. The balance is being sought from public-spirited citizens.

Don Mattaro, party originator, and Hy Mandell distribution chairman have announced that among the persons who have responded to the invitations to serve on the committee are: William Mostyn, State President of the Eagles; Assemblyman Abe Schulman; County Democratic Executive leader, Donald A. Dailey; Attorneys, Peter P. Ferrari and George Hoffenburg; County Legion Commander, Anthony Cotroneo

Buried Treasure Contest

Contest Rules

1. Each jingle refers to some one item in today's advertisement of the W. T. Grant Co.
2. When you believe you have correctly identified the item described by the jingle, write your answer together with the published price of the item on a slip of paper or postcard and either mail or bring it to the W. T. Grant Co.
3. All answers must be in by 6 p. m. Saturday.
4. On Monday and Tuesday the names of the 15 cash winners and 50 merchandise winners will be posted on several counters in the Grant store. If you enter the Grant store next Monday or Tuesday and see your name posted as a winner your award will be doubled.
5. Answers to jingles will be received at Grants only during regular store hours — 9 A. M. to 6 P. M.
6. It is not necessary to enter the Grant store in order to win.

It is, however, a smart thing to do as you will double your award.

7. Winners are selected on the basis of time answers are received.

This Week's Jingles

JINGLE NO. 1.
*I'm shapely and shimmery, sheer but quite strong.
Found in all sizes, I'm thin, soft and long.
I'm gauged very finely and based on three parts,
I'm a product of various crafts and fine arts.*

JINGLE NO. 2
*Ding-dong! Gang way! See 'em run!
Kiddies always think I'm fun;
Up, and up, and up once more,
I'm sure to give you thrills galore.*

JINGLE NO. 3
My prototype's found in mansions of state,

**On stages and platforms it's used by the great;
And tho' I'm reduced as to size and to scale,
At twelve different points I'm a sweet nightingale.**

JINGLE NO. 4
*Here a joint, there a joint, and then join on some more,
Put me all together on the table or the floor;
I've a fiery disposition but I bear my burdens well,
Tho' very realistic, I should have a little smell.*

JINGLE NO. 5
*Impressions are what count with me,
I'm often found on bended knee,
But that makes me no better;
I'm black, and black I will remain,
But tho' I'm hard and very plain,
I'm tickled with a letter.*

Last Week's Winners

Winners of Buried Treasure Hunt last week included: Mrs. Herbert Whatford, Mrs. R. M. Robertson, Mrs. M. H. Craindall, Mrs. Ida Clark, Mr. George Schultz, Mrs. H. A. Putney, Mrs. Jack Houck, Mrs. Wm. E. Kuria, Mrs. George Renaud, Mrs. F. S. Kuria, Mrs. Robert B. Clifford, Mrs. A. E. Brand, Mrs. Edward G. Webster, Mrs. Frank J. Mura and F. J. Conshady.

Also Mrs. R. Sloan, Mrs. E. Kolb, Mrs. E. Bloss, Mrs. H. C. Shove, Mrs. A. Marston, Mrs. O. Mattie, Mrs. Ray Lill, Mrs. John Wahl, Mrs. Orlay, Mrs. D. C. Aab, Mrs. Van Pulte, Mrs. C. M. Stinson, Mrs. P. J. Cramer, Mrs. George Warney, Mrs. Vera Frouse, Mrs. Anna Cragg, and Mrs. John Coudron.

Also Mrs. Nina Glassbrook, Mr. Wesley E. Wright, Mrs. Isabel Fraher, Mrs. A. DeNasel, Mr. Charles Mendola, Mrs. Dorothy Filimon, Mrs. Teresa Gollei, Mrs. Geo. A. Schmitt, Mrs. Margaret K. Terry, Mr. John W. Ragnor, Unada C. Gilewe, Mr. Lucius Atwater, Mrs. Charles Guerin, Miss Jane Leeming, Mrs. C. E. Metzler, Mrs. A. DeBrine and Mrs. Richard Thomas.

Also Mrs. Samuel Becker, Miss Edriada Bau, Miss Lillian Decker, Mr. Bill Durocher, Mrs. E. Twardokus, Mrs. Reese Roberts, Mrs. A. M. Carson, Mrs. Walter Stevens, Mrs. Catherine Frody, Mrs. I. M. Kiley, Mrs. Lucy Blake, Mrs. H. L. Duskey, Mrs. Wm. Cummings, Mr. George Hackett, Mrs. Loretta J. Gates, Mrs. Henry C. Traver.

80 CLINTON AVE. SO. ROCHESTER **weis & fisher's** "rochester's showing of furniture fashions"

IN ONE EASY MOTION IT BECOMES A COMFORTABLE BED

SIMMONS Beautyrest LOUNGE

Chair to match \$29.95

\$49.95

Special Terms \$1 DOWN

GENUINE BEAUTYREST INDEPENDENT SPRING CONSTRUCTION IN SEAT & BACK

MODERN FABRICS IN RED, GREEN OR BLUE.

And here's another style

BEAUTYREST LAWSON LOUNGE... \$59.95

Popular Lawson style! Goes with nearly every type of furniture. Covered in lovely figured fabrics. Spacious bedding compartment in base. Beautyrest construction in seat and back.

OPENS EASILY AND QUICKLY

BUILT-IN BEDDING BOX

HIGH SURFACE BED

OPEN EVERY FRIDAY EVENING

80 CLINTON AVE. SO. **weis & fisher's**

ROCHESTER'S LARGEST
POPULAR PRICED STORE

Edwards

READY FRIDAY, NOVEMBER 29th

Keep This Gift Circular for Reference
You'll Find It Valuable When Shopping

Christmas Bell Ringers

Buy All Your Gifts
the Easy Way...
**Open A 90-DAY
CHARGE ACCOUNT**
NO DOWN PAYMENT
NO INTEREST TO PAY
Pay As Follows:
1/3 JAN. 10th
1/3 FEB. 10th
1/3 MAR. 10th

**HUNDREDS of CHRISTMAS GIFTS
GUARANTEED to GIVE YOU the
BEST VALUE for YOUR MONEY**

You'll find the Edwards Store sparkling with the spirit of Christmas—never better prepared to serve your holiday needs. Listed in this dramatic 16-page messenger of gifts are but a few of the many carefully selected gift suggestions. As you turn these exciting gift pages... check your Christmas list. Keep in mind the pleasant, helpful and quick service that awaits you in this big friendly store... **SHOP EARLY!**

**Items On This Page
On Sale 2 Days Only,
Fri. & Sat., Nov. 29th-30th
All Other Items On Sale
Now and Thru December
As Long As Quantities Last**



**New Gift
HANDBAGS**
Friday and Saturday only **89c**

Put the old penny in the handy change purse for luck! Made in rich simulated leathers, camel suedes, silk crepe and genuine suedes. Durable and smart looking. Fitted in a variety of popular new top handles.

EDWARDS
Street Floor

**Men's and Women's
HANDKERCHIEFS**

Friday and Saturday only **4c** Each

One of Santa's odd gift favorites—and at a price that is a real bargain! WOMEN'S: Attractive cotton prints! MEN'S: Jumbo size white cotton, with 1" hem.

EDWARDS
Street Floor

**First Quality
Full Fashioned
SILK STOCKINGS**

Friday and Saturday only **58c** Reg. 69c

Two popular styles in one of our "Famous Make" Brands. Their exceptional beauty and lasting strength has won them a host of friends. In four thread sheer chiffon or service weight chiffon.

EDWARDS
Street Floor

**Reg. 50c Box Of 21
Monogrammed Assorted
CHRISTMAS CARDS**

Friday and Saturday only **29c** Box

Impress your friends with the beauty and smartness of these cards. Your name in gold letters, on each of the 21 beautiful cards.

EDWARDS
Street Floor

**Famous Make
Leather Back
FABRIC GLOVES**

Friday and Saturday only **77c**

Fine quality soft leather novelty backs—with rich fabric palms. Black only, but in 5 smart styles. These fine gloves are a Regular Dollar Quality. Size 6 to 7 1/2.

EDWARDS
Street Floor

**Mens' 25c and 35c
FANCY SOCKS**

Friday and Saturday only **6 prs. 98c**

This Bell-Ringer will gladden the heart of every man! Rayons, lises and mixtures in a fine assortment of patterns. Clocks, plaids, stripes and verticals. Sizes from 10 to 12.

EDWARDS
Street Floor

**Boys' Regular 1.39
FLANNEL PAJAMAS**

Friday and Saturday only **89c**

The lads will like them for their warmth and softness! A heavy weight flannel in assorted colors of striped patterns. Notch coat or Middy styles in sizes 8 to 18.

EDWARDS
Street Floor

**Adjustable Strap
Rayon SATIN SLIPS**

Friday and Saturday only **88c**

The most fastidious woman would be pleased with this gift! Beautifully styled and tailored with the popular Hollywood V neckline. Embroidered or rich lace models. Tearose or white. Sizes 34 to 44.

EDWARDS
Street Floor

**Our Regular 49c Lb.
Salted Mixed NUTS**

Friday and Saturday only **29c** Lb.

A Christmas treat! Selected quality of the finest mixture in whole, delicious, crisp nuts. Almonds, Brazil, Cashews and Peanuts. Roasted Fresh Daily. No Peanuts.

EDWARDS
Street Floor

**Reg. 2.98 Hand Made
LACE TABLE CLOTHS**

Friday and Saturday only **1.84**

Exquisite Point Marguerite designs, richly made by hand. Woven of hard twist cotton yarns, and rich enough for your most formal occasions.

EDWARDS
Second Floor

**Reg. 79c Monogrammed
Crystal Glass
CIGARETTE SETS**

Friday and Saturday only **59c**

A smart gift for smart tables! This set consists of a cigarette box and four ash trays, all in sparkling crystal glass with single monograms on each piece.

EDWARDS
Second Floor

**Reg. 80c Chermay
April Showers
Face Powder & PERFUME**

Friday and Saturday only **39c**

A special closeout combination! You receive a regular 55c size box of face powder with a 25c size bottle of perfume, 3 shades of powder to select from.

EDWARDS
Street Floor

**Womens' Zapon Leather
or Rayon SLIPPERS**

Friday and Saturday only **77c**

An unusual gift value! Made of fine Rayon or zapon Leather, these slippers are well-built and rich in appearance. They come in leather or semi-hard soles. Cuban or low or low heels. Colored in wine or blue.

EDWARDS
Basement

**30-Hour, Reg. 1.39
ALARM CLOCKS**

Friday and Saturday only **84c**

You'll need this "sleep buster-upper" for an early morning start on those busy shopping days ahead! Its quality and efficiency makes it a gift that will be remembered just about every morning of the year.

EDWARDS
Street Floor

**16-Inch Mama
BABY DOLL**

Friday and Saturday only **1.19**

A cute Big doll for a cute little girl! Flannel coat and bonnet; white maribou trim dress and panties; shoes and stockings. Silk coat and long dress, if you prefer.

EDWARDS
Basement

"The Store With the Christmas Spirit"

Edwards Christmas Bell Ringers

Give Any of These and YOU GIVE HAPPINESS!

Unusually Fine Quality Thick Deep CHENILLE BEDSPREADS

Likeable Gifts **4⁹⁸** Full Bed Size

Luxurious deep Chenille from head to foot! These unusual creations make a gift that will be long remembered. In white with beautiful multi-colored inserts. They reflect charm and good taste. Skillfully made in full bed size. We box all spreads.

ROSE — BLUE — PEACH — GREEN — GOLD

Other Spreads at 5.98—7.98—8.98—12.98

"PURREY" BLANKETS

with 5" wide Rayon Satin Binding

\$5

The new miracle blanket by Nashua! Made of a specially processed rayon and wool which imparts a lofty, deep nap and a fluffy, warm thickness. Cut to full bed size 72x84. A real gift at a sensible price!

Peach — Green — Sky Blue — Rose — Seafoam — White — Old Rose — Dusty Rose

QUAKER LACE DINNER CLOTH

7⁵⁰

The "Remember Forever" Gift! This luxurious Point Plat de Venice lace was inspired by the lovely Venetian Rose Point. It is both beautiful and practical. Its fine quality is characteristic of genuine Quaker Lace. At a price to meet the Christmas budget.

Size 72x90'

EDWARDS—Second Floor

LUXURIOUS DOWN FILLED CELENESE RAYON COMFORTS

A Real Gift! **12⁹⁸** Size 72x84

An extremely beautiful comfort, filled with light-as-air-down! A joy to own... a joy to receive. It is a world of comfort and warmth. With an exquisite trapunto design, richly needled and colored of the newest shades.

Monte Blue — Sahara — Rust Wine — Peach — Green

AUTO ROBES

Make Useful Gifts

2⁹⁸

We are real proud of these robes at this low price... for with wool much higher now than last year, it was with no little effort that this group was obtained. The ends are neatly fringed, they are warm and practical for the auto.

Blue — Green — Brown — Wine

Others at 3.98 — 4.98 — 5.98 — 8.98

Cannon BOXED TOWEL SETS

1⁹⁸

You've seen them advertised in your favorite magazine, these bright new sets of rich colored towels in various weaves. You will be attracted by the smartly designed boxes that they come in... You will see why they are so popular as a gift!

Other sets 1.00 — 2.98 — 3.98

EDWARDS—Second Floor

Sweets For The Sweet! Famous "Symphony Sweet" Double Dipped Chocolates

6-Lb. Box **\$1.98** 3-Lb. Box **\$1.29** 2-Lb. Box **99c**

Our finest quality chocolates, including many fancy pieces not carried in our bulk line, in these favorite centers: —

- * Caramel Cream
- * Cherries in Cordial
- * Full Cream Nut Caramel
- * Creme de Menthe
- * Brazil Nut in Cream
- * Mint Sponge
- * Filled Chocolate Sticks
- * Nut Nougats
- * Brazil Nut Cream Caramels
- * Nut Butter Crunch
- * Vanilla Butter Creams
- * Maple Walnut Creams
- * Italian Creams
- * Apricot Walnut Jelly
- * Fruit and Nut Clusters
- * Peppermint Creams
- * Almonds
- * Orange Cream
- * Pineapple Cream
- * Plantations

One lb. Box Miniature Chocolates
Over 100 tiny pieces to each pound. Centers consist of 40 different kinds, each delicious one coated in the best dark chocolate obtainable.
2-Lb. Box, 1.38 3-Lb. Box, 1.98 **69c**

5 lb. Box Assorted CHOCOLATES
This tasty assortment comes half coated in milk chocolate and half coated in dark chocolate. A delicious variety of crisp, chewy creams, nut centers and fancy pieces. **\$1.69**

Symphony Sweet Hard CANDIES
Reg. 39c Lb. **29c** Lb. Reg. 39c Lb. **19c** Lb.

- * Filled Raspberries
- * Paradise Tapi Filled Fruits
- * Half Vienna Filled — Half American Mixed
- * All Clear Hard Candies
- * Molasses Mixture
- * Chocolate Filled Straws
- * Golden Crumbles
- * Black Walnut Puffs
- * Champagne Wafers
- * Dunhill Regent Mixture

3-Lb. Glass Jar Hard Candies ... **69c** 5-Lb. Tall Tin Hard Candies ... **99c**

Gifts You'll Have a Notion to Buy!

3 Piece BOX SETS
For hose, hankies or gloves! 3 piece quilted satin covered. Cellophane wrapped. **2²⁵**

Elec. Pants Presser
Puts a crease on the trousers in a jiffy! Easy to operate and an economical way to keep trousers neat. **\$1**

Wiss Pinking Shears
The greatest time saver since the invention of the sewing machine! You know Wiss quality is tops. **4⁹⁵**

Cabinet with Free Matching Basket
Covered in a handsome pattern, this cabinet has 1 large hat compartment — 1 lingerie drawer — and 4 shoe drawers. Beautiful waste basket given with cabinet. Green - Rose - Navy. **1⁹⁸**

Sewing Cabinet
A Priscilla sewing cabinet with handy thread tray. Finished in rich Maple or Walnut. **\$1**

PINA-TY-RAK
Ties wear better and look neater when they are kept in shape with this new tie rack! Space for 24 ties. **\$1**

Wiss Manicure Set
A fine quality manicure set in elegant case of smooth cow-hide with Celanese lining and zipper closure. **4⁹⁵**

EDWARDS—Street Floor



Edwards Christmas Bell Ringers

You Can't Miss If You Choose Edwards Hosiery!

She'll Appreciate 'EDWA' SILK STOCKINGS

69^c
Pair

- ★ All Silk Sheer Three Threads
- ★ Four Thread Business Chiffons
- ★ Long Wearing Service Weights

Buy "Her" "Edwas"... Tuck a check in the toe... She won't mind a bit. Even without the check, she'll appreciate a gift of "Edwas". Christmas or any other time of the year, they're among our best-sellers. That's because they're made of long-lasting, crystal-clear silks and constructed with a heel-within-a-heel reinforcement. Sizes 8½ to 10½.

FIVE EXCITING COLORS:

- TROPICANA: A Blush Beige
- SAMOA BEIGE: A Spirited, Medium Beige
- TABASCO: A Rosy Beige
- COCO: A Smart, Neutral Beige
- DAWNMIST: A Medium, Sandy Beige

Give Her 'FIRST LADY' SHEER CREPES

79^c
Pair

- ★ Three Thread Very Sheer Crepes
- ★ Four Thread Business Chiffons

Here's the stocking that's full of Christmas "Sheer"! A gift to pamper your "First Lady" in a most practical way... A gift that won't unbalance your budget! If you know stocking qualities you'll know that genuine crepes are almost unheard of at 79c a pair. Shop early enough and you'll be able to buy several pairs for every woman on your gift list.

The Season's Wanted Colors:

- TANHAZE
- FRESCO
- AMBERDUSK
- RUST

Shorts: 8½ to 9½ — Regulars: 8½ to 10½
Extra Longs: 9½ to 11

A Most Acceptable Gift That Will Make Lasting Friends This Christmas

"NO MEND" SILK STOCKINGS

No mistaking it... every woman loves stocking that make the most of her legs, stockings that look air-clear on her legs and stockings that wear long and well. "No Mends" wrap up all these virtues in one superbly beautiful stocking... and Edwards in turn wraps up 3 pairs in a smart "Treasure Chest" gift box at no extra cost.

1.15
Pair

Three Pairs
In A Smart
"Treasure Chest"
Gift Box

"No Mend" HOSIERY SOLD
Exclusively At EDWARDS
In Rochester!

Young hopefuls hope for "No Mend" hose. Older women prize these flattering stockings—in fact, they're the pets of EVERY woman who wants really good stockings. Three threads, four threads or service weights—she'll be happy with any of them... (just so long as they're "No Mends"! Nothing we can think of is a more suitable compliment to her good taste.

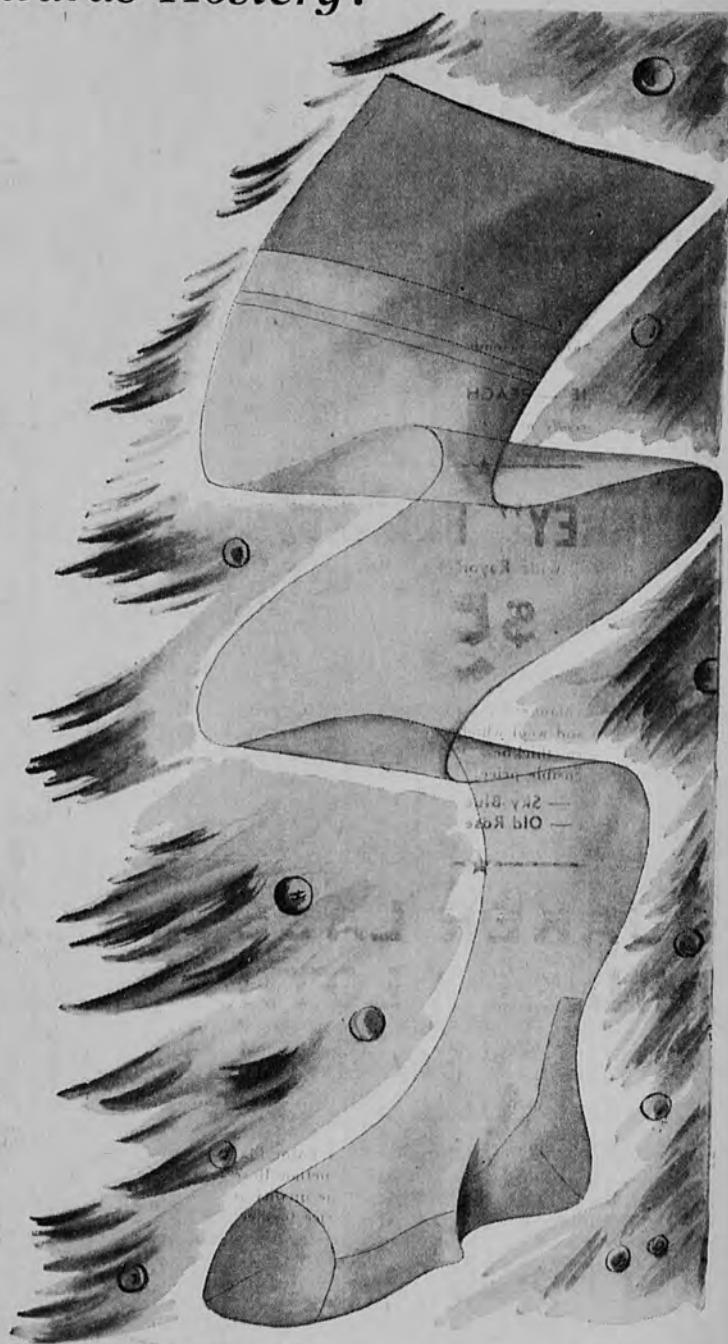
Shorts: 8½ to 10 —

Reg. 8½ to 10½

Extra Longs: 9½ to 11

Exclusive "No Mend" Colors
to Match Any Costume

EDWARDS—Hosiery, Street Floor



You'll Get A GLAD HAND With These Handsome Gifts!

Women's AMERICAN-MADE 'KINKID' GLOVES

Here's a gift glove that deserves a hand—made of "Kinkid"—a soft kidlike leather, but a lot more durable! Full PK sewn! English thumbs! Hand drawn styling on the backs to give them a smart hand tailored effect! Novelty slip-ons in sizes 6 to 8.

2.25
PAIR

Black With White, White, Brown With Beige

Novelty Slip-On and Shorty PIGSKIN GLOVES

No more shopping "DAZE" to Christmas—not if you present most of the women on your list with gloves like these. Several novelty styles and a plain pull-on style—most of them hand-sewn and whip-stitched backs. Hard-to-get, hard-to-wear-out, REAL pigskins, PXM sewn!

2.25
PAIR

Black, Brown, Beige, White Natural, Cork

Bunny Hair Mittens

\$2

Bury your hands in their deep, luxurious depths. Made of pure white, high grade skins. White only. Small, medium and large.

Polar Mitts With Leather Palms

\$3

Swell for sports. Cuffed version with plush wool backs and water-proofed leather palms. Newest hues. Small, medium, large.

"Snow Flake" Mitts For Girls

\$1

Light and soft as a snowflake! Warm as toast! Made of tufted, fur-like cotton that washes well. White, red, green. All sizes.

Children's Wool Mittens

59c

All wool in a host of patterns and colors! All are fashioned and knit of pure wool. Sizes: 1 to 3, 4 to 6, 6 to 8.

Women's Fleece Lined Fur Cuff Gloves \$2

Every driver, every sport-minded woman will want a pair! Styled in soft imported capeskin and warmly fleece lined throughout. Made with fur cuff with vent at side for easy slipping on.

Black and Brown Only

Sueded Rayon 'Doewel' Fabric Gloves by Van Raalte \$1

Wonder for wear! Unbeatable from the comfort angle! Slip-on styles in novelty and plain versions. Stitched backs or leather backs in a huge assortment of smart patterns. 6 to 7½.

Black - Brown - Red - Navy - Wine - Green ...

EDWARDS—Gloves, Street Floor

ROCHESTER SUN,

Edwards Christmas Bell Ringers

To Warm the Heart of Any Man
Give One of These . . .



FINE QUALITY-ALL WOOL GIFT ROBES

at **7.95** at **9.95**

A Wrap-Around Model
With Shawl Collar

Has he been hinting around for a robe? Give him this popular wrap around model and he'll be more than pleased with your choice. It's fine tailoring and rich herringbone pattern will make a big hit with him! Made of all wool flannel for warmth and cut with 3 big pockets.

Small - Medium - Large
Maroon - Navy - Green

Lined With Crown Tested
Rayon For Extra Warmth

If he doesn't suspect that you have a robe in mind . . . surprise him with this fine model! He will be down right pleased with this smart Jacquard robe, lined with Crown Tested Rayon. This is the kind of high quality robe that most men would prefer.

Wine - Navy - Green
Small - Medium and Large Sizes

EDWARDS—Street Floor



Men's Famous Make JACKETS... 9.95

A gift that will be received with real enthusiasm! To many men, a fine leather jacket can be the most useful garment in their wardrobe. Made of selected first-quality leather, this jacket is soft, pliable and worn with ease. Cut with four patented pockets.

Suede — Soft Cape
Zipper Front Celanese Lined
Sizes 38 to 46
EDWARDS—Street Floor



MEN'S GIFT SWEATERS 4.98

Always "Tops" for a man's gift! These well made, warm woolen sweaters come in a large selection of styles. You are sure to find the kind that he would like best.

Pure Worsted—Button or Zipper Front
All Brushed Wool—Zipper Front
Wool Fronts—Zipper—Patch Pockets
Brushed Wool—Button Front
Sizes 38 to 46
EDWARDS—Street Floor



"Sportocrat" SPORT SHIRTS 2.95

Wrap this one up for the outdoor man! It won't stay in a Gift Box long when he sees its exclusive new two-in-one style. A high quality sport shirt made of strong cotton gabardine or spun rayon. It can be worn open for sportswear or closed, with a tie, for casual wear. In small, medium or large sizes.

Blue—Green—Tan
EDWARDS—Street Floor

A Real Christmas Present!

Men's All-Wool Flannel ROBES 4.95

A robe that looks good and wears well! Its rich colors trimmed with contrasting piping will catch his eye. Its great warmth will capture his fancy. Made of fine quality all-wool flannel, this popular priced robe is a great value for the thrifty Christmas Shopper.

Blue - Maroon

Small—Medium and Large Size

EDWARDS—Street Floor



By Far — His Choice!

Men's Better Flannel ROBES 5.95

A "Leading Style" for your "Leading Man"! This handsome robe is of warm, all wool flannel. Made in beautiful plain colors with a rich contrasting trim. Skillfully tailored for that dressed up formal appearance. Shawl collar, three pockets and smart fringed sash.

Maroon - Navy - Green - Brown

Small, Medium or Large Sizes

EDWARDS—Street Floor

For Cold Weather Comfort!

Men's Braid Trim House Coats 5.95

Watch him make a dash for the nearest mirror to admire himself, when he first tries it on! This smart, new house-coat will make him feel mighty important for a few happy days, but then, he'll soon settle down to his former self and enjoy many comfortable hours lounging in his new Christmas coat. Made in rich plain colors with a smart braid trim, neat shawl collar and three full pockets.

Maroon - Blue - Gray

Regulars — Stouts

EDWARDS—Street Floor



Of Course He'll Love This!

Men's Deluxe House Coats 7.50

This Deluxe model may seem a bit rich for his blood—but so is Plum Pudding—and after all, it IS Christmas! He will be proud of so fine a gift and you can bet that his friends will soon see it. Made of fine quality fabrics in plain colors with plaid back. The collar and cuffs are tailored in reverse to show the contrasting plaids. Cord and braid trimmed with shawl collar and three full pockets.

Blue - Maroon - Gray

Regulars — Stouts — Longs

EDWARDS—Street Floor

ROCHESTER SUN

Edwards Christmas Bell Ringers

Gifts He Would Certainly Buy For Himself!

Men's FAMOUS "GRENADIER" SHIRTS

1³⁹

Every Shirt
Sanforized

Values
1.95 and 2.50

It would seem impossible for even Edwards to bring you so fine a quality of shirts at this price. But, Christmas is the season of giving and this is our way of giving you real Holiday Values. A top-notch gift for men, these fine shirts come in a wide variety of styles, colors and fabrics; with features and tailoring that you would find only in shirts selling at a much higher price. We can offer only 3000 of them, so get here early before they are gone!

- ★ End-to-End Broadcloth
- ★ Fine Quality Broadcloth
- ★ Fine Woven Madras
- ★ 2x2 White Broadcloth
- ★ Woven Slub Weaves
- ★ Diamond Dobby (Plain Color)
- ★ Non-Wilt Collar Attached
- ★ Low Band Collar
- ★ Kent Cutaway Collar
- ★ Soft Collar

White - Checks - Stripes - Plain Colors - Light or Dark Grounds

ALL SIZES: 14 TO 17



Live Glass Belt \$1
or Suspender .. 1 ea.

Men's Jewelry \$1
by Hickok

The new mystery material that's transparent, and stretches. Styled by Hickok, one pair will match an entire wardrobe. He will like them for their smartness and comfort.

Give him a gift with the 'personal touch'—bright new jewelry with his initials smartly displayed. Personalized creations in tie-chains, tie-bars, collar pin and tie chain sets. No initial on key chains.

MEN'S Gift PAJAMAS

1³⁹

Values
1.95 and 2.50

Sizes
A—B—C—D

A companion sale to our big offer of shirts! Write the word PAJAMAS in big letters on your gift list now! Select several pairs for the men from huge assortment in this timely sale. Of fine quality, the variety of designs makes gift-selection easy, the bargain price makes Christmas shopping a pleasure.

Notch Coat - and - Middy Styles
Sateens - Broadcloths - Paisleys - Novelty Prints
EDWARDS—Street Floor

Men's Gift NECKWEAR 69c

Not just a 'Christmas Tie'—but a standard tie, made by a nationally known maker of quality neckwear! Regular \$1 and \$2 values. All styles and colors—for the conservative as well as the flashy dresser.

- | | | |
|----------|-----------------|-----------|
| Satins | Spittfields | Novelties |
| Twills | Baratheas | Brocades |
| Moirs | Repps | Challis |
| Paisleys | Silk & Worsteds | All Wools |
- EDWARDS—Street Floor

Men's Gift MUFLERS 77c

A large assortment of better quality mufflers, including many one-of-a-kind samples. The many designs and colors make it easy for you to make a gift selection that will more than please the men. \$1 to \$2 values!

- | | | |
|---------------|--------------|--------|
| All Wool | Plaids | White |
| Weighted Silk | Stripes | Blue |
| Silk & Rayon | Paisleys | Maroon |
| Rayon | Plain Colors | Green |
- EDWARDS—Street Floor

Men's Gift GLOVES 1⁹⁸

Wait until he slips on a pair of these gloves, he will tell you what a fine gift they are! Priced for economy, made for warmth and wear, you will find a large variety of leathers and styles to choose from.

- | | |
|-----------------|------------------|
| Genuine Pigskin | Fur Lined Gloves |
| Imported Cape | Wool Knit Lined |
| Domestic Cape | Mohair Lined |
| Goatskin | Unlined Gloves |
| Suede | |
- EDWARDS—Street Floor

Men's Interwoven SOCKS.. 35c³ for \$1

If he is fussy about socks, you can be certain that he will admire a gift of "Interwoven"—the sock that fits better and wears longer. Regular or ankle styles in Rayon, Lisle, Rayon and Lisle, Cotton.

- Checks—Figures—Verticals—Stripes
EDWARDS—Street Floor



Edwards Christmas Bell Ringers

All Aboard For Edwards! Meet Dear Old Santa!
He's Here To Thrill The Heart of Every Girl and Boy!

TOY TOWN



★ Ride the Zephyr Express to Santa's Land... Fare 5c
★ Visit Edwards Fish Pond
★ See the Free Movies Daily
★ Write your letters to Santa Claus. He Will Answer every letter.
★ See and Hear Santa Broadcast Every Day From 5:45 P. M. to 5:30 P. M. Direct from EDWARDS' Toytown and WSAY.

21-Inch Tall
BABY DOLL... 2.98

Make it a "Blessed Event" for Christmas! Watch the smile of joy as the little mother finds her new Dream Doll! Dressed in dainty organdy, embroidered collar and ruffled bonnet to match, with little rubber panties.



Student's Desk and Bench



6.75

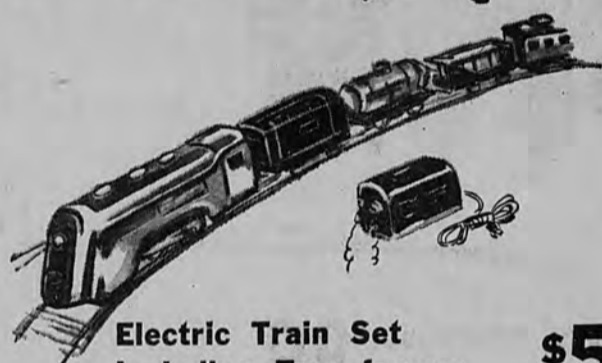
School children will welcome this fine gift! It gives them their own desk for homework just as they have their own desk in class. Made of sturdy maple. Desk top 18" x 32"; height 27".

EDWARDS
TOY TOWN
Down Stairs



Whitney Doll
CARRIAGES 6.95

The 'Mother Instinct' of every young Miss will reach a new high when 'Baby Dollie' is placed into this lovely carriage. Beautifully upholstered sides with pocket. Swing gear, hand brake, 8" wheels, 24" body finished in gray or garnet.



Electric Train Set Including Transformer... \$5

What would Christmas be if Junior didn't have an electric train for Dad to play with? Watch 'em both thrill as this big Streamlined freight rolls down the track, and what a big train it is! Locomotive, tender, tank-car, coal-car, box-car, flood-light-car and caboose, all speeding along 12 sections of track. Set is 20 pieces in all, including transformer.

	<p>Easel Black Boards \$1</p> <p>Young talents can be developed with this educational board. Complete with chalk and eraser, it will hold their interest for many quiet hours!</p>	<p>Junior Adding Machine \$1</p> <p>For the Junior Accountant—Easy to operate. Adds up to 9,999 accurately. Great for school work, it will also help mother check her shopping lists.</p>	
	<p>Printing Presses 1.19</p> <p>Every boy wants to be his own printer! With this press he will spend many hours in a fascinating year-round hobby. Complete with set of type, ink, brush and paper.</p>	<p>Ball Bearing Velocipedes 5.75</p> <p>Sturdily built for miles of happy riding. 1 1/4" Tubular-Type frames. Heavy spoke wheels, rubber pedals... finished in bright red enamel, white trim.</p>	
	<p>Coaster Wagons 3.25</p> <p>Boys will like its full-size 34" steel body. Big 10" rubber tired wheels with thousand mile ball bearings. Baked enamel Red finish, and durable construction.</p>	<p>Steering Sleds 1.79</p> <p>A knockout for speed and safety! Made of selected Northern Ash with spring steel GROOVED SAFETY runners. Streamlined, 38" long—natural varnish finish.</p>	
	<p>Steel Ride 'Em Truck 1.19</p> <p>Streamlined, cab-over-engine type! What fun the kids will have riding on the big seat across the body top. "T" handle steers front wheels.</p>	<p>Doll Bathinettes 1.95</p> <p>A doll-sized miniature of the Original Baby Bathinette, with all of the big features of a full-sized baby bath! A gift that every young Miss really needs for her Dollie.</p>	

ROCHESTER SUN

Edwards Christmas Bell Ringers

You'll Save Most If You Do All Your Gift Shopping at Edwards



Make Every Lad Glad With These Gifts!

Zipper Hood All-Wool
MACKINAWS
5⁹⁸

Watch his eyes light when he sees the 4 handsome pockets, the full belt, the he-man tailoring, the sturdy lining. Bright plaids in blue, teal, maroon, green, brown. 8 to 20.

Zipper Attached Hood
SNOW SUITS
9⁹⁸

A regular junior mackinaw made in all-wool plaids; double breasted; 4 pockets; full lining. All wool pants in plain colors. Plaid coats in maroon, blue, green, brown. 6 to 12.

Boys' Broadcloth Gift Shirts
89^c

A gift that combines practically with sentiment! Made in assorted stripes that will take all the washing you can give them. Blue, brown and green stripes plus plenty of solid whites. Juniors; 8, 10, 12, 14. Boys; 13, 13½, 14, 14½.

Boys' All Wool Gift Sweaters
1⁹⁸

The kind he'd pick out for himself! Styled with popular crew neck and shaker rib stitched. Plain colors of navy, maroon, green or teal in sizes 30 to 38. Also many other styles with zipper fronts.



Boys' Good Quality Gift Neckwear

Boxed For Gifts
29^c

Ties he'll really like! Ties for boys of all ages — Ready tied ties! Junior ties! Boys' ties! Student ties! Brightly colored in stripes and checks.

Boys' Ties and 'Kerchief Sets

Boxed For Gifts
50^c

Nothing "sissy" about them — their kind he's sure to go for! Many colors and patterns to choose from. Junior, boy and prep sizes in the group!

Hugger Ear Muff Caps
\$1

Nothing better for Winter days. Plaid and corduroy fabric with Laskin-Lam muffs. Several styles to pick from. Fine to wear with jackets or mackinaws.



Every Active Boy Will Appreciate One of These for Christmas!

8 Piece COWBOY SUITS
1⁹⁸

Yipeee! The very thing he's been wishing for all year! Certainly, it's an inexpensive way to make him the happiest boy on earth Christmas morning and for months to come!

Outfit Consists of:
HAT SHIRT VEST
CHAPS LARIAT NECKERCHIEF
2 GUNS

EDWARDS—Street Floor

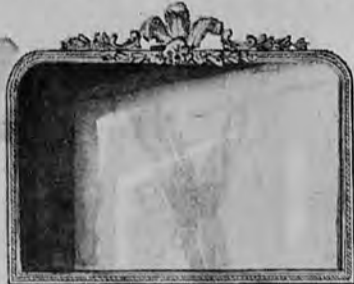


Plate Glass Copper Backed
Gift Mirrors

4⁹⁸

3 framed and one Venetian style to choose from. (Frames are finished in lasting metal bronze.) Any homemaker will appreciate one because she can use it over her davenport, buffet, mantle or countless other places.



Colored Border
FLORALS
\$1

The perfect size to use in pairs, over beds, buffets, davenports, etc. Framed in white with mats in wine, blue, peach, bottle green, turquoise and apple green.

Large Round
Floral Pictures
2⁴⁹

Beautiful craft-stone florals framed in ivory or matted in duobunnet, blue or green with ivory frames. A chance to give lavishly yet inexpensively.



EDWARDS—Fourth Floor

GIFT JEWELRY



Men's Strap Watch
9⁹⁵

Give with pride—it's fully guaranteed! Made in yellow gold with a stainless back. Complete with strap at 9.95.

Women's Wrist Watches
9⁹⁵

Complete with bracelet. Made in rich yellow gold with a stainless back. The movement is fully guaranteed. A scoop!



Women's Wrist Watch
14⁹⁵

She's sure to think you paid a small fortune for it! Choice of new pink or yellow gold. Complete with bracelet.

Men's Strap Watch
14⁹⁵

He'll cherish a watch like this for a lifetime. In yellow gold with stainless steel back. Fully guaranteed!

Women's Birthstone Rings 3.95 and 4.95
Your choice of lovely birthstones for any month of the year. Rings like these represent things of real beauty. Buy now for Christmas while prices are low!



Men's Cameo Rings
9⁹⁵

Even if he doesn't like most jewelry, he's sure to like one of these masculine-looking Cameos. Tiger-Eye or Hematite.

Women's Birthstone Rings
9⁵⁰

Styled with 2 matching side diamonds in a modern gold setting. The price is exceptionally low for such workmanship.



"Flower Flare"
GIRLS' QUILTED HOUSECOATS
3⁹⁸

Wrap it around you, look in the mirror and presto! You're a glamour girl! Washable, it has a quilted self lining. Gay flowers on a white background with pottery red or blue noivings. 12 to 20.

GIRLS' WOOL SNOW SUITS
10⁹⁸

Hand embroidered motifs! Water repellent; Arides treated; attached zipper hood; knitted cuffs; Talon pocket closing on pockets and leggings. Navy, wine or green in sizes 7 to 16 years, or green in sizes 7 to 16 years. She'll like this suit, rest assured.

CORDUROY JUMPERS
3⁹⁸

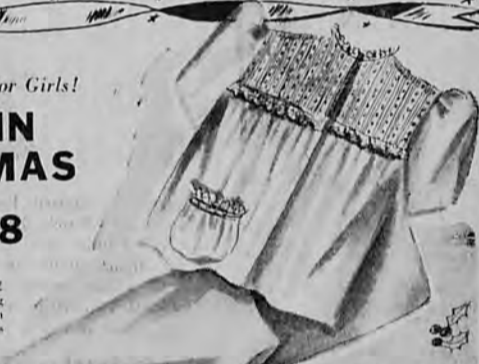
You know how popular Corduroy is this year and you probably know how hard it is to clean. That's why these jumpers make doubly welcome gifts. Wine, teal, green or schoolhouse red. Beige wool crepe blouse, 8 to 16.

EDWARDS—Third Floor

Gift Luxury for Girls!

SATIN PAJAMAS
1⁹⁸

Pamper her this practical way! Give her any of three charming styles—all with lace and ribbon trims. Tearose and blue in sizes 8 to 16 years.

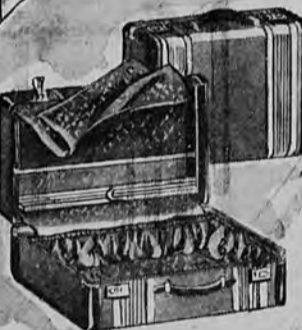


EDWARDS—Third Floor

Women's 1941 Twin

Travel Sets
Worth All of \$11⁹⁴

Nothing better if she's a traveler! Made with wide leather binding on smartly woven striped canvas with large pockets and the tapes. Wardrobe case carries 6 to 8 dresses. Your choice of 18" 21" or 24" overnight cases. Veneer construction throughout. Brown and grey. Initials free.



Men's Leather Gladstones

Reg. 7.50 Value
\$5⁹⁸

Heavily embossed walrus grain leather in black or mahogany. Fine linings; utility pockets; heavy steel frame; good hardware; strong leather straps. Good value at the regular price!



EDWARDS—Seventh Floor



CHILDREN'S BOOKS
69^c

The ideal gift for children! Packed in an attractive gift box that contains 10 books. Story books, paint books, tracing books and activity books are included.



WEBSTER'S UNABRIDGED DICTIONARY
8⁹⁵

Over 5 inches thick... Almost 2 feet across when opened, this superb volume is the authoritative, all-inclusive volume you or some one on your list has always wanted!



TEACHER'S BIBLE
\$3

Boxed! Genuine black leather and stamped in genuine gold with gold edges and silk marker ribbon. Contains Concordance, Bible Readers Aids, 16 full-color maps.

EDWARDS—Street Floor

ROCHESTER SUN

Edwards Christmas Bell Ringers

IN OUR BASEMENT STORE



Men's Kid Opera Slippers

What every man needs... gift slippers! All leather lined. Flexible leather soles. Brown, blue, black or wine. Sizes 6 1/2 to 12

1.98

EDWARDS—Basement Store



SCRANTON LACE TABLE CLOTHS

Imagine her surprise and joy when she sees this lovely lace table cover. Rich well filled-in lace design with central motif and border. Scranton first quality. Light ecru color.

1.89

EDWARDS—Basement Store



Rayon Satin Comforts

Give "her" something nice for the home! A lustrous, lovely comfortable with part wool filling. Corded edges. In one color or two tone combinations. Well quilted and stuffed with long stapled cotton and wool.

4.98

Blue — Dusty Rose — Green — Orchid — Eggshell
Peach — Brown — Wine

EDWARDS—Basement Store



Rayon Taffeta PILLOWS 29c

Great beauty for little money in these rich rayon taffeta gift pillows. In stripes, dobby design and appliques. Gold, brown, green, blue, wine and eggshell.

EDWARDS—Basement Store

INEXPENSIVE GIFTS FOR MEN ON YOUR LIST

Extra Good Quality

SHIRTS And PAJAMAS

Sanforized Shrunken Non-Wilt Collar Shirts

Give him shirts this Christmas. Good-looking woven fancies in every popular pattern and color. Also plenty of white sanforized broadcloth shirts. Fabric value in the lot 1.39 to 1.95. Size 14 to 17.

- ★ Lustrous Broadcloth
- ★ End to End Cloth
- ★ Fancy Slubs
- ★ Chambrays

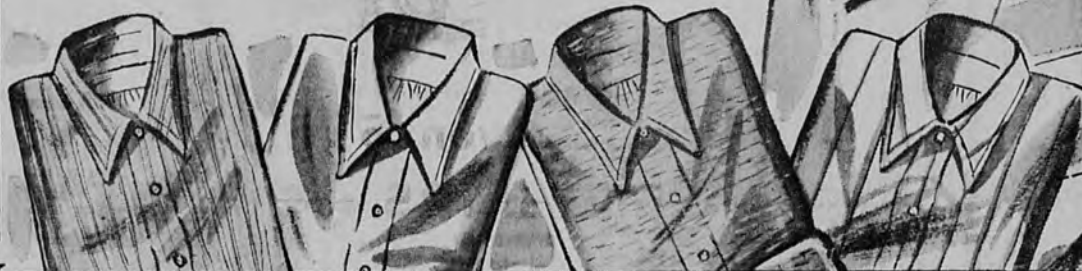
Full Cut Broadcloth Pajamas

An inspired gift for men... fine quality striped broadcloth pajamas in notch collar coat or middy style with elastic waist band. Full cut. Assorted colors and patterns.

- ★ Striped Broadcloth
- ★ All Fast Color
- ★ Newest Patterns
- ★ Sizes A, B, C, D

\$1
EACH

EDWARDS—Basement Store



Winterton Gift

BLANKET ROBES 2.98

Give a gift he can wear. Quality cotton fabric blanket robes with shawl collar, three pockets and cord tie. Herringbone, ombre, checks, plaids and solid colors. Blue, maroon, green, brown. Small, medium, large.



Men's Part Wool Gift

FLANNEL ROBES 3.39

A good way to wish him a Merry Christmas. A wrap model robe with three pockets. Piping trim. Plaid body with contrasting plain color sleeves. Blue — Green Maroon. Sizes 36 to 46



Men's Gift Beacon

BLANKET ROBES 3.98

An instant success with the "males" on your gift list. In ombre, herringbone, plaid, check or solid colors. Shawl collar, button front, cord trim, three pockets. Small, medium, large sizes.

He'll Want Plenty of These Fine Hand Made NECKTIES

Reg. 55c value **29c**

This is the gift every man wants! Fine quality handmade neckties in plaids, checks, stripes and figures. Every color and pattern you could ask for... at a really affordable low price.



The Gift of Gifts!

Men's PIGTEX GLOVES

Reg. 1.29 value **\$1**

He'll really be enthusiastic when he sees these goodlooking gift gloves. Clasp and slip-on styles in natural and cork shades. All perfect quality. Sizes 7 1/2 to 10.



A Practical Gift!

Men's Quality SUEDE JACKETS 4.98

4.98

An unusual gift opportunity. Fine quality suede jackets in the most popular zipper style. Knit trim collar, bottom and cuffs. Sateen lining. Brown only.



All Sizes 38 to 46

Men's All Wool JACKETS 3.98

3.98

A gift he'll be proud to own. An all wool two tone zipper jacket with zipper top pocket. Plaid body with contrasting plain color sleeves. Blue — Green Maroon. Sizes 36 to 46



EDWARDS—Basement Store

Edwards Christmas Bell Ringers

IN OUR BASEMENT STORE



Gifts You Will Find Under Every Christmas Tree!

WOMEN'S SATIN OR CREPE Gift Slippers

Her favorite gift in her favorite style! Comfort-giving slippers in D'orsay, moccasin, sandal, wedge and slipper styles. Closed and open toes. Hard or soft soles. Also chenille scuffs with rabbit fur trim.

1 19

An Ideal Gift Suggestion!



Women's & Misses

Gift Sweaters

Her idea of a real gift! Fine quality all wool sweaters. Tyrolean embroidery, angora trims, fancy buttons. In slipper or short cardigan styles. All colors and sizes.

1 09

Red — Blue — Aqua — Maize
Rose — Green — White — Black — Wine
Sizes 34 to 40

How About Some . . .

Dainty Gift APRONS 39^c

Aprons are an ever welcome gift and these crisp organdy aprons are no exception. Gay contrasting color bias bands, bib style, ruffles, pockets, self ties. — Dainty pastel colors.

Blue — Rose
Green — Maize
White

A Luxury Gift At A Low Price!

Tufted Candlewick CHENILLE ROBES 2⁹⁸

To delight her . . . luxury tufted candlewick chenille robes. Collarless with surplice front closing. Inside-tie at waist. Cord belt. Flowing skirt line with bracelet length sleeves. Easy to launder.

Fuschia — Copen — Dusty — Royal
Sizes 14 to 20



Rayon Satin DANCETTES 59^c

A gift special! Lace trimmed and embroidered panties with uplift tailored brassiere. Tealose and blue. Sizes 32, 34 and 36.



An Inexpensive Gift!

Rayon Satin SLIPS and GOWNS \$1

The Slips:

Gleaming, glamorous rayon satin lace trimmed slips with the new mid-rif waistline. Lace ruffled hemlines which give a very youthful appearance. Tealose and white. Sizes 32 to 40.

The Gowns:

Beloved by smart women. Lustrous rayon satin gowns in tailored, lace trimmed or embroidered styles. Bias cut. V necklines. Flattering bustline fullness. Three smart styles to select from. Tealose and blue. Sizes 16 and 17.

No Woman Has Enough Of These!

PERFECT QUALITY SHEER GIFT HOSE

In All the Popular Winter Shades

All Sizes 8 1/2 to 10 1/2



Specially Priced

59^c
PAIR

Beautiful hosiery is always desirable and welcome. Buy her at least a half dozen pairs at this incredibly low priced. In sheer, ringless three and four thread chiffons and service weights. All first quality! — All full fashioned! Reinforced at all points of wear. Samoa beige, Dawn mist, Tropicana, Coco, Tobaasco.

Infant's Hand Embroidered Dresses

Adorable pink or blue ribbon trimmed dresses. All white or pink and blue embroidered trim.

59^c

Girl's Gift Undie Sets

Slip and pantie sets in rayon, satin or crepe. Lace, tailored or embroidered trims. Panties have hand or elastic fronts. Sizes 4 to 14.

1 09



What Every Boy and Girl Wants For CHRISTMAS!



Special! Boy's and Girl's HOCKEY SKATES

Boy's Sizes 1 to 12	2⁹⁸	Girl's Sizes 1 to 9
---------------------------	-----------------------	---------------------------

Juvenile Skates Sizes 8 to 2

The sporting thing to say "Merry Christmas" to the outdoor boy or girl. Topgrain leather uppers, oak bend soles, built-in webbing for support, steel shank in arches, nickel plated hollow ground blades. Girls' in white with plaid lining. Boys' in black.



Look! Boys and Girls Here's A Gift That Has Everything! ROADMASTER BICYCLES

Extra Special Value

25⁹⁵

Regularly Sold For 29.95

For Christmas, you're wise if you give one of these Roadmaster bicycles. Equipped with head light, ELECTRIC HORN IN TANK, truss rods, chain guard, rear reflector, Texas steer handle bar, white sidewall U.S. chain tread balloon tires, leather saddle, Lifetime frame and fork. New 1941 color combinations.

ROCHESTER SUN

Edwards Christmas Bell Ringers

Give "Seamprufe" Lingerie — the Feminine Gift of Luxury!

Sold Exclusively at Edwards

"Seamprufe" SLIPS and GOWNS



"SEAMPRUFE" SATIN

Juliet SLIPS

If you know her well, give her lingerie. The Alencon type lace is beautifully worked into the design of the bodice and repeats itself in cocktail effect at the hem. Regulation length; 34 to 44 and short lengths in sizes 31½ to 37½.

Tearose and White

2⁹⁸
EACH

"SEAMPRUFE" RAYON

Satin LaRue GOWNS

Made with Alencon type lace—that's proof of its exquisite beauty. The flowing yards—wide skirt, the moulded bustline, the magnificently smooth fit will be the treasured possession of gown lovers. Many more styles in sizes 32 to 44.

Tearose—White



Gown and Negligee
ENSEMBLES
3.98

Smart print ensemble—the gift that will be preferred! Gown is bias-cut, has full shirred camisole bodice. Negligee has snug-fitting waistline and puff sleeves.
Tearose, Blue Floral Prints
EDWARDS—Second Floor

"Seamprufe" Rayon
Satin LaRue
SLIPS

2

Say it with a "Seamprufe" Slip. Choose any of many fetching styles with luxurious lace trims smooth, simple tailoring. Bias, non-bias, bias 4-gore styles—all just meant for a gift!

Tearose and White—Sizes 32 to 44
Extra Sizes at 2.50

"Seamprufe" Rayon
Satin LaRue
PANTIES

1⁶⁹

Definitely in the luxury class . . . but they don't cost you a luxury price. Lavishly trimmed with Alencon Type shaped lace bottom; lastex waistbands; graded lengths. Smooth-fitting as a second skin.

Tearose and White—Sizes 24 to 34

EDWARDS—Second Floor



Corduroy
HOUSECOAT
3.98

Free monogramming to make her robe individual. Featuring the inspired styling and careful tailoring you always expect in "Edwards" robes. Bluebird Royal and American Beauty. 14 to 20.



Suede
ROBES
3.98

She'll be pleased with the slimness it gives her! Wrapabout style with large pocket and satin lined tie at waistline. Styled in soft, extra-warm novelty striped suede. Sizes 14 to 20.



Flannel
ROBES
5.98

Gift robes in the famous "Dovelora" style pictured. Full wrapabout model in royal blue, open blue and raspberry. Self tie, handy pocket. Sizes 14 to 20.



Satin Quilt
ROBES
5.98

Of printed rayon satin that's quilted to puffy-light warmth. Full wrap-over skirt with collarless V-neckline and bias cut back. Tearose, blue and plenty of wanted white. Sizes 14 to 20.



Chenille
ROBES
5.98

Snug, thick-aited chenille that really gives her the stem-waisted figure she wants. In effectively spaced stripes. Zipper front closing. Royal blue, raspberry, dusty rose. 12 to 20.



"Fuzzy-Wuzzy"
ROBES
5.98

A glamour robe in a brand new fabric with the luxury look of ermine! Handsomely tailored of soft brushed rayon fleece with a velour finish. Choice of hues. 12 to 20.



Printed Rayon Crepe
Butcher Boy PAJAMAS

1⁹⁸

Gay floral and novelty prints—so chic to lounge in, so comfy to sleep in. Tailored so there's plenty of room for action, but no room for improvement. Assorted prints. 32 to 40.

EDWARDS—Second Floor



Satin Quilted
BED JACKETS

2⁹⁸

Here's a way to make sure she'll look her very sweetest at breakfast. Luxurious in appearance—satin ribbon ties, lace edging at the collarless neckline. Small, medium or large.

TEAROSE, BLUE, WHITE
EDWARDS—Second Floor



Lovely SATIN
DANCETTES

1⁰⁹

A superb gift idea to help S-T-R-E-T-C-H that Christmas check! Select her favorite style from a lace, embroidery and ruffle trim assortment—all with perfect fitting uplift brassiere and matching lastex waistline panties.

SIZES: 32, 34, 36
EDWARDS—Second Floor

"Seamprufe"
EVENING SLIPS
\$2

One of those utterly feminine gifts she's probably been wishing for. Styled with a moulded bust and wide flared bottom. True-bias cut for flattering fit.
WHITE, BLACK, TEAROSE
SIZES: 32 TO 40

EDWARDS—Second Floor



ROCHESTER SUN

Edwards Christmas Bell Ringers

Gift Values That Answer The Question of What To Give!

Hundreds of Attractive HANDBAGS

A Christmas
Gift
Supreme

169

Copies of
Better
Bags

Black
and Brown

We feel that these beautiful new bags will be one of the most popular gifts of the Christmas season! Popular, because all women love to carry the latest thing in handbags. Popular, because there is not the usual fuss over size or fit that complicates most gift buying. With this in mind, we have gathered a larger and more elaborate Christmas selection this year than ever before. You will find them in rich new simulated leathers and in genuine leathers, all with luxurious linings and smart fittings.

Underarm Bags With Compartments and Fittings
3 Compartment Frames Top Handle Style
Vagabond Bags Inside Zip and Fitting

EDWARDS—Street Floor



Luxurious
PEARL
NECKLACES

Made To Sell Up
To 3.00

1.59

There is just the right amount of "glamour" to these beautiful necklaces to make any woman happy to wear them. The quality alone will convince you of this. All are made with selected clasp of sparkling Rhinestones. They come in the smart new styles of 1 to 5 strands and 4 to 5 strands twisted.

EDWARDS—Street Floor
*stimulated



16 Rib GIFT
UMBRELLAS
1.95
Values **1.69**

An unusual selection of smart handles make these umbrellas a most attractive Holiday special. In printed oil silks—Oil silk and rayon combinations—Printed and solid rayons—Glorias. A large variety of all the popular colors.

EDWARDS—Street Floor

GIFT SLIPPERS

Panda Scuffs

An open toe slipper with leather sole and soft pad heel. Colors blending in contrast to heel and sole trim. Pink and Copen Blue - Copen Blue and Pink - Royal Blue and Red - Allover Red.

1.59

Kid Shearling Boots

A compliment to her lounging outfit! Rich, deep velvet-trimmed with white rabbit fur. These beautiful slippers come in Red - Meda Wine Arcadia Blue - Cornelia Blue.

1.98

Velvet D'Orsay

'Kid Boots! Their all-wool linings will keep her toes as warm as toast. The softness of kid leather is noted for comfort. Blue - Wine Black.

1.98

Soft Kid D'Orsay

D'Orsays are the 'must have' slipper of her houndoir. Soft kid leather. Rich, beautiful peach linings. Leather sole and wood heel. Colors of: Blue - Wine - Black.

1.89

Shearling Scuffs

Snuggle her toes into a pair of these fluffy Shearling Scuffs! She'll enjoy the restful softness of this thoughtful gift. In rose - wine - baby blue.

1.98

Velveteen Boots

The smart looking boot that gives the foot that 'dressed' appearance! Invisible laces and warmly lined. Rich trim of genuine fur! For a gift, you could make no finer choice!

2.29

EDWARDS—Third Floor



Every Woman Wants One Of These Famous

Name-On-Scarfs

50 Names to choose from, **59c**
pressed on while you wait.

They will accept this scarf as a gift that shows the hand of originality. Made of good quality crepe, they come in the popular ascot and tubular styles.

White	Blue	Brown
Red	Green	Black
Gold	Rust	Wine

Satin Print ASCOTS..... 59c

Made To Sell at \$1

Ascot—the ideal neckpiece for your winter coat! A large selection of the quality prints found only in the better scarfs. See this assortment of patterns in attractive colorings!

EDWARDS—Street Floor



Men's Hand Made Linen Initial 'KERCHIEFS

25c White Only!

Right now—Hand Made linens are worth twice this price—and only because we were on our toes many months back can we offer them in our Christmas stocks. All are of good quality linen with beautiful hand-made initials.

EDWARDS—Hdjs, Street Floor

Women's Exquisite Chinese Hand Made Linen HANDKERCHIEFS

29c

EACH

We consider ourselves fortunate to be able to offer such a beautiful selection of fine quality, hand embroidered linens (also exquisite sheers) for your Holiday gifts. Skillfully made in these elaborate styles! Filtere—Shadow Hems—Appliques—Appenzel types—Drawworks. A choice of: All white—Color on white—Pastels.

EDWARDS—Handkerchiefs, Street Floor

Men's All White Linen Initial 'KERCHIEFS

6 for \$1

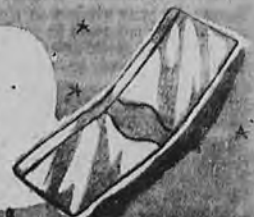
Most men look forward to Handkerchiefs on Christmas. Seldom do they buy for themselves. They will appreciate a set of these fine linens for their softness and size. All with a neat 1/2 inch hem.

EDWARDS—Hdjs, Street Floor

A New Gift! Live Glass BILL FOLDS \$1

Give him something unusual! The sensational new material that is used in these smart billfolds, will hold his interest for many a day. Transparent—Brown—Blue.

LEATHER GOODS
EDWARDS, Street Floor



ROCHESTER SUN,

Edwards Christmas Bell Ringers

A Gift For The Home Is a Gift Everybody Can Enjoy!

Treat Your Home To A Fine Quality Gift!

Tufted Back Lounge CHAIR \$25

A favorite book reads better—the radio sounds sweeter—you are sitting on top of the world when you lounge in this comfortable chair! Built for beauty and durability, this custom-made chair is the expert work of skilled craftsmen. Exposed Tapestry or Velour coverings in all of the wanted shades. This beautiful piece is the finest that we have offered in years.

EDWARDS—Fifth Floor

Arms and Back STUDIO COUCH 29⁹⁵

Add a dash of the modern studio to your apartment or living room! Enjoy the comfort and smartness of a bright new studio couch! It can be opened as two single beds or one double bed, with sleep inviting inner-spring mattress. Soft coil spring base construction. Upholstered arms with a comfortable back rest.

EDWARDS—Bedding, Seventh Floor

Occasional CHAIRS 9⁹⁵

This chair has unusual appeal because of its generous proportions and graceful lines. The genuine No. 1 Sag spring seat is a feature that assures lasting comfort and beauty. Mahogany hard wood frame. You'll appreciate its fine style and quality at so low a price. Choice of upholstery fabrics in many smart new colors.

Occasional TABLES 3⁴⁹ ca.

Dress up your home with these lovely pieces of occasional furniture. Every one an outstanding buy. Specially constructed—Hand rubbed Mahogany.

1. BOOK TROUGH TABLE
2. MAGAZINE END TABLE
3. DRUM TABLE

5 other styles not shown, at 3.49

Occasional TABLES \$5 ca.

Cover them with Gifts, you'll need the extra table space on Christmas Day! Add interest and charm to your rooms with these beautiful pieces. Their workmanship and distinguished styles must be seen to be appreciated. Brilliant hand-rubbed Mahogany finish. Now priced at a fraction of its actual worth.

1. Coffee Table with Removable Tray
2. Book Trough Table
3. Shelf End Table

5 other styles not shown, at \$5

Rare Gifts! CHINESE Hand Hooked RUGS

Looking for the "unusual" in a gift? See this complete collection of fine imports. They are rare for both their beauty and difficulty to obtain. Your choice of countless original patterns, and at a price that hardly flatters such fine quality. Made of heavy wool and featuring the exclusive Rami construction.

2 ft. x 2 ft. 2.85	2 1/4 ft. x 4 1/2 . . . 7.25
2 ft. x 3 ft. 4.25	3 ft. x 5 ft. . . . 10.75
2 ft. x 4 ft. 5.65	4 ft. x 6 ft. . . . 17.50

Hamadan Persian RUGS

The extra heavy Hamadan grade, constructed for long wear and lasting beauty. Gorgeous colorings that seem to improve with use!

Size 2'x1' **9⁸⁵**

Luxury For Your Home! Plain SHAGWEV RUGS

Soft and fluffy to the touch, as a Lamb's back! They're new—and as a gift, they're different! Long tufted, reversible rugs that are very heavy and lay perfectly smooth on your floors. Fringed on all sides . . . rounded corners. In soft shades of white, beige, brown, peach, rose, gold, green, blue, orchid or burgundy. Guaranteed washable!

Size 20"x31" 2.25	Size 27"x36" 5.19
Size 22"x34" 2.79	Size 30"x48" 7.59
Size 24"x42" 3.89	Semi-Circular Size 27"x48" . . . 5.95

EDWARDS—Rugs, Fourth Floor

BRIGHTEN YOUR WINDOWS FOR THE HOLIDAYS!

Famous Make Reg. 9.98

Printed Rayon DRAPERIES 7⁸⁸ Pr.

The season's smartest draperies! They will create a stunning atmosphere in your home for the Holidays. Richly lined with sateen and pinch pleated. All complete with hooks and tie-backs, 2 1/2 yds. long, 100" wide to the pair. Natural—Mauve—Blue—Green—Gold—Rose

Washable, Sheer Super Ninon Tailored Curtains Reg. 2.59 1⁸⁸ Pr.

Beauty for your windows at a very moderate cost! Appropriate for any room in your home. Richly tailored to our own rigid specifications. 75" long—38" wide to the pair. Headed, ready to slip on your rod, Eggshell or Ecru.

Rayon Marquisette TAILORED CURTAINS . . . 1⁸⁸ Pr.

These long wearing, washable curtains are made of fine quality cloth (46 x 32 threads to the inch) that is water repellent and will not shrink more than 2% after proper laundering. Headed, ready to hang. 75" long—38" wide to the pair. Eggshell or Ecru.

EDWARDS—Curtains, Fourth Floor

24 P
4 Cups
4 Saucers
Cry
A wanted gift
for the holid
design—large
relishes, cand
Americ
Gift searching?
plexed! Give
delicate and ut
graceful georgi
gold line trim
decoration.
7 Pc.
Cross a whole fa
of these sets! Co
with gold hand
the bands give th
15 P
Featuring Lar
lina Hillbillies
Best Plywood
It's really new
little money . . .
3 Glass Inset
8 Tumblers
2 Trays to H
1 Cheese Bo
1 Large Servi

PAGE 12

ROCHESTER SUN

Edwards Christmas Bell Ringers

Delightful Gift Suggestions!

24 Pc. Fiesta Ensemble

Service for 4
Including:
4 Decorated Crystal Tumblers



4⁸⁸

Blue
Green
Yellow
Red

4 Cups
4 Saucers
4 Fruit Nappies
4 Large Plates
4 Small Plates
4 Decorated Crystal Tumblers

EDWARDS—Second Floor



Crystal Leaf Relish

A wanted gift and a very useful serving dish for the holidays. A smart new shape in leaf design—large size that's big enough to hold relishes, candies, cookies, etc.

\$1



American-Made Dinnerware

In Lightweight Eggshell

Gift searching? Here's first aid to the perplexed! Give her a set of this very thin, very delicate and utterly beautiful dinnerware! In graceful, geometric shape with ivory border and gold line trim. Pastel shades in flower border decoration.

Complete Service for 8

12⁹⁵



7 Pc. Gift Cocktail Sets

Cross a whole family off your gift list with one of these sets! Consists of shaker and 6 glasses with gold bands, red bands or frosted bands—the bands give them their distinction.

An Excellent Gift Suggestion!

2⁹⁸



15 Piece Hostess Sets

Featuring Large Tray from the Carolina Hillbillies' Craftsmen, Makers of Best Plywood Trays

It's really news when you can buy a gift of such distinction for so little money... They'll sell fast. Hurry if you'd like a set!

3 Glass Inserts for Hors d'oeuvre, Salads or Sandwiches
8 Tumblers with Gay Designs
2 Trays to Hold Tumblers Secure
1 Cheese Board
1 Large Serving Tray

1⁹⁸

EDWARDS—Second Floor



Decorated China Lamps

A wide choice of styles including French Linoges, English Woodware and American-made pieces. (Many of them with glass reflectors that "glow the light"). Specially designed matching shades of multifilament rayon lined with rayon.

\$5



"Cape Cod" Wired Hurricane Lamps

They're charming reproductions of quaint old New England oil lamps. The "Thousand-Eye" pattern is as old as New England itself! Use them on vanities, buffets, etc.

2 for **1⁹⁸**



Onyx Boudoir LAMPS

COMPLETE WITH SHADE!

2 for **2⁹⁸**

She'll want to dress up her dressing table or night table with a pair of these jewel-like onyx lamps. Versatile enough for modern or period rooms. Complete with lovely washable shades.

EDWARDS—Second Floor



Noritake China Set

Service for 12

39⁹⁵

Regular 59.95 Value

Formal magnificence—snapped up just in time for Christmas! This is the sort of China that is lasting—noted for its beauty of design and durability. Years from now it will look as beautiful as it did the morning she found it under her Christmas tree. Note the expensive-looking shaping.

EACH



Fuschia Design Tiffin

STEMWARE

Regular 75c Value

The largest, loveliest gift collection of stemware you've ever sighed over. The recipient doesn't have to worry about getting replacements—we carry this lovely Fuschia design in open stock.

49^c ea.

- Goblets
- Sherbets
- Wines
- Footed
- Tumblers

Regular Open Stock Pattern

PAGE 13

EDWARDS—Second Floor



Service for 8

Comparative Open Stock Value, 39.95

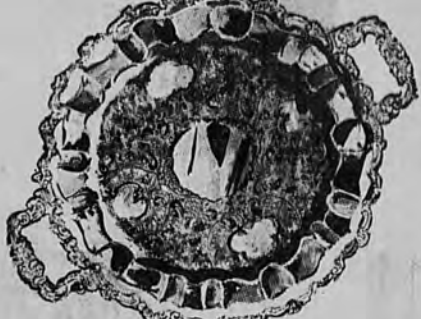
77 Pc. Silverplate Set

Exclusive New "Beloved" Pattern at 1/2 the Price of Comparable Quality. Complete with Tarnish-Proof Chest.

So lovely, so inexpensive, you'll want two sets—one for yourself and another for some deserving person on your Christmas list! This set is fully guaranteed by the International Silver Co.

19⁹⁵

EDWARDS—Street Floor



Reproduction Sheffield Trays

Good to give because it would be good to get. Ideal for the buffet or dinner table. Round style with grape or gadroon border and richly engraved center. Heavy silverplate on copper base insures you of long wear. Any homemaker would treasure it!

EDWARDS—Street Floor



3 Piece Dresser Sets

A gift that wins her daily thanks! Many attractive styles from which to choose—some with glass handles. Simulated cloisonne or novelty metals that look much more than 1.98!

Black - Rose - Blue - Brown - Gold

1⁹⁸

EDWARDS—Street Floor



Sterling Silver Salt and Pepper Shakers

Give some lucky person on your list several pairs. You can also use them for bridge party prizes! Very thrifty! Very popular!

39^c pr.

EDWARDS—Street Floor



Gift Kitchen Clocks

Electric or eight-day models that feature precision-built works. Value such as this has made us this city's gift center!

White - Ivory
Red - Blue - Green

1⁹⁸

EDWARDS—Street Floor

ROCHESTER SUN,

Edwards Christmas Bell Ringers

A Gift to Wear Is A Gift for Fair!



The Perfect Gift
For Evening!
VELVET WRAP
16.95
Value **12⁹⁵**

The gift that says flattering things in feminine ears! A fitted style with the outer side made of Aridex treated velvet which makes it water repellent. The well-tailored lining is of rayon satin release and the hood and muff are made of a white fabric that closely resembles good fur.

In Black
Sizes 12 to 20
EDWARDS—Third Floor



The Glamour Gift
She's Always Wanted!
**Hollander
Sable Dyed
Northern Muskrat
FUR COAT**
\$138

Rest assured that you're giving a fur of quality—only the animals' back skins were used. (That's where a muskrat's longest-wearing, thickest fur grows). Pick hers in yoke or swing styles . . . but pick now because fur prices have persisted in a steady incline and we don't know when the top will be reached!

Convenient Terms
EDWARDS—Third Floor

The Year-Round Gift!
Imported Whole
**Kolinsky
SKINS**
9⁹⁵
per skin



Bound to be her glamour stand-by twelve months of the year. She'll wear them now over her untrimmed coats . . . later with her suits and dresses. Buy her as many as you can afford—our expert furrier will arrange them to suit her particular type.

EDWARDS—Third Floor



Be Practical With
SWEATERS

TYROLEAN: Short embroidered Cardigans . . . in bright shades of red, black, yellow, white or Kelly. For skating, skiing or general wear. **1.98**
Sizes 34 to 40.

SLIP-ONS: Short-sleeved, plain knit version with crew neck. Made in shetland type yarns—beige, Horizon blue, Limpid Aqua, lime, Rustic or French Lilac. Sizes 34 to 40. **1.98**

MATCHING CARDIGANS: Long-sleeved type with ribbon binding. Shetland type yarns in beige, Horizon blue, Limpid Aqua, lime, Rustic or French Lilac. Sizes 34 to 40. **2.98**

SHEER BLOUSES: plus an exciting collection of brocades and crepes in jacket types, long or short-sleeved styles and flattering dressy types. Some with hand buttons. The answer to your gift problem if she's a size **2.98**
32 to 38

EDWARDS—Sportswear, Third Floor



Cotton Print
**PRINCESS
COATS**
Sizes
16 to 44 **\$2**

A revival of the calico floral print . . . with handmade pique collar, pique pocket trim and 22-inch Talon fastener. The gift for her if she likes blue or rose. All sizes from 16 to 44.

**Novelty
Aprons 59c**

Apron types galore—from the most practical utility type to frothy little hostess styles. Printed dimity, cross-bar dimity, percale or organdy in pastel or prints. Their details are rare at 59c!

Daytime Dresses
EDWARDS—Third Floor, Rear



An Excellent
Present for
Any Woman
or Miss

Button or Zipper Style
**SNOW
SUITS.. 10⁹⁸**

If she isn't already winter-sport-minded one of these suits is bound to do the trick! Lined ski pants—instructor type or knitted cuffs of Commercial wool. In navy, brown, green, teal or wine with natural poplin lined jackets.

Sizes 12 to 20

**Water Repellent
Poplin JACKETS... 5⁹⁸**

An action-loving model for action-loving lassies! REVERSIBLE style with zipper closing and a lining of poplin or wool flannel. Red with natural or navy with red. "Zelan" processed! Sizes 12 to 20.

EDWARDS—Sportswear—Third Floor

Here's How to PLAY SANTA to the Youngest Member of the Family . . .

Tots' Robe & Bootie Sets
Made in white blanket cloth and trimmed in pink or blue. Size one only. This fabric is extra warm. **\$1**

Baby Boy Rompers
Hand-made rompers with hand-embroidered collars. White trimmed with peach, maize, blue. 6 months to 3 years. **\$1**

Baby's Play Yard
A sound, substantial yard with closely spaced spindles that won't pinch baby's hands. Folds quickly, compactly. **5⁹⁸**

Corduroy Jackets
Zipper front; quality lining; belted back. Also matching overalls at 1.98 and matching topper at \$1. 2 to 6 years. **2⁹⁸**

Corduroy Overalls
Treated corduroy overalls with two pockets and snap suspenders. Blue, red, brown, teal, wine. 2 to 6 years. **1⁹⁸**

Hand Made Dresses
With fine Val lace trimming, dainty collar and pett back bow. Choice of peach, pink, blue or maize. 1 to 3 years. **\$1**

Dotted Percal Dresses
An exceptionally cute style with lots of ruffle trim, puffed sleeves and a large back bow. Red, blue. 1 to 3 years. **\$1**

Tots' Silk Dresses
In pretty flowered taffeta with swing skirt, clever collar and puff sleeves. Copen, rose or aqua. 3 to 6 years. **2⁹⁸**

Cotton Sport Shirts
To wear with the overalls mentioned. Fancy striped and plain colors. All wanted hues. Sizes 2 to 6. **59c**

Tots' Corduroy Robes
Wraparound and zipper front styles in cherry red and royal blue. Corduroy is hard to get these days! 3 to 6 years. **2⁹⁸**

Tots' Bunny Slippers
Made of genuine lambskin leather with plush border and squeaking bunny at tip of instep. All sizes, 5 to 12. **\$1**

3-Pc. Snow Suits
All-wool with embroidered collars and pockets. Zipper front; belt; knitted cuff. Blue, brown, green. 3 to 6. **5⁹⁸**

EDWARDS—Third Floor



ROCHESTER SUN

Edwards Christmas Bell Ringers

Toiletries Make Appropriate Gifts!



HUDNUT DUBARRY TRAVEL KIT **\$10**

A luxury gift that knows no peer! In alligator grain or simulated cowhide. Contains the famous Dubarry beauty aids that any discriminating woman would be happy to find under her Christmas tree.



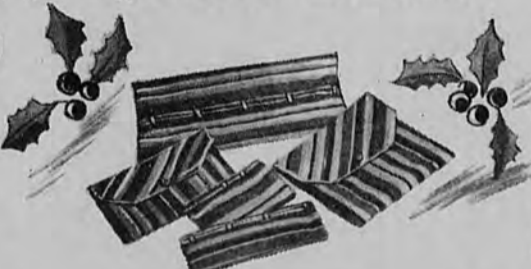
YARDLEY SHAVE SET **285**

He's on his good behavior for a gift like this. Contains a generous supply of talc, lotion and a bowl of shaving soap. You'll win his thanks every time he uses this skin-soothing trio.



EVENING IN PARIS BOURJOIS SET **1 25**

Bourjois presents its favorite fragrance. "Evening in Paris" in a handy set that contains a heady, distinctive cologne and talc. Delightfully packaged to give your gift extra prestige.



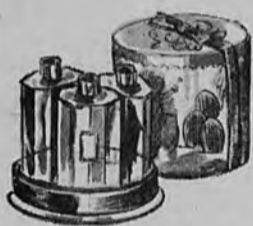
GLIDA GIFT BON VOYAGE, SET .. **\$1**

Elegantly done up in a smart acetate top box that contains a filled tissue case, purse kit with separate compartments for accessories, soap bag, tooth brush case and face cloth case.



REVLON KNAPSACK NAIL ENAMEL **\$1**

Long-wearing Revlon Nail Enamel, oily polish remover, plus orange stick and emery board are encased in the knapsack. A zippered pocket for other accessories on the inner side. Red, blue, black.



LENTHERIC 3-Silent Messengers . **1 95**

Miracle, Tweed and A'Bientot—three famed and favored fragrances—packaged together in the spirit of "Bal Masque"—or if you prefer, packaged in a festive wrapping that's super-smart!



Coty's Coast-to-Coast MAKE-UP Kit **2 95**

In black, blue, maroon, red or white leatherette. Contains a complete set of "Air-Spun" face powder, Sub Deb Lipstick and Rouge, cleansing and conditioning creams, lotion, skin fresher, tissues.



GIFT BOXED PERFUMES **2 50** ca.

"Lucien Lelong" Penthouse package containing "Indiscreet", "Whisper", "Opening Night" and "Mon Image". Also at 2.50, "Corday" Orchidee Bleue or "Vigyn" Heure Intime—any of them sure to please.



TRINKET BOX BY SHULTON **\$1**

Up-to-date Santas will say it with Shulton's famed "Old Spice" fragrance in miniature sizes of talc, sachet, toilet water and soap—all of them attractively packed to bring your gift new excitement!



TOKENS OF EFFECTION **\$2**

The gift of sweet sentiment. "Friendship's Garden"—nostalgic gift that recalls old memories and enhances new friendships. Dusting powder and toiletries beautifully gift boxed.

Crystal and Enamel 5-Pc. DRESSER SET

5 95

EDWARDS—Street Floor



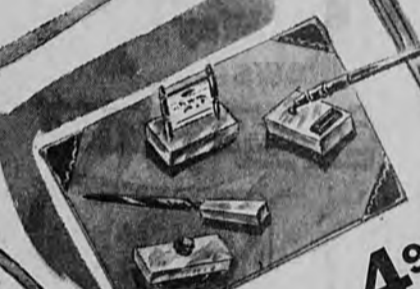
MEN! Let Edwards be the guiding angel for that "Angel" in your life. Here's the gift we suggest: crystal powder box with enamel top, comb and mirror with crystal handles and enamel backs with cloisonne design small flower medallion, mirror, tray, comb in a big chest.

Rose—Blue
Green—Ivory



SHEAFFER'S PEN AND PENCIL SETS **\$5**

Serviceable? Yes! Beautiful? Plunger type or vacuum-fill pens and pencils with new fine-line lead—as assortment of colors from which to choose.



5 P.C. ONYX DESK SETS **4 95**

Anyone who owns a desk would like to "dress" it up with one of these sets! Very much so! Includes desk pad, hand blotter, perpetual calendar, opener, pen base.



AYERS TALC AND SOAP ... **85c**

Perfect gift for women from "Sweet Sixteen" to 7. Perched atop the pink clover talc is a bar of soap in the same appealing fragrance—and both pieces are cellophane wrapped so that you can save the set as a remembrance.



EATON'S GIFT 'KERCHIEF BOX **50c**

Give two gifts in one—Give 24 sheets of Eaton's paper and 24 Eaton envelopes PLUS a delightfully patterned kerchief placed on the top of the stationery box.



EATON'S LAMBSKIN STATIONERY **59c**

Always welcome... Always useful... especially when the recipient's name or initials are beautifully monogrammed on it in gold or colors. 75 sheets and 50 envelopes.



LEATHER BRIEF CASES **2 98**

A genuine split cowhide case with steel ribbed edges, reinforced corners, 3 compartments (one with zipper), 3 extension lock, all around strap. In black or brown.

EDWARDS—Street Floor



BOOK ENDS **\$1**

A tremendous assortment—all of them cleverly designed and exquisitely colored. Most of them are made of fine plastic material and some are carved in Syracuse wood.



SCRAP BOOKS **\$1**

So beautifully padded, so luxuriously embellished, the person who receives one will think it cost dollars more! A variety of smart covers from which to choose yours.



WRITING PORTFOLIOS **\$1**

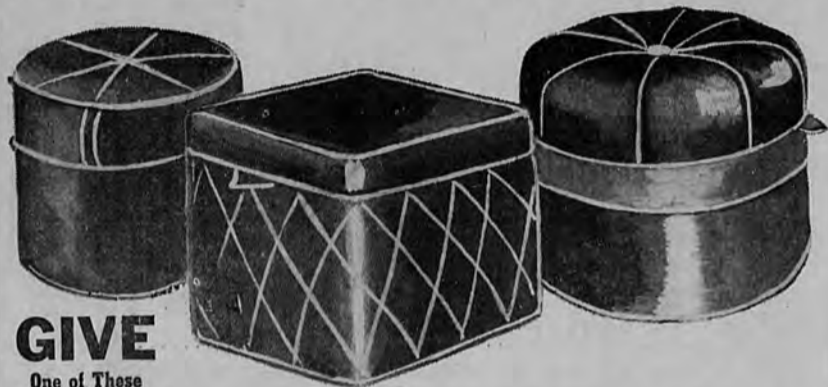
They'll add the executive touch to your secretary or desk. Includes blotter and compartments on each side that contain 24 sheets, 24 envelopes. Size: 10"x14".

EDWARDS—Street Floor

ROCHESTER SUN,

Edwards Christmas Bell Ringers

A Practical Page of Practical Gifts for a Practical Christmas!



GIVE

One of These

WASHABLE HASSOCKS

Their bright colors fit into the cheerful Christmas picture! An inexpensive, yet practical gift. They are well made and will stand an abundance of wear. Covered with strong Pineal grain Pyroxlyn fabric that is washable, these hassocks are so well stuffed that they will not sag or break down under continual wear. Then, for lasting comfort, the soft top is filled with resilient Kapok. All with a contrasting color and ivory heading around them.

MAROON — BROWN — GREEN — BLUE

1.98



TIP Top BRIDGE TABLE

A new creation in smart tables. This one-piece table has a beautiful decorative top that can be changed from a playing position to an attractive, self-supporting wall piece in one easy motion. The top is alcohol-resistant, stain-proof and washable. Assorted finishes and decorations.

3.98



Many Way Pillows... 1.98

Comfort in many ways! These unique pillows offer ease and please to young and old. Ideal for the person who likes an added support for their back. Fine for reading in bed. All are covered in good fast-colored materials.



KNITTING BAGS... \$1

With handy attached legs that support entire bag while in use. As you knit or crochet the yarn or thread draws evenly from the bag, untangled and in place. When finished, the folding legs form an easy-to-carry handle.



SCOTTY DOGS... 1.98

This cute little fellow looks so natural that you'd expect him to bark! He is fluffy and soft. The girls will want him for their rooms at college or at home.



LIVING ROOM PILLOWS \$1

The gift for every home! Made of the finest Brocatelle or fancy Rayon fabrics. These plump beauties are well filled with Kapok. Choice of various shapes, in all colors.

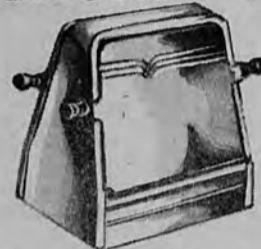
EDWARDS—Second Floor

ELECTRICAL GIFTS



Dominion Electric WAFFLE IRON

Batter up! For many enjoyable waffle parties on cold winter nights. Modern in design, with genuine Maple handles. Non-stick silver finish aluminum grid. Heat indicator for temperature reading. Removable cord with cold mold contact plug and rubber attachment plug. Full size 7 1/2 inch griddle.



West'ghouse Turnover ELECTRIC TOASTER

Toasts two slices at once! Turns both slices at once with a twist of the wrist. Sparkling, high lustre, tarnish-proof chrome finish. Scratch-proof fibre feet. Complete with cord.



Silex Glass COFFEE MAKER

The genuine Silex coffee maker! A gift that every woman wants. It has built a nationwide reputation for coffee that tastes better. Two crystal-clear models to choose from.



General Electric CHROMEPLATE IRON

A leading Christmas value in non-automatic irons! Lustrous chrome finish. Rigid handle with large thumb rest that relieves arm and shoulder strain. Button nooks in sole. Complete with cord.



General Electric HEAT PADS

Ready for service at all times! Well constructed and with a new rubberized, water-proof cover for wet packs and compresses. Two accurate thermostats. 8-foot rubber cord. 3-heat switch. Guaranteed for one full year.

Your choice of Any of these FIVE ELECTRICAL NEEDS at . .

2.95 EACH

It's New! It's Exclusive at Edwards!

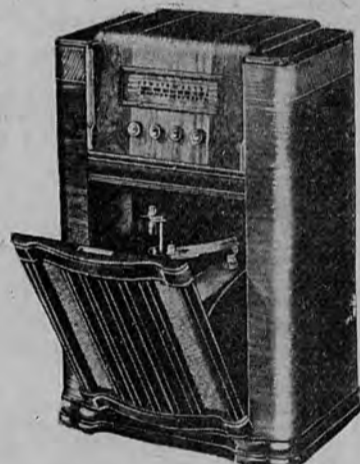
SPARTON Automatic Phonograph - RADIO

Combination With Tilt Front Phonograph Compartment

79.50

A beautiful dark Walnut cabinet set that has all of the newest features popular in radio today. Tilt-front phonograph compartment, brings the automatic record changer to a convenient level.

- Features of Radio and Action of Record Changer:
- 7 tube (including rectifier)
 - 10 inch electro-dynamic speaker
 - 3 wave bands
 - Continuous tone control
 - Television sound circuit
 - Rotary, self propellent tuning.
 - Plays 14 ten inch or 12 twelve inch records.
 - Automatically repeats last record.
 - Optional manual operation.
 - Any record may be rejected.
 - Latest type pickup for quiet operation.
 - Tilt-front phonograph compartment.



5 Tube AC or DC RADIO

Regular 12.95 Value

Made by the world's largest manufacturer of small radios. This table model has all of the latest big radio features, including the new built-in antenna which assures you of exceptional reception and clear tone. Rich dark Walnut cabinet with built-in carrying handle.

9.95

EDWARDS—Sixth Floor

Treat Your Home to One of These Electrical Housesaver Gifts



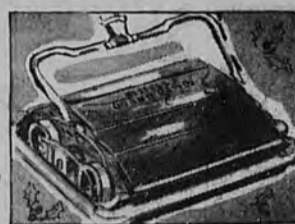
Deteco Scales... 2.98

The one gift that will carry a lot of weight! This accurate scale will soon detect the slightest variation in your weight. Tarnish proof Chrome dial. Weights up to 300 lbs. Fully guaranteed for five years. EDWARDS—Sixth Floor



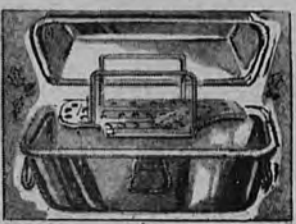
Pyrex Ware Casseroles... 1.98

Genuine "Pyrex-ware" two quart round casserole with engraved utility cover which also serves as a pie plate. Complete with hand hammered effect service frame, heavily chrome plated. Packed singly in gift box.



Bissell Sweeper... 5.50

The sweeper is the best known of all sweepers, and most often called for by present owners of old models. Finished in a pleasing Walnut brown with chrome-plate fittings. Top panels are formed to graceful lines adding extra eye appeal to the low body.



Wearever Roaster... 4.45

Your Christmas dinner will be a bigger success and a easier job if you roast your meat in a Wearever Cooker. With new type handles on ends and side, for easy removal from oven, this fine roaster has many more handy features.



Bath Hampers... 2.98

For down-right convenience and every day use, this is one gift that is hard to top! Its brilliant stimulated pearl top will add a note of beauty to the bath. Sturdy hardwood frame with a smooth fibre exterior. In all of the smart colors.



3-Piece Carving Set 4.95

A carving set is always an acceptable gift — and no wonder, when such beautiful and durable sets can be had for so little. And the Christmas turkey will be a great start for the long and serviceable career that this stainless steel set is capable of.

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Delivered Every Thursday

FOURTH YEAR—No. 5

ROCHESTER, N. Y. THURSDAY, NOVEMBER 28, 1940

To 75,200 Rochester Homes

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

Gift Guide

Listed here are values representative of those to be found advertised in this issue of The Sun, Rochester's Shopping News. A thorough reading of each announcement will give you a complete gift shopping list. So many ideas, such outstanding values, you'll save hours and dollars when you "Look to The Sun for Greater Values."

Only 22
Shopping Days
'Til Christmas

- Luxurious Pearl Necklaces, \$1.50—Edwards.
- 8-pc. Cocktail Set, \$4.95—Small's.
- Women's Bathrobes, \$1.98—Grants.
- Men's Leather Zipper Travelling Bags, \$9.95—Radolph's.
- Bottled-In-Bond Eye, 99c pt.—St. Paul Liquor Store.
- Tubular Ice Skates, \$2.98—Rochester Jobbing House.
- Automobile Radios, \$9.95—Kominz Tire Co.
- 5-pc. Chrome Breakfast Set, \$29.95—Flaminian Furnitures.
- Doll Coaches, \$1.89 up—Fillings.
- Ready Mixed Diced Fruits, 43c lb.—Atlantic Supply House.
- Fur Trim Coats, \$25—Kiener's.
- White Enamel Medicine Chests, \$1.69—Sears Roebuck.
- Extra heavy Hot Water Bottle, 69c—Key Drug Co.
- Culinary Coats, \$5—B. Forman Co.
- Genuine "Lane" Cedar Chests, \$10.95—Majestic Furniture Co.
- Fur Trimmed Coats, \$25—Good-Year House of Coats.
- Hickok Initialed Chain and Tie Clip Set, \$1—Likly's.
- Beautiful Bed Spreads, 89c up—Paul's Curtain Shop.
- Men's Worsted Suits, \$26.50—Sibley, Lindsay & Curr Co.
- Ingraham Pocket Watch, 88c—Key Drug Co.
- Men's and Women's Fur Lined Gloves, \$1.98—Lincoln's.
- Philo Radio-Phone Combination, \$129.95 (Free Clock)—Union Tire.
- 10-pc. Ivory Dresser Set, \$9.95—Gamler's.
- Opportunity to Win \$950 Chevrolet—Veigman's.
- Gifts, 50c to \$50—McFarlin's.

Popularity Of Hidden Treasure Game Increases

The third big week of the W. T. Grant Co. Hidden Treasure Contest gets underway today with this issue of the Rochester Sun. Last week's contest produced an avalanche of entries and scores of winners. Because of the success of last week's contest the Conversations are again printed right here in this issue of Rochester's Sporting News.

A new wrinkle, introduced this week, is the conversational form of the Conversations between "Nip" and "Tuck" the two imaginary characters in their weekly discussion of Grant's values will give you the clues for which you are looking.

If you haven't played this interesting, money-making game before, follow these simple rules and get in line for one of the cash or merchandise awards. Each week five three dollar, five two dollar and five one dollar cash awards will be made. In addition, fifty merchandise awards are made each week.

Turn to the W. T. Grant Co. advertisement in this paper now. Notice each item. Then turn to the Conversation and see if you can identify the article about which Nip and Tuck are talking.

When you believe you have correctly identified the item referred to, write your name and address together with the item and its published price on a slip of paper or a postcard and bring or mail your reply to the W. T. Grant Co., Main St. E.

All answers must be in the store before 5 p. m. Saturday. On Monday and Tuesday the names of the 15 cash and 50 merchandise winners will be (Continued on page 13)

Woman's Vision Fostered First American Christmas Seal Sale

Every Rochesterian is familiar with the Christmas Seal and its double-barred red cross—a living symbol of the constant fight against tuberculosis. — but only a few know the story of its origin.

Back in 1903, a Danish postal clerk, Einar Holboell conceived the idea of financing a hospital for tubercular children through the sale of penny Christmas greetings. It proved a tremendous success in Denmark and was continued as an annual custom.

Several years later a letter with one of the seals came from Denmark to America to Jacob Riis of New York, author, reporter and a pioneer in the field of social service. He was enchanted with the idea of the seal, wrote strongly urging its adoption here.

Emily P. Bissell, waging a terrific battle against odds to maintain her shacklike tubercular hospital on the banks of the Brandwine River, saw the article, took up the challenge. She needed \$300 to keep the hospital going, invested \$40 in printing and put the first Christmas Seals on sale in Wilmington, Del., on Dec. 9, 1907. Leigh Mitchell Hodges, a Philadelphia columnist, told the story of the seals—told it every day. And that first campaign yielded \$3,000.

The next year there was a nationwide sale. Six thousand newspapers co-operated. A total of \$135,000 was raised. And the Christmas Seal became an American institution.

In Rochester work of the Tuberculosis and Health Association is carried on with funds from the Community Chest. Therefore contributors to the chest receive the seals at Christmas time without further contribution. It is expected that seals will be in the mails within a few days.

Turkey Dinner Announced By Church Society

The Women's Society of the Corn Hill Methodist Church will hold their annual turkey dinner next Thursday in the church parlors on Edinburgh St. at Plymouth Ave. S. Dinner will be served from 5:30 to 7:30.

British Legion To Entertain At Dance

The British Legion will hold an entertainment and dance at the Union League Hall on Saturday evening, December 7th. Members of the Branch and Section will hold their next regular meeting on December 14th at 8 p. m.

Kenny Baker To Appear With Civic Orchestra

Another capacity audience at the Eastman Theatre is seen in the announcement, this week, that Kenny Baker, popular radio tenor will appear with the Rochester Civic Orchestra as soloist on Sunday evening, December 8.

Of course, capacity audiences are nothing new to the Eastman. Especially this season, Benny Goodman turned that trick as did Jeanette McDonald on Monday evening when even standees cheered the screen and radio star.

Baker first attracted national attention as the warbler on the Jack Benny radio period, on which he sang and wise-cracked for several years. Then he was engaged for the movie version of "The Mikado," which added further to his vocal laurels.

Now he has gone over to Benny's "arch rival," Fred Allen, as a weekly radio vocalist.

Between other engagements, Baker has carved out a formidable concert career.

Crown Jewels Coming To City Tuesday



C. M. Pickthall (left) presents the Sword of Mercy, symbolic of the British Crown Jewels Replicas, to William V. C. Ruxton (right) while Godfrey Haggard looks on.

This collection of crown jewels, which duplicates the exhibit in the Tower of London, will be shown in Rochester for one week starting Tuesday, at B. Forman Co., under the auspices of the Rochester branch of the British War Relief Society. A small admission charge will be made by the society, with all proceeds to be devoted to war relief.

N. Y. S. Builders To Convene Here Tuesday

The men who built the Little White House on Washington Square, home of the Rochester Convention and Publicity Bureau, have finally become convention conscious and are entertaining the New York State Association of Builders here in Rochester December 3 and 4.

Experts in the building industry from all over the state will be present to discuss construction problems under the Defense Program. The theme of the Rochester convention is "Building for Defense."

Harry C. Taylor, secretary of the Rochester Builders Exchange, in announcing the program for the convention reported that Rochester builders under the leadership of Daniel J. Meagher, president of the Builders Exchange, with the cooperation of George T. Swan, state president, and Carl W. Luther, general chairman of the local committee, have made extensive plans in preparation for this year's meeting.

Heading the various committees under the chairmanship of Mr. Luther are Charles I. Ludington, hotel accommodations; Carl C. Stauffer, entertainment; M. Stuart Hyland, speakers; Benjamin G. Stallman, reception; Carey B. Ostrander, registration; William M. Friederich, finance; and E. J. Hutchinson, program.

18th Ward Democrats Plan Stag Dinner In Beechwood Hall

A stag dinner under the chairmanship of John Gokey is scheduled to be held next Wednesday at 8 p. m. in the Beechwood Hall on Main St. E. by members of the 18th Ward Democratic Club, Inc.

A recent decision of the board of directors has moved the meeting place of the club to the Beechwood hall from its former home in Grand-Webster Hall.

Elks Memorial Service Planned For Sunday

Outstanding among the events each year on the Elk's calendar is the annual Memorial Service which, this year, will be held next Sunday at 4 p. m. in the Elk's Temple on Clinton Ave. N.

According to T. Howard Freckleton, club secretary, Rev. Charles W. Carver of Christ Episcopal Church will deliver the address.

The exercises, which are open to the public, will be under the direction of Albert W. Yogg, exalted ruler of the Lodge. Musical portion of the program will be rendered by the Westminster Choir. This organization participated in the Memorial Day services last year and, according to Yogg, were very well received.

Friends, families and Elks, as well as the general public are invited to this service which will be held in the main lodge rooms.

Assisting Gokey in the dinner plans are Daniel Sawyer, Fred Burks, Ben Lee, Wellington McNally and John Honner.



WHEN SHOPPING FOR A MAN'S GIFT
KEEP THIS FOREVER IN YOUR MIND . . .

The Very Finest Compliment You Can Pay Him,
No Matter How Inexpensive Your Gift May Be!

A Gift with the Label of McFarlin's

GIFTS FROM

50c

TO

\$50

McFarlin's label on the gift or gifts you choose, is your gilt-edge guarantee of the most enthusiastic kind of welcome on his part. For every man knows that the label of McFarlin's symbolizes all that is best and all that is new in men's fashions. Whether they're old or young, conservative or ultra-modern in taste, outdoor fellows or stay-at-homes... we have the perfect gift for every man on your Christmas list! And to please you, a whole wide range of prices in all merchandise groups... from robes, to slippers, to sox, to mufflers, to belts, to handkerchiefs, to gloves, to jackets, to sweaters, to shirts, to ties, to pajamas!



McFarlin Clothing Co.

195 MAIN STREET EAST

"WHERE THE GOOD CLOTHES COME FROM"

HOW TO BUY is a favorite topic of the day. Making money produce more in comfort, service and pleasure, is a task at which Rochester Sun ads help.

Across The Bridge Table

by ASA SPADES

The players of todays hand bid five diamonds which was doubled and made for a high score for East-West, making 700 points. Most East-West teams arrived at a contract of four spades which was made by two teams and set several times where there was good defense. When her partner was doubled at four spades and she held a void she rescued with five diamonds, which was also doubled.

The single on the board. A spade lead would be disastrous and a lead up to the tenace position in clubs would have been unwise. There was nothing left to do but lead a diamond, so he led the deuce. East played the king and South with the ace. South next played a small spade, knowing that his partner held the king and hoping that declarer would have to finesse. But the ace was played from the board and East discarded the ten of hearts. Queen of spades was returned from the board, North covered with the king and East ruffed with a small diamond. Declarer then led the queen of diamonds and followed with two more diamond plays.

The key to the making of the contract was the finesse in clubs, which had to be taken. East played a small club, South played low and jack was played from the board. When it held the king of clubs was played, then a small club was won with the ace and the thirteenth club was good. The contract of five diamonds doubled was made, with the loss of only the ace of hearts and the ace of trumps.

The opening lead was the four of hearts, which was won by North's king. North could not return the ace because of

Hundreds of crowing, cackling, clucking birds are crowded into the Civic Exhibits Building here this week for the annual "three-ring circus" of the upstate New York poultry and pigeon worlds.

More than 1,500 birds will have come before the eyes of trained judges before the exhibit ends on Sunday. Scores of ribbons, cash and merchandise prizes will be awarded the finest.

Of the entries, 525 are pigeon, 700 are fowl entered by adult fanciers, 300 are fowl entered by 4-H Clubbers and Future Farmers.

Civic Building Has 'Something To Crow About!

Movie Guide

All Pictures Listed Now Playing Except As Noted:

*Starts Friday
*Starts Saturday
ROCHESTER — "Ruler Sweet", Jeanette MacDonald, Nelson Eddy; "Gris Vider", Paul Kelly, Berthe Hudson.
PALACE — "The Letter", Betty Davis, Herbert Marshall; "One Night in the Tropics", Bob Abbott, Lou Costello.
CENTURY — "Seven Sinners", Marjorie Deitch, John Weaver; "Murder Over New York", Sigrid Toler, Marjorie Weaver.
REGENT — "North West Mounted Police", Gary Cooper, Madeline Carroll; "Sandy Gets Her Man", Baby Sindy.
CAPITOL — "Rangers of Fortune", Fred MacMurray, Patricia Morrison; "They Knew What They Wanted", Carole Lombard, Charles Laughton.
*RIVIERA-DIXIE — "I Want A Divorce", Jean Blondell, Dick Powell; "Sky Murder", Walter Pidgeon.
*STATE-LIBERTY — "Flaming Gold", Pat O'Brien, John Garfield; "Public Den No. 1", George Murphy, Brenda Joyce.
*MADISON-MONROE — "Gold Rush Mainie", Ann Southern, Lee Bowman; "Yesterday's Heroes", Robert Sterling.
*WEBSTER — "Untamed", Ray Mu-

land, Patricia Morrison; "Golden Fleece", Lew Ayres, Rita Johnson.
*CAMBO — "They Drive By Night", Ann Sheridan, George Raft; "The Great McGinty", Brian Donlevy, Akim Tamiroff.
*WEST-END — "The Great McGinty", Brian Donlevy, Akim Tamiroff; "Outside Three Mile Limit", Jack Holt, Dick Purvis.
*GRAND — "You're Not So Tough", Dead End Kids, Nan Grey; "Money And The Women", Jeffrey Lynd, Brenda Marshall.
*LAKE — "They Drive By Night", Ann Sheridan, George Raft; "Strange Cargo", Joan Crawford, Clark Gable.
LITTLE — "Rebecca", Laurence Olivier, Joan Fontaine.

REMOVING GRIME
If your husband comes in with greasy, grimy hands, have him try grease-dissolving Bab-O. Suggest that he use it also in cleaning the basin after washing his hands.

WHITE SHOES RENEWED
When buck or canvas white shoes get stained—especially with greasy dirt, clean them with a little Bab-O on a moist cloth.

It's "Come Downtown" Week at Rochester's Leather Gift Store

Hickok Jewelry

and the Rest of HICKOK'S at Their Splendid Best



His initials in hold cut-out blocks... on a smart Hickok chain tie clip. Attractively gift packaged... \$1.00

Hickok heavy-link Key Chains with patented "security" snap... \$1.50

Beauty and utility are at their best in Hickok Belts and Buckles. Packed in Gift boxes \$2.00 from...

Hickok "Sky-Hi" Initialed Key Chains. 1 initial \$1.50; 2 initials \$2.50; 3 initials \$3.50

Hickok Block Letter Initialed Set of Tie Bar and Collar \$2.00

Hickok clever Coin Pocket Knife with two blades including nail file. With key \$3.50

Hickok Collar Bar and Initialed Tie-Chain. Set \$2.00

Charge Accounts Invited—Mail Orders or Telephone Stone 918

LIKLY'S 271 MAIN ST. E.

Largest Curtain Shop in Rochester

You Don't Have To Wait For a Sale

HERE



SHOPPING here proves conclusively that our regular prices compare favorably with sale prices elsewhere. We never buy "sale" merchandise but always give you the best at lowest possible prices. Be among the thousands who continuously come to us, year after year.

Lovely Curtains 69¢ to \$4.95

Select for yourself and for gifts from over a thousand Curtain styles, patterns and colors. There is nothing in Rochester to compare with our vastly greater assortment.

Beautiful Bed Spreads . . 89¢ to \$13.95

Buy your Bed Spreads here to equal advantage. It is easier to obtain selections that will harmonize with Curtains and Draperies also purchased here.

Stunning Drapes \$1.59 to \$12.95

Bath Room Sets 89¢ to \$4.95

Choose here from every interior decorating fabric in wide assortments of patterns and colors.

PAULS CURTAIN SHOP

Between Forman's and Weis & Fisher's 76 Clinton South

PAUL E. LINDGREN, OWNER



"54-piece Toy Tea Set"

1.00 set

Thrilling Gift for a Little Girl! Chiquita glassware—green, blue, orange, yellow—made in America. Table cloth and napkins are stamped with Mexican design. Very cute for the tiny hostess on your Christmas list. Phone or mail your order now. Main 3900

Tot's Shop—Third Floor

B. FORMAN CO.

CLINTON AVE. SOUTH

Mrs. Marian Clinton, 106 Burrows St.

Fill Her Christmas Stocking with Stockings!



Special!

"AIMCEE"

three-thread chiffon

STOCKINGS

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Just imagine three pairs or half a dozen pairs of these all-silk stockings in a red-ribboned Forman gift box! You can be proud of their looks, proud of our name, proud of the way they will wear! Four feature shades to choose from: Applewood, Roseclay, Ember, Towntan.

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B. FORMAN CO.

Clinton Avenue, South, Main 3900

They're a favorite fashion..

so naturally a favorite gift!

THESE BRIGHT AND CHEERY ZIPPER

CULINARY COATS

—so much for so little!

\$2

They're the modern quick-on to wear over business clothes, or while buttering the morning toast, or working on the next day's home work. Gaily, brightly printed in tulip prints (such as the sketch shows), or in other colorful patterns, they offer a choice of many colors and a size range from 12 to 44. Check the names on your gift list... now!

Mail or 'phone your orders Main 3900

Gift wrapping if you wish.

(Third Floor)

What About Nail Polish?

Of interest to nail polish users will be this question and answer article provided by Revlon, manufacturers of a well known nail preparation.

Q. Does nail enamel affect the nails?

A. Nail enamel is an adornment. It is not a drug. It has no medicinal or drug-like action on the nails whatsoever. It neither harms the nails nor helps them.

Q. Are nails like skin?

A. Nails are not like skin. They do not have pores. They do not function as the skin does. Nails are purely protective, just hardened cells, whereas the skin is truly a body organ.

Q. Where do nails get their nourishment?

A. According to reliable medical research, nails get their vital moisture from the roots, not from the air. Nails also get some moisture under and around them from submersion in water. The amount of moisture that nails take in at the surface from the air, with or without nail enamel, is inconsequential. . . it would have about as much effect on the condition of the nails as one drop of water would have on a thousands acres of wheat.

Q. Are nail enamels "porous" or "mesh-like"?

A. All nail polishes are "porous" or mesh-like and can't be made otherwise.

Q. Is the "porous" quality of nail enamel helpful to nails?

A. No. From the statement made previously the amount of moisture from the air that can be taken in at their surface by the nails, WITH OR WITHOUT NAIL ENAMEL, is of no consequence.

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Night School Course Offered For Embryonic Orators

If your knees shake and your teeth chatter when you are called upon to talk before a group, a short course in public speaking, such as the one offered at Monroe Evening School is said to be a sure antidote for this uncomfortable feeling. Registrations will be accepted for one or more of the five nights that classes are open.

A class in Elementary School Subjects at Monroe High School also meets on Monday, Tuesday and Thursday evenings from 7 to 10 o'clock.

The work in English includes grammar, dictionary work, pronunciation of words frequently mispronounced, use of synonyms, antonyms and homonyms, corrective English, correct form and punctuation of sentences, reading and spelling.

It is not too late to register, according to school officials. If you wish to brush up on these subjects or if you left school early, you may find what you need in this class.

There is no charge for the courses. Registration should be made at the respective schools designated on the nights which classes are held.

RECORD NOTES: Lanny Ross' first Victor record, "Moonlight and Roses" coupled with "Whispering," was released this week. . . Another first is the Andrews Sisters' Decca release of "Mean To Me" — their first recording of a ballad.

Bandleader Ted Straeter, a promising newcomer among dance maestros, recorded his own tune, "Between Friends" for Columbia. . . Sammy Kaye's Victor recording of Nick Kenny's new tune, "Dream Valley," has just been released.

Events Of The Week

THURSDAY, NOVEMBER 28

MONROE CHAPTER OF AMERICAN WAR MOTHERS — Installation of Officers; Powers Hotel, 2 p. m.
ROCHESTER PHILHARMONIC — Eastman Theater.
MEMORIAL POST, AMERICAN LEGION AUXILIARY — Meeting; Moose Club.
WOMEN OF THE FOREST OF AMERICA — Sauerkraut Supper, Union League Hall; 5:30 p. m.

FRIDAY, NOVEMBER 29

COLLEGIATE CLUB — Howard Becker and His Orchestra, Masonic Temple Ballroom 9:30 to 1:30.
IRISH-AMERICAN DANCE — Madison Ballroom, Cessage St.; 8 p. m.
WINTON CONGREGATIONAL CHURCH — Variety Show, Parish Hall.
ROSEA ROGERS SCHOOL P. T. A. — Dance and Banquet, School; 7 p. m.
WRAV CIRCLES OF CENTRAL PRESBYTERIAN CHURCH — Annual Christmas Sale; None.

SATURDAY, NOVEMBER 30

BRITISH WAR RELIEF SOCIETY — English Music Hall Night, Masonic Auditorium.
SYRACUSE UNIVERSITY ALUMNAE — Meeting, Century Club; 1 p. m.
ROSEA ROGERS SCHOOL P. T. A. — Dance and Banquet, School; 7 p. m.

SUNDAY, DECEMBER 1

SUNDAY MUSICALS — All American Youth Orchestra, University Club; 3 p. m.
ELKS CLUB — Annual Memorial Exercises Elks Temple; 4 p. m.

TUESDAY, DECEMBER 2

LADIES' AUXILIARY NO. 48, KNIGHTS OF ST. JOHN — Annual Christmas Party; Holy Family School; 8 p. m.
BRIGHTON WOMEN'S REPUBLICAN CLUB — Annual Christmas Party; No. 1 Fitzhugh; 8:30 p. m.



BULOVA PRESIDENT

45⁰⁰

1.50 Down, 1.50 Weekly

A man's idea of a fine watch that's new, handsome and a famous time-keeper. 21 jewels.



MAN'S INTAGLIO RING

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50c Down, 50c Weekly

Handsome, massive yellow gold ring with gleaming, burnished Hemasteel. Smart, distinctive! He'll prize it for years.

RONSON LIGHTERCASE

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80c Down, 80c Weekly

Lighter and cigarette case all in one. A fine, practical gift for any man.



ZIPPER BAG

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50c Down, 50c Weekly

Whether he travels a lot or occasionally, he'll want this fine leather zipper bag. Large 20-inch size; walrus finish.

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E. Main At South Ave. Open Saturday Evenings

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In Sp...
By DA...
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once tag...
of Broad...
comes back...
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bright, col...
ful music...
added feat...
of the Fr...
Allen pi...
gram. G o...
man is the...
the Hit Pa...
other mus...
radio. He...
is the rou...
and the f...
strives for...
suspense...
against...
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many othe...
Goodman...
comedy an...
lines with...
RECORD...
Symphony...
impressive...
ed Bride...
Sisters hav...
"Beat Me...
... Frankl...
a danceab...
"Dream Va...
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the...
LIC...
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Just thi...
The label...
drop of M...
"liqueur"...
This m...
is the ver...
mellow S...
Martin's...
stead of...
goes just...
Martin...
than most...
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ity at no...
"Scot...
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is...
CALL...
MA...
99 PROOF - BLE...
Imported by M&K...

In The
Spotlight

By DAVID O. ALBER

Al Goodman, whom Ziegfeld once tagged the Toscanini of Broadway, comes back to radio after too long an absence and his bright, colorful music is an added feature of the Fred Allen program. Goodman is the lad who originated the Hit Parade style, among other musical achievements in radio. He is a deadly enemy of the routine, the monotonous and the false in music. He strives for color, nuance and suspense. He has a phobia against symphonic arrangements of popular tunes. Unlike many other musical directors, Goodman has a real flair for comedy and can handle gag lines with ease.



AL GOODMAN

RECORD NOTES: The Victor Symphony orchestra does an impressive job on "The Bartered Bride" . . . The Andrews Sisters have a new version of "Beat Me Daddy" for Decca . . . Frankie Masters has made a danceable arrangement of "Dream Valley" for Okeh . . .

What's
the story
on
LIQUEUR
Scotch
?



Just this: better Scotch. The label tells you that every drop of Martin's is special "liqueur" Scotch.

This means that Martin's is the very pick of choice, mellow Scotch whiskies. Martin's is also 88 proof instead of the usual 86.8 . . . goes just a bit farther.

Martin's sells for no more than most brands. Call for it and enjoy "liqueur" quality at no extra cost.

"Scotch is good
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is better"

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88 PROOF - BLENDED SCOTCH WHISKY
Imported by McKESSON & ROBBINS, INC., N.Y.



Sibley, Lindsay & Curr Co.

MEN!

Right in the Face of Rising Woolen
Prices We Bring You This Sensation!

Sale! **350
FINE
WORSTED
SUITS**

Every One Superbly Tailored
From Famous Botany Worsteds!
Sold the Country Over at \$35!

\$26.50 Extra Trousers
at \$5!

At \$35 these suits are best sellers all over the country! For they're fine suits that are favorites with men that know good clothes. Their luxury fabrics spell "quality" . . . smooth, hard, 14 and 14½ ounce weights that can take real punishment and hold a press. Every suit is expertly hand tailored in the important spots to assure perfect style and fit. You will find a great collection of handsome new patterns in both single and double breasted styles . . . in conservative models and modified drapes. And, in addition, all coats are lined with long wearing Earl-glo rayon. All trousers tailored with Talon fasteners. Be here tomorrow at 9:30 sharp for these sensational values!

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Single Breasted
Conservative Model



Double Breasted
Conservative Model

Grays
Blues
Browns

Shorts
Regulars
Stouts
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Double Breasted
Modified Drape



Single Breasted
Modified Drape

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Enjoy your new suit
immediately. Pay in
convenient monthly
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Those Cozy Slippers For His Leisure Hours

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And sure! You'll say Sibley's is the place to select them . . . for you'll find just what he wants in our complete and extensive slipper collection. Sketched: Three "Shearlings" . . . sheepskins with wool turned inside. 6 to 12.



Scuffs—natural colour,
with burgundy
binding . . . \$1.29



Ankle-Hi's—zipper
fastened, with
chrome-tanned hard
soles . . . \$2.95



Bootees—natural
colour, with natural
"collar" . . . \$1.59
Dark brown, beaver
"collar" . . . \$2.59
Both bootee styles
with padded soles.

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Double-Edge **BLADES**

Hollow-Ground

Like Your Barber's

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Perfect Results—Used by Millions
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You'll look your finest
in these fur trimmed
coats — and they'll
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Dozens of styles in all
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599 HUDSON AVENUE
COR. CLIFFORD

**Royal Jewels Due
Here Dec. 3**

Replicas of the British Crown jewels, for two years a feature of Britain's exhibit at the New York World's Fair, will begin a long trek shortly, with Rochester as the first stop, it was announced this week by Rochester Branch, British War Relief Society.

The jewels will be shown from coast to coast to aid the society in its drive for funds and will be on display at the B. Forman Store here for the week starting Dec. 3.

They include reproductions of some of the most revered objects in English history, such as the jewels used in the coronation of English kings for centuries up to that of King George VI.

One of the outstanding exhibits is the Sword of Mercy, which has featured coronations for more than 1,000 years. This sword, or its predecessor, first was mentioned by name at the coronation of Queen Eleanor in 1280.

Mrs. Francis E. Cunningham, vice-chairman of Rochester Branch, British War Relief Society, is chairman of the committee in charge of the exhibit. She is being assisted by Mrs. Herbert C. Maben, Mrs. C. E. Kenneth Mees, chairman of the society's hospital supply division, and Mrs. William R. Knott, chairman of the knitting division.

Meanwhile the society is pushing plans to give Rochesterians a glimpse of London night life in the presentation of Music Hall Review Saturday evening in Masonic Auditorium. George Patton, Toronto broadcaster, will be among talented Canadians who will participate in this program, it was announced yesterday.

Rochester Public School, will present musical selections appropriate to the Yuletide season. The program will comprise

two major works of well-known composers, Christmas hymns and popular light opera numbers. Several instrumental solo numbers will be included.



THE
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To Your Future Self

"CHARITY begins at home." Don't face the rush of the holiday season needing eye attention. Give yourself the benefit of Bausch's Complete Eye Service, and you'll be in better condition to spread Christmas joy to others.

Convenient Charge Accounts

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Call STONE 905

If you receive a package or merchandise by mistake as a result of the holiday rush, just call Stone 905. City Delivery will return it to its owner without charge to anyone. Someone may do as much for you. Be a sport.



CITY DELIVERY

195 SCIO ST. STONE 905

Mrs. Irma Kaiser, 1946 Clifford Ave.

AT SMALLS... 2 BIG SPECIALS



HERE'S A
SUPER-GIFT
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8 PC.
COCKTAIL
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SPECIAL PRICE
AT STORE NAME'S

\$4.95

25c A WEEK

6 glass goblets with metal stems — generous size tray and shaker. Cleaning chrome finish. Sensational gift value at this low price.



4 pc.
**PERCOLATOR
SET**

All-Electric!

FULLY
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IT'S SMART
NEW
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Gracefully designed electric percolator, sugar, creamer and tray all in gleaming non-tarnishable chrome finish. A thrilling gift value at this sensational low price!

Sale
\$8.95
50c A WEEK

Smalls
28 MAIN STREET EAST

Open Saturday Evening

FREE PARKING—CASINO PARKING STATION, IN REAR

IRISH DANCE

The third in a winter series of Irish-American dances sponsored by Mike Culhane and Jerry Flynn will be held tomorrow at the Madison ballroom on Genesee St. from 9 p. m. to 1 a. m. The Irish Ramblers will furnish popular and old time music.

GOOD ADVICE

Helen—Grace was right. You found out an older woman's advice was wise before it was too late. Jerry never knew, either. The complete story is in the December True Story Magazine. Turn to page 48 and read "I Didn't Want My Baby." On sale now at all news dealers.

ONE OF AMERICA'S LEADING VACUUM CHAINS



USED
Electrolux
COMPLETE WITH ATTACHMENTS

LIBERAL ALLOWANCE ON
YOUR OLD CLEANER

FULLY GUARANTEED

For the Same Length of
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IF YOU CAN'T CALL
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PENN VACUUM STORES

30 SOUTH AVENUE

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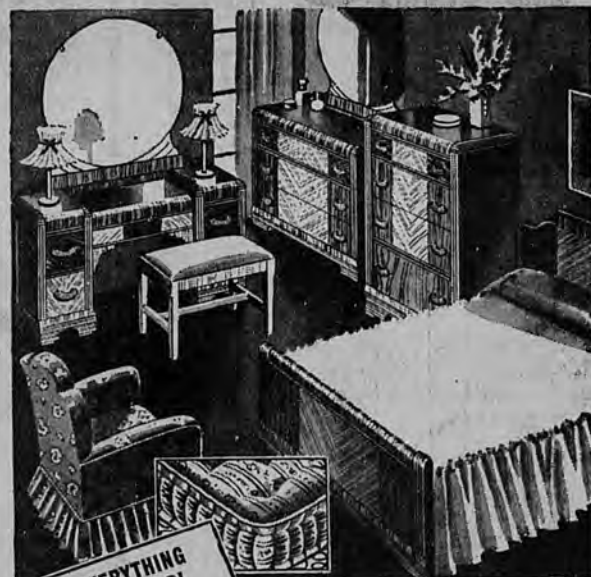
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Merriest Christmas
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Give
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EASY
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GIVER HER A NEW BEDROOM FOR CHRISTMAS!



EVERYTHING
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\$79
PAY IN 1941!

When you choose from Majestic's complete stock you get a whole roomful of furniture at no extra cost. Modern water-fall walnut bed, chest and dresser or vanity. Also at no extra cost we include a Coil Spring, Mattress, bench, boudoir chair and a pair of boudoir lamps. \$3 Down Delivers.

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'LANE'
CEDAR CHEST

\$10.95



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A WEEK

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As Always for 54 Years . . .
LOWEST RUBBER PRICES IN TOWN

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STORM, REGULAR
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ARCTICS \$1
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MEN'S 4 Buckle Cloth or Rubber
ARCTICS \$2.29
WORK OR DRESS
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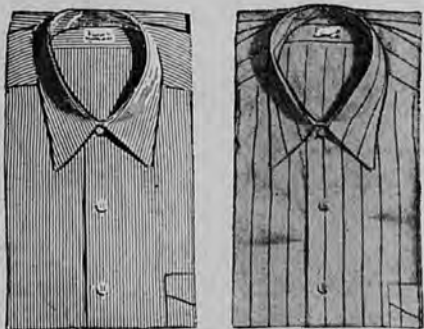
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THRIFTY CHRISTMAS

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They'll Wear Until Xmas 1941 or Lincoln's Will Give You A New Shirt Free...

MEN'S SHIRTS With Wrinklefree Collars

Fabrics that look, feel and are more expensive. Scores of smart patterns. Expensively tailored shirts with pleated sleeves. Included are the famous King Philip white broadcloths, the shirt that has no equal for wear!

\$1

BETTER THAN EVER



Lincoln's Annual FUR LINED

GLOVE SALE

\$1.98

ALL TABLE CUT

Which means they are cut by hand to insure you a smooth, uniform fit without binding.

FULLY FUR LINED

With warm, selected furs instead of the half fur-lined sale gloves. Men's sizes 8-10 1/4. Women's sizes 6-8 1/4.

BETTER LEATHERS

Imported English capeskins (hard to get now), and soft, supple suedes. Black, brown or tan.

A WORLD of TOYS



Big 18-inch Lovable MARIBOU TRIMMED BABY DOLLS

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Thousands of other Dolls - Teddy Bears - Pandas - Scotties, etc. 25c - 50c - \$1 - \$2.98

Our reg. \$6.98 **DOLL PRAMS \$4.98**

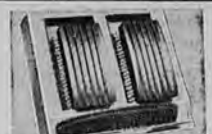


Beautiful large size quilted doll prams finished in gray or black. This is only one of the many. Others at \$1 to \$8.98.

It will take pages and pages to list the many toys on sale at Lincoln's. These are just a few. Visit Lincoln's TOYLAND



3-pc. DRESSER SETS Tarnish proof handles and frames. Brush and mirror gift boxed. **\$1**



MEN MILITARY SETS Black or brown ripple-top 3-pc. military set. In gift box. **59c**



CLOSET SETS 8 lovely hangers, 8 dress shields, 2 shoe trees, 2 hat stands. **50c**



Christmas Candles Assorted Christmas tree sets in cross, boot or holly design, colorful candles. **10c**



MEN TRAVEL SETS Combination brush with a zipper top that holds a razor, shaving cream, comb, file, and tooth paste. **\$1**



TISSUE SETS Tricky boxes with just loads of powder puffs in them. In pastel shades. **25c**



SHAVING SETS Men's 4-pc. shaving sets with talcum, shaving lotion and shaving bowl of soap. **25c**



BOUDOIR PILLOWS All kapok filled rayon and satin flower petal pillows in soft pastel shades. **50c**



JUVENILE BOOKS Bored Mother Goose series, paint books and scores of interesting juvenile books. **25c**



MANICURE SETS Contains polish, remover, orange sticks, nail white and cotton. Lady Lillian. **25c**



GIFT STATIONERY 2-drawer tray decorated box of stationery. **50c**



TOILETRY SETS Two and three pieces in a novelty design. **25c**



HIS OWN INITIALS in 14 kt. Gold on these PEN and PENCIL GIFT SETS

Included is a 3-pc. set that has a mid get flashlight. **50c**

OTHER PEN and PENCIL SETS 25c and \$1.00



HIS OWN INITIALS in 14 KT. GOLD on THESE KEY CASE and WALLET SETS

Genuine leathers in pigskins, zebras, steer and calf. In black or brown. Many with zipper and double compartments. **50c**

Beautiful Zipper WALLETS \$1.00

Genuine PIGSKIN WALLETS \$1.98



Hostess Chromium CAKE COVERS 12 - in. crystal platter with triple plated cover and shiny chromium. **\$1**



MIRROR ELECTRIC MODERN CLOCKS Mirror clocks. Accurate time-keepers. **\$1.98**



ELEC. IRONS Heat Indicator Chromium finish irons with cord and plug. **\$1.98**



THIRD DIMENSION FRAMED PICTURES Reproduced in hand-colored effects - neatly framed. **50c**



CHROMIUM HOT BUN SERVERS For serving piping hot rolls, buns, etc. With smooth handle for easy serving. **\$1**



ELEC. TOASTERS Turn-over toaster with genuine mica element. **\$1**



CALIFORNIA PATIO STRINGS Colorful patio strings on rawhide lacing. **59c**



You might as well give her the BEST—give her

"Audrey"

SUPERIOR FULL FASHIONED

SILK HOSIERY

59c

Give her, her choice—3, 4 or 6 thread—but give her Audrey because that's the hose that millions of women buy for themselves. Ask for Audrey and be sure.

Audrey Ringless CREPES or CHIFFONS

79c

Delicately sheer crepes for evening and special occasions, and chiffons for everyday and business wear. A complete range of newest shades and all sizes—8 1/2 - 10 1/2.



Imported Handmade - Hand Rolled - Hand Drawn lovely Handkerchiefs

worth 22c to 29c

They're hard to get at any price. Beautiful hand-drawn and applied hankies that she'll go wild over... and no one needs to know that you only paid for them.

10c

Give her a slip she'd buy for herself!

"DELMAR" BONDED to WEAR

SLIPS

OF BEAUTIFUL RAYON SATIN or EMBROIDERED RAYON CREPE

\$1.00

A wide selection of smartest styles.

She won't believe her eyes... you won't believe the price... yet thousands of women continue to buy Delmar bonded slips not only because of their extreme beauty, lavish laces and beautiful embroidery but because of the wear and personal satisfaction. Sizes 8-14.



LINCOLN'S

MAIN ST. E. COR. ST. PAUL

LINCOLN'S

Sale! Just 90 Gorgeous FUR TRIMMED COATS

Made To Sell For and Genuinely Worth Up To \$40

\$24

Specially purchased, this group of magnificently styled and tailored dress coats features fine needlepoint materials. Colors are Black, Wine, Teal and Brown. The furs are lovely, their use lavish. The equal in every way of many coats commanding \$40, we have them specially priced because our exclusive coat contacts gave us a lucky buy.

These genuine furs lavishly used: Tipped Skunk, Persian Squirrel, Jap Mink, Silvered Fox.

SIZES
12 to 20
36 to 48

OPEN A CHARGE ACCOUNT
• No Carrying Charge
• No Interest

House of Coats
Goodyear's
75-77 E. MAIN

Drug Chain Continues Progress

From one store to four stores in six years is indicative of progress anytime. But during this decade it ranks as "outstanding."

That is the record set up by the Key Drug Co. headed by Harry A. Achter.

In 1934 Achter opened a neighborhood drug store at 470 N. Goodman St. Lower prices and exceptional service to his customers brought almost immediate success. Believing that Main St. was no different than Goodman St. he opened a store at 98 Main St. E. When this caught on with the public he began to branch out into the mushrooming communities in the vicinity of the city. That's when he opened a large modern store at 457 Ridge Rd.

The newest unit of the Key Drug Co. chain was opened two weeks ago in a continuation of taking his stores to the people rather than waiting for the people to come to his stores. Because of the recent phenomenal growth of the Monroe Ave. and Winton Rd. vicinity a modern drug store has been opened at 1861 Monroe Ave. in a brand new block.

Business, says Achter, during the past two weeks since the unit's opening has been "very gratifying."

FURS

This Weeks Special...
Dyed Silver Fox Jackets \$37.50

Other Furs At Guaranteed Savings!

CLIFFORD FUR CO.
1283 CLIFFORD AVE., Just off Portland MAIN 2174

To Introduce Our New Location We Offer The New

POMPADOUR PERMANENT \$1.95

EVERY WAVE FULLY GUARANTEED

NO ELECTRICITY
NO PAINFUL WINDING
EVERY WAVE FULLY GUARANTEED

Personality Coiffures designed by Mr. Roberts, N. Y. Stylist at NO EXTRA CHARGE—WITH THIS AD. Clip. With or without appointment.

Murray's Beauty Salon
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Just a Step From Sibleys

EVENINGS by APPOINTMENT

WHISKEY WINS PUBLIC APPROVAL

New York Discovers Rich Taste of Flavor-Protected Three Feathers

ROCHESTER, N. Y. — Along comes Clari-fined (flavor-protected) Three Feathers whiskey and hosts of men begin switching to this well known quality brand! Underlying the current state-wide switch to Three Feathers is the unalterable fact that this fine whiskey is noticeably richer in flavor—offering, besides, a quality of mildness popularly described as "light as a feather."

THREE FEATHERS
DISTILLED LONDON DRY Gin

90 proof - 100% neutral spirits distilled from grain. Olden's Distillers Corp., N. Y.

blended whiskey, 50 proof, 75% grain neutral spirits. Olden's Distillers Corp., N. Y.

buy **THREE FEATHERS**
the whiskey that's "light as a feather"

Clarified FLAVOR-PROTECTED Three Feathers Today

YOUR DOLLAR BUYS MORE... AT GAMLER'S QUALITY CORNERS



Store Open Every Evening Till Xmas

MORE QUALITY GIFTS TO CHOOSE FROM MORE QUALITY GIFTS TO SAVE ON

Fine Watches IN ALL PRICE RANGES

MEN'S WEST-FIELD 7 Jewels Gold filled d. Handsome. \$9.95

LADIES WEST-FIELD \$10.75

7 Jewels. Gold filled. Real value.

CHOICE OF 15 JEWEL ELGINS

75c A Week \$24.75
75c Down

Durably made in simple good taste. Excellent value.

CHOICE OF BULOVAS

75c A Week \$24.75
75c Down

Charming new styles in these nationally famous watches for ladies and gents.

HAMILTON

Mens or Ladies. 17 jewel movement. Accurate! \$37.50

GAMLER'S
E. MAIN ST. N. WATER ST.

★ THIS WEEK'S SUPER-SPECIALS ★

MUSTARD JAR

Beautiful Crystal Spoon and Cover \$8c

Monko

More fun than a barrel of monkeys. For Kiddies 6 to 60 boxes. Put your fingers inside—make him do tricks. \$11c

Jam Service Set

Crystal glass in gleaming silver. 2 1/2 x 2 1/2 x 4 frame and a spoon. Complete. \$8c

ASH TRAY

Modern, Streamlined, Crystal & Chrome. \$8c

PHILCO

PT26 AC-DC 5 tubes. Super heterodyne. Automatic volume control. Smart brown plastic. \$9.95

10-PIECE IVORY Dresser Set

10 matching pieces in a set that is new, as modern as you've ever seen, at this special low price. \$9.95

1941 R.C.A.

Unbelievable tone — distance & performance. AC — DC Model. \$9.95

POCKET WATCH SET

Main 7 Jewels gold filled. Complete with knife & chain. \$22.50
25c A WEEK

EVAN'S CASE

Famous Evans Case & LIGHTER Combination. Fine gift for lady or gent. \$17.50
25c A WEEK

EXQUISITE BRIDAL SET

Beautiful Tailored Design. Engagement ring with 3 genuine diamonds. \$29.95
75c A WEEK

GLORIOUS DIAMOND SET

Two beautifully matched rings, each with 3 genuine diamonds. \$35.75
75c A WEEK

CUCKOO CLOCK

Artistically executed popular bird design in synthetic carved wood. — A real cuckoo clock that ticks to the half hour and hops. Bird emerges from behind door and chirps merrily. America made — guaranteed 24 hour movement operating on chain and weights. — No key needed to wind. At their dial, a most unusual and welcome Christmas gift. Come in early. \$9.95
25c Week

8-PC. COCKTAIL SET

A beautiful set for your own use, or to give as a gift. \$4.95
25c A WEEK

4-PC. PERCOLATOR

Cream pitcher, sugar bowl, percolator and tray in gleaming chrome. \$9.95
25c A WEEK

RINGS

Genuine Hematite and Tiarite. Unusual charm & value in this handsome man's ring. \$9.95
25c A WEEK

Gold Filled With Flery DIAMOND CROSS and CHAIN

Gold filled, genuine diamond. \$3.95
25c A WEEK

A Great Gift — New SCHICK "Captain" Electric SHAVER

Years of shaving comfort for him! Also Remington & Sunbeam. \$9.75
25c A WEEK

NEW DIAMOND RING

Beautiful center diamond in a delightful ring of solid yellow gold. \$26.50
50c A WEEK

5 FINE DIAMONDS

Five glorious diamonds in this exquisite, solid yellow gold ring. Unusual value. \$42.50
\$1 A WEEK

3 pc. Ensemble Gold Filled watch, wedding band and a necklace

Set \$37.50

HOBSON LIGHTER Ideal gift for man or woman. Solid, Enamel. \$1.95

No Charge For Credit

GAMLER'S

CREDIT JEWELERS & OPTICIANS—OPEN SATURDAY EVENING 'TIL XMAS

104 E. MAIN ST. cor. N. WATER

Sunbeam Electric Set

Years of service in this sturdy Mixer. Easy to clean porcelain finish. \$23.75
50c A WEEK

Lady's Birthstone

Choice of many colored birthstones. Solid gold mounting. \$3.50
25c A WEEK

ROCHESTER
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**Church Bazaar
Announced At
Emanuel Lutheran**

The Friendship Circle of Emanuel Lutheran Church on Thurston Rd. will hold its an-

nual bazaar tomorrow starting at 1 p. m. Hand-made articles will be offered for sale. The display will include pillow cases, towels, aprons, cooked food and baked goods. A novelty booth will be set up to offer gift wrappings and cards.

They Want TOYS THAT GO!

Doll Coaches \$1.89 UP

AUTOMOBILES \$4.50 UP

TABLE & CHAIR SETS \$1.69 UP

Dolls 89c - Wagons 98c - Scooters 98c

FOLDING DOLL CARRIAGES 89c UP

PILLINGS CARRIAGE CO. BABY

512 JOSEPH

OPEN TIL 10 P. M. DAILY AND SUNDAYS
Look for Electric Sign

OUR GUARANTEE

YOU WILL SAVE MONEY ON FURNITURE AT FLANIGAN'S

HERE'S A REAL XMAS GIFT!

2-Piece Living Room Suite
Not EXACTLY As Illustrated

VERY SPECIAL GIFT VALUE

Deeply Channeled!
Richly Tufted!

\$79.95 \$1 Delivers

3-Piece Bedroom Suite
From Jamestown Rock Maple

For A Real Christmas Gift

Bed, Dresser, Chest in glowing maple. Several designs to choose from.

\$49.95

Guest Chairs \$5.95 up

Sturdy frame and attractive longlife upholstery. Webb spring construction. Walnut or mahogany finish. A special for Christmas.

5-PIECE CHROME BREAKFAST SET \$29.95

Fully guaranteed. This will brighten up your kitchen or breakfast room. Easy to clean. Attractive.

FLANIGAN'S
337 DRIVING PK. at DEWEY
OPEN EVENINGS TO 9 P. M.
TRADE IN YOUR OLD FURNITURE

It's National Lovlee Slip Week!

Grants "LOVLEE" SLIPS

Our 'answer to your "better" slip questions!

100

• 3 lengths!
• Extra hip inches!

Have you had to go up to \$2—to get slips that FIT? Then you'll be mighty happy about \$1 Lovlees!

Several in THREE LENGTHS! With zipper midriffs, four-gore skirts! All with EXTRA inches at the hip so they won't ride up! All in luxury rayon—lacy, frilly or tailored sleek and smooth! Be sure to see EVERY Lovlee Slip! Sizes 32-52.

A. 3-length. Tealrose or white satin.
B. 3-length zipper. Tealrose satin, navy or black taffeta.
C. Lacy rayon crepe. Tealrose, white.

Place your name. Slip of \$1.00 each

Style	How many?	Short, med., long?	Size?	Color?
A				
B				
C				

One length only

Name _____ Street _____ City _____ State _____ Zip _____

CASH C. O. D. M. O.

Mail this Coupon

W. T. Grant Co. 293 E. MAIN ST. at East Ave.
KNOWN FOR VALUES

ROCHESTER'S LARGEST POPULAR PRICED STORE

Edwards

Christmas Bell Ringers

In This EDITION of the Rochester Sun You Will Find . . . EDWARDS

Special 16-Page GIFT SECTION

Packed Full Of Christmas Suggestions From Everyone of Our Eight Selling Floors

It will pay you to read EDWARDS 16 PAGE GIFT SECTION from cover to cover and share in the Hundreds of wonderful VALUES . . . every gift a BELL RINGER . . . specially bought and specially priced to give you MOST for your Money.

Check your gift list and do all your Christmas shopping at EDWARDS "The Store with the Christmas Spirit."

Keep EDWARDS 16 page GIFT SECTION for reference . . . you'll find it helpful and valuable when doing your Christmas Shopping.

Two Hrs. Free Parking with a Purchase of \$1 or more

Feel free to use EDWARDS Personal Shopping Service

Visit Edwards 3rd Floor Gift Center

Phone orders filled—Call Stone 2300

Turn Now To EDWARDS 16 Page Gift Section & Save

Grants Helps You to Enjoy a Big Old-fashioned American Christmas

Warm and cozy, Women's Bathrobe \$1.98
Made of Beacon and Edmond cloth. . . tops in its class! Rayon satin and cord trim!

Better quality for less! Rayon Undies \$3.95
You'll notice the difference too when you've worn them, washed them, seen how they fit!

Felt Comfort Slippers \$1.00
Leather sole, rubber heel. Wine, blue, or grey.

4-Pc. Dresser Sets \$1.98
Comb brush, long handled mirror, powder jar! Boxed.

Women's Capeskin Pigtex Gloves \$1.19
Genuine domestic leather in severely classic or novelty styled! Smart costume colors.

Porto Rican Gowns \$3.95
Hand-made, of plain or print batiste! Applied!

Tuckalitch Undies \$2.50
Cater to her comfort with 10% wool and soft cotton!

Hand-Embroidered cotton pillow cases! Love-ly cut-out work! Pair, boxed \$1.00

Smart New Dresses \$1.00
Tubfast cottons featuring "alk dress" styling!

Handbags \$89c
Now she'll love your gift if it's one of Grants' expensive looking bags! All lined.

The glamor gift! Crepe silk Truly Proportioned I'sis Hose 79c pr.
She may not seem to care about beautiful hosiery, but she does! Get her filmy, beautiful I'is (it comes in proportioned lengths) and watch her eyes sparkle! 8 1/2-10 1/2, 2-3-4-7 thread

SHOP NOW . . . PAY LATER
Use Grants Lay-away Plan! For a small deposit, the gifts you choose will be laid aside for you, till later at no extra charge.

Girls' Rayon Undies \$2.50
For tots or teens who like pretty, soft underthings! Sizes 2 to 16.

Girls' Rayon Satin Slips \$5.95
With dainty, Val-type lace edging, hem-stitched armholes. 6-14.

Girls' Bathrobes \$1.00
Heavy Edmond and Whittenton cotton blanket cloth! 8 to 14.

Boys' Bathrobes \$1.00
Every size from two-bladed pen knives to big bone jack knives!

Boys' Pajamas \$7.95
Fine broadcloth! Well tailored. Elastic top trousers! Sizes 8 to 18.

Boys' Leather Mittens \$3.95
Fleece-lined with close-fitting elastic knit wrists for super warmth!

Grants Wearite Boys' Shirts \$6.95
For a reg'lar guy, choose Grants Wearite Boys' Shirts

Pocket Knives \$2.50
Every size from two-bladed pen knives to big bone jack knives!

Dresses \$1.00 each
One of the smartest fashions for kiddies! Done in Grants' cutest styles! Lots of others too, for the little girls you love best. 1 to 3x, 4 to 5x.

198 For HIS corner! **Metal Smoker**
He'll like the greyhound handle and deep glass ash tray. Stands firm. Bronze finish.

A practical tip! Men's Coat Sweaters \$1.00
Medium weight cotton or 35% wool heather mixture! Something he'll use and use!

Want the Best 55c Buy? Men's Ties \$3.95
All handmade resilient construction, and for 16c less too! A treat for any man!

Men's Broadcloth Pajamas \$1.00
Good-looking as well as comfortable to sleep in! Elastic top trousers! Sizes A to D.

Men's 10% Wool and Cotton Shirts & Shorts \$3.95
It may not seem fancy, but he'll go for them in the weather! Mid length shorts.

Make it a banner Xmas with Pennleigh Shirts 1.00
Perfect fit and knock-out patterns to suit his vanity! Full cut and well-tailored to wear! Sanforized Pennleighs really "fill the bill" . . . and they're just about the biggest dollar's worth you'll find! Sizes 14 to 17.

W. T. Grant Co. KNOWN FOR VALUES
293 E. MAIN ST. at EAST AVE.



Accept David Harum's
Own Selection of
18 CHRISTMAS CARDS
NEW, EXCLUSIVE, "HOMEY" DESIGNS, FRENCH-FOLD, WITH ENVELOPES

only **25¢**
WITH GREEN LABEL FROM
BAB-O
The Amazing Grease-Dissolving Cleaner



HERE is your opportunity to get for only 25¢ eighteen really lovely Christmas Cards with an actual retail value of 69¢. What a saving! And what a way to make certain your friends will compliment you on the Christmas Cards you send this year! Accept these cards that the great radio favorite, David Harum, has selected. New, not in stores at any price, they are beautifully designed, carefully printed, every card a different, unique design—14 are in full gorgeous color, 4 in a special monochrome that resembles genuine etching.

And as a special reward for prompt action, we'll send you 16 newly designed Christmas seals—every seal different—with each box of cards.

Why We Make This Offer
We make this offer simply to induce you to see with your own eyes that Bab-O, by dissolving grease, saves time, work and goes up to twice as

far as ordinary cleansers. And remember, on these Christmas Cards, you save far more than the price of a can of Bab-O.

Here's All You Do

So in your own interest, get one can of Bab-O for each set of 18 cards. Mix the green label with 25¢, using coupon below. Kindly help us avoid the Christmas mail rush by mailing the coupon at once.

EXTRA REWARD!

Everyone who sends in promptly will receive 16 lovely, unique Christmas Seals—every seal different—with each box of cards!



TEAR OUT THIS COUPON NOW AS YOUR REMINDER TO BUY BAB-O

Bab-O, Dept. 27-N
385 Fourth Avenue, New York, N. Y.
Please send me boxes, each containing 18 Christmas Cards and envelopes to match, and 16 Seals, postage paid, Enclosed find Bab-O label(s) and cents. (One label and 25¢ for each box ordered.)

Name
Address
City State
(PLEASE PRINT PLAINLY) B11-517



BAB-O
The Grease-Dissolving Cleaner

TUNE IN "David Harum" NBC Red Network 11:45 A.M., E.S.T. Every Day Monday Through Friday.

'Quickies For Your Recipe File

Every once in a while it is very nice to have a few special recipes that are very easy to prepare and do not take very long to cook. With a busy holiday ahead there will be many times when the following recipes will be just right to use.

Sausage Bean Special
Temperature: 375 degrees F.
Time: 25 to 30 minutes.
2 cans baked beans
1 c diced celery
1 small onion, sliced
1 c water
sausage

Empty beans into a buttered casserole dish; add celery. Cover with the thinly sliced onion, add the water and arrange sausages over the top. Bake uncovered in a preheated oven.

Blush Apple Sauce
1 c applesauce (sweetened)
1/4 c sliced pineapple
1 T pineapple juice
1 T crushed cinnamon candies

Mix ingredients and bring just to the boiling point. Serve warm.

Tomato Cheese Biscuits
Temperature: 425 degrees F.
Time: 15 to 20 minutes.
2 c biscuit mix
1/2 c grated soft cheese
1/2 c tomato juice

Mix the cheese with the biscuit mix and add just enough tomato juice to make a soft dough. Fill buttered muffin pans 2-3rds full; bake in a preheated oven.

If you have potato salad left over, here's a grand way to use it up. Sauté it in a frying pan containing hot bacon drippings or other fat. Brown. Fold like an omelet when serving. It is a nice luncheon snack with a green salad.



CRANBERRY-ORANGE RELISH
1 pound (4 cups) Eaten Cranberries
2 cups sugar
2 oranges

Put cranberries through food chopper. Quarter whole oranges, remove seeds and put through chopper. Add sugar and mix well. Chill in refrigerator a few hours before serving. Makes 1 quart relish. Keeps well—and tastes so good with chicken, turkey, fish or meat that you'll want to have it often in cranberry time!



Eatmor Cranberries

DOLANS . . . Where You Buy THE CUTS OF CHICKEN YOU PREFER

Breasts lb. 45¢ Livers lb. 45¢ Necks lb. 12½¢
Wings lb. 23¢ Giblets lb. 19¢ Legs lb. 35¢

Cooked **HAMS 22¢** Whole or Shank Half Skin Removed
8 to 10 lb. Young North-western Hen **Turkeys 29¢**

DOLANS 600 JEFFERSON AVE. cor. Bartlett Telephone Genesee 1417

SHOP WEGMANS

And Save Wegmans Auto Tickets For
101 CHANCES TO WIN A '930 CHEVROLET and 100 BASKETS OF GROCERIES

Each basket of groceries is worth \$5.00 and will be given to the first 100 names drawn, while the 101st name drawn will win the 1941 Deluxe Chevrolet. Keep the date open for our next grand drawing on Dec. 23d. in the Civic Exhibits Building . . . for remember . . . next time, it may be you!

Prime Steer
SHOULDER BEEF ROAST 21¢ lb.
Rochester's Largest Meat Retailer

FRESH ONTARIO
CLUB CRACKERS pkg. 16c
ONTARIO TOASTS pkg. 19c
1/2-LB. PKG. ORANGE PEKOE
FOOTES TEA pkg. 33c

14-OZ. BOTTLE
SNIDERS CATSUP 2 for 25c
LB. MEISENZAHL'S MACARONI OR
SPAGHETTI 2 pkg. 19c
LB. PGG. MEISENZAHL'S FRESH
EGG NOODLES 2 pkg. 23c
LB. PKG. STALEY'S
CUBE STARCH pkg. 8c

WEST INDIES
ROCK LOBSTER can 25c

ALL GREEN STALKS
Rochelle ASPARAGUS can 23c
GEYSER, COESA, OR HATHORN
SARATOGA SPA 2 pts. 25c

46-OZ. CAN GILBERTS
APPLE JUICE can 15c
1-LB. JAR FLOWERS
PEANUT BUTTER jar 15c

FINE DOG FOOD
KEN-L-RATION 3 cans 23c
FRIENDS BRICK-OVEN BAKED BEANS can 10c
FLORIDA GOLD GRAPEFRUIT, BLEND OR ORANGE JUICE 46 oz. can 17c

Hires ROOT BEER
WITH REAL ROOT JUICE'S
24 Oz. Bottles
3 for 25¢
It's delicious and wholesome with food and it is different because it is non-acid.

Sibley, Lindsay & Curr
Rochester's Market Of Quality And Economy

Flav-O-Rich HAM 27¢ lb.

Whole Or Shank Half

Only at Sibley's can you obtain this full-flavored, tender-cured ham. Surplus fat and skin removed, increasing your money's worth.

Center Slices Nearly All Solid Meat lb. 39¢
Tower Skinless Steamers, . . lb. 25¢ Sibley's Bacon Old-fashioned flavor, sliced. 1/2 lb. 19¢

Fresh Fruits
Sun-kist California **NAVEL ORANGES** Extra Large Size doz. 39c

RIPE BANANAS, large perfect fruit, 3 lbs. 19c
IMPORTED SMYRNA FIGS, lb. 49c
CRANBERRIES, fancy quality, lb. 19c

Dairy Delights
FANCY BUTTER, high score creamery, 2 lbs. 75c
CREAM CHEESE, Philadelphia or Eagle brand, 2 for 13c

Give Someone a Gift From Sibley's Bakery
Good-looking, useful Cookie Jars and buckets filled with a mouth-watering assortment of delicious Sibley Christmas cookies. Fruit Cakes, lusciously rich, beautifully wrapped, packed in gift tins.
DATE AND NUT COOKIES, drop cookies doz. 24c
HOLIDAY FRUIT CAKES, perfect to serve all through the holiday season, lb. 50c

Grocery, Main Floor—Stone 6500
Phone Orders As Early As 8 A. M.

HOLIDAY CANDLES
Complete assortment of all the old favorites, many new novelties and genuine Bayberries.
Bayberry Candles, pr. in gift box, 35c
Santa's Boot Candles, box of 4 57c
Snow Man Candles, each 69c
Large Bayberry Candle and Holder in a Gift Box \$1.29

OUR BREAKFAST COFFEE
Full of that true coffee aroma, vacuum packed in glass or tin.
lb. 25c 3 lbs. 69c

PURE CANE SUGAR 10 lb. bag 49c
OLD FASHIONED BUTTER CRACKERS . . . lb. 19c
Perfect for Bridge Sandwiches
ALASKER Red Salmon lb. can 25c
OK Heart Brand
PEANUT BUTTER . . lb. jar 21c
Lake Shore Pure Strained
CLOVER HONEY . . lb. jar 19c
In Bulk, Our Regular 95c Grade
ORANGE PEKOE TEA . . lb. 79c
Finest Blends in Bulk
EVAPORATED APRICOTS lb. 31c s. & w.
Evaporated Prunes 2 lb. pkg. 25c In Lb. Pkgs.
EDUCATOR CRAX . . 2 for 23c

BUSY BEE BARGAINS AT YOUR INDEPENDENT GROCER

DUFF'S GINGER BRAND MIX 19c
DEVIL FOOD MIX . . . 19c

LA CHOY NOODLES 15c
LA CHOY SPROUTS 10c

FRENCH SEASONING
Poultry Seasoning 8c
Rubbed Sage 13c

OLD DUTCH CLEANSER . . . 3 for 25c
WINDEX 15c
DRANO 17c
SPRY 1 lb. 18c; 3 lbs. 45c

LUX, Reg. 2 for 19c, lg. 21c
RINSO, reg. 2 for 17c, large 18c
SILVERDUST 22c
LUX TOILET SOAP 3 for 19c

GREEN GIANT PEAS 2 for 29c
DEL MAIZ NIBLET CORN 2 for 25c
PARD DOG FOOD 3 for 25c
SWIFT'S POTTED MEAT, large can . . . 3 for 25c

SPAM 29c can

GOOD LUCK
PIE CRUST 12c
PIE FILLINGS . . 3 for 27c

New Package
Hershey's Bitter-Sweet CHOCOLATE
8 1 oz. pkgs., 13c

DR. PHILLIP'S ORANGE JUICE
Enriched With Dextrose
303 can — 3 for 25c

BOSCO FOOD DRINK 38c
RANGER JOE HONEY WHEAT 2 for 25c
Van Camp MILK 4 for 26c

JACOBS MUSHROOMS
Stems and pieces, 2 oz. 9c
Stems and pieces, 4 oz. 19c
Stems and pieces, 8 oz. 32c

SALADA TEA
9 Tea Bags 9c
17 Tea Bags 17c
Red Label, 1/2 lb. . . . 39c
Red Label, 1/4 lb. . . . 21c

BREAST O' CHICKEN TUNA FISH 18c
ALAMO (Lt. Meat) TUNA 2 for 27c

A BETTER BEEF STEW
DINTY MOORE'S 2 cans 33c

SPECIAL THIS WEEK
SCOTTISSUE 4 rolls 29c
SCOTTOWEL 2 rolls 19c

SHOP AT YOUR INDEPENDENT GROCER

Please Accept David Harum's Personally Selected
18 CHRISTMAS CARDS with envelopes plus 16 Christmas Seals for only 25¢ and one green BAB-O label for details! Can 10¢

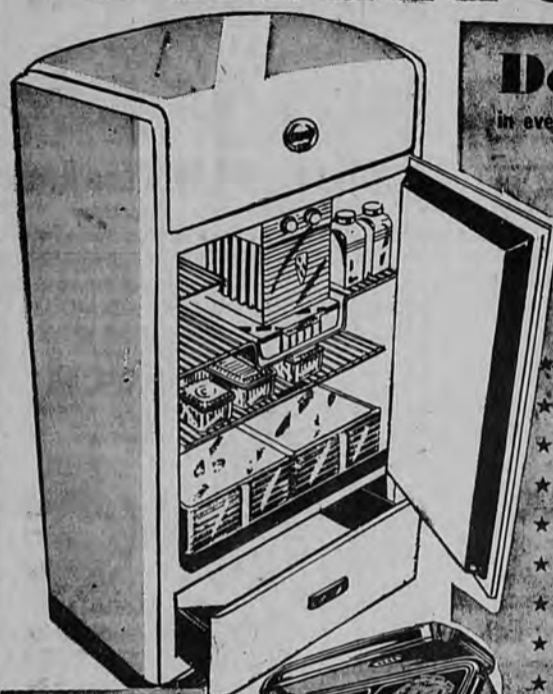
SPECIAL! LAND O'LAKES SWEET CREAM BUTTER

Land O'Lakes is always "Special" because it's churned from sweet (not sour) cream . . . and is obviously superior in flavor. Always uniform in quality, it is a high favorite with precise cooks.

Wegmans HOME OWNED FOOD MARKETS
FREE PARKING FOR CUSTOMERS

SEARS YEAR'S LAST SALE STORE-WIDE SALE

Both Stores Open Friday and Saturday Nights till 9:30!



De Luxe
in everything but the price!

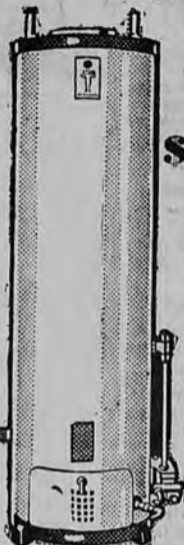
\$115

- ★ Super Six-Size!
- ★ Fully Equipped!
- ★ \$149 Value!
- ★ Handi Bin Base!
- ★ Current Cutter Unit!
- ★ Coldex Insulated!
- ★ 2 Foodex Drawers!
- ★ Sliding Shelf!
- ★ Built-in Thermometer!
- ★ Meat Storage Tray!
- ★ At Both Stores!

Given!
at no extra cost—
ELECTRIC ROASTER
worth \$19.95 with
any Coldspot over
\$115! Roaster shown
right.



**30 Gallon
Oil Water
Heater**



*Regularly \$59.95

\$52⁸⁸

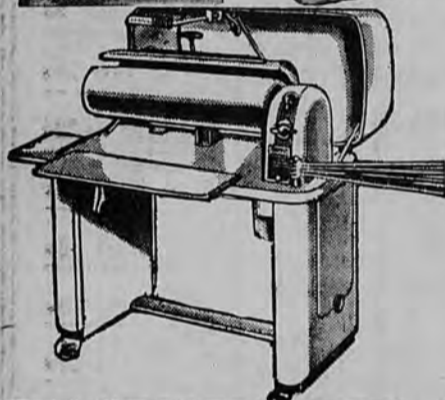
Completely automatic,
heats 33½ gallons
hourly. Has automa-
tic thermostat, assu-
ring you of constant hot
water. Burns low price
fuels. Compact unit
takes little space...
Buy on Budget Plan.



60 Boxes Rinso with
\$50 KENMORE

YOU
PAY **\$39⁹⁵**
ONLY

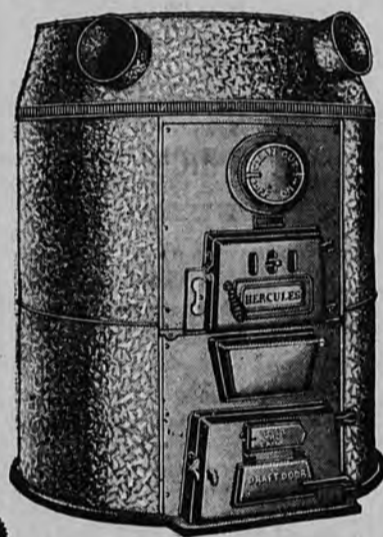
O'kay, Rochester, come and get
'em—the biggest double header
value ever offered! Big, full size
Kenmore, gleaming white inside
and out! New safety release
wringer! Sealed in oil motor.
Equipped with every deluxe
feature that has made Kenmore
the top washer name in America!
On sale, Both stores.



**GIVEN! ALL ELECTRIC
AUTOMATIC THERMOSTAT!**
Hercules FURNACE

\$49⁹⁵
*69.95
Value

18-inch firepot size! Heats four to five rooms
with ease, easily installed to present pipes.
Extra large ashpit, all vulnerable parts guar-
anteed in writing for ten years... Buy on
Budget plan.



De Luxe Range 19c
Regular \$55 Value

\$39

Glistening white porcelain enamel finish!
Equipped with the famous Robertshaw Oven
Heat control. Fully insulated oven. Slide-
out broiler pan. Large storage drawer.
Aluminum head burners. White Placon and
chrome hardware. Buy on Budget Plan.

Both Stores



DRAIN SOLVENT

3 Cans Fast acting crys-
tals, may be used
with cold water.
Both Stores

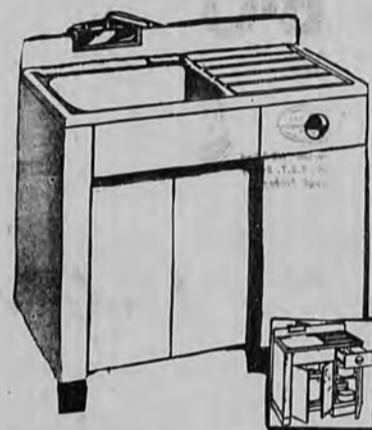
49c



FURNACE BRUSH

4-foot flexible
handle, stiff, star-
dy steel bristles.
Both Stores

19c



42 Inch San Diego Sink

Gleaming white porcelain
enamel finish over steel
base. Has built-in soap
dish. Heavily chromed
over brass swing spout.
Ribbed porcelain drain-
board. Priced less trap.

\$27⁷⁷

Both Stores

**Worth \$100
ROLL-A-PRESS IRONER**
★ you save over \$30

\$69⁹⁵

The biggest dollars
worth of value in
America! Full size
ironing shoe—Ther-
mostatic control!
Two speeds! Two
open ends! Utility
head! Sliding shelves—and clothes rack! Safety
release! Table top cover. On Sale, Both Stores.



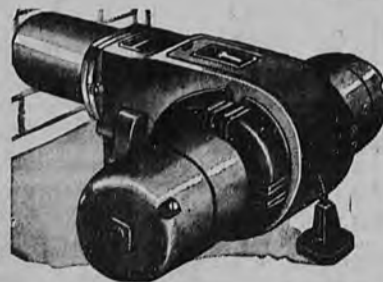
HERCULES OIL BURNER

COMPLETE, INSTALLED

**With All Controls and
Basement Fuel Tank!**

\$168

Completely installed to present system!
Includes thermostat and 275 gallon base-
ment oil storage tank! Offer expires when
limited quantity on hand is sold! Write or
phone either Sears store for representative
to inspect your system, and give you a
FREE ESTIMATE.



MEDICINE CHEST

White enamel fin-
ish. Two shelf
space, large mir-
ror.
Both Stores

\$169

HEAT REGULATOR

Completely auto-
matic. Assures
even room tem-
peratures, smart
compact unit.
Both Stores

\$8⁸⁸

Triple Header!

**FULL SIZE KENMORE
JUNIOR SIZE KENMORE
SET OF ATTACHMENTS**

All **\$22⁸⁸**
For

★ regular \$50 value!

Make a clean sweep
this Xmas with this
cleaner-upper deal!
On sale at both stores,
while limited quantity
on hand remain un-
sold! Outfit is priced
with your old cleaner!



\$50 Sewing Outfit--3 Pieces

- Sewing Machine—Worth \$34.95!
- Walnut Chair Worth \$7.50!
- Sewing Book Regularly \$7.50!

ALL
YOU
PAY **\$27**

AND OLD MACHINE

And that price is \$7.95 less than the
regular price of the machine alone!
If that isn't more for your money than
there aren't any stores in Texas! —
Phone Stone 2500 or Glenwood 556 for
free home trial—No obligation.



THERE ARE TWO SEARS STORES IN ROCHESTER

INDIGESTION

may affect the Heart
Gas trapped in the stomach or duodenum may act like a half-gallon of water on the heart. At the first sign of distress heart beats and becomes dimmed on both sides. This is not an exaggeration. The laxative but made of the finest medicinal herbs known for indigestion. If the FIRST DOSE doesn't prove itself better, return bottle to us and receive DOUBLE MONEY BACK. 25c.

ROCHESTER SUN carriers accept discipline and faithfully carry out orders. One rule is, no bicycle riding while delivering the Sun.

Do You Squeeze Surface PIMPLES?
—Stop—It's Mighty Dangerous!

Regardless how careful you may be, an infection or scar may be caused, so why take chances on serious consequences? Try Posh, a concentrated ointment that must be used for thousands of men and women have successfully used it and Posh Soap for nearly 25 years for acne pimples due to external causes. Ointment costs but 50c at drugists from coast to coast.
So save any way that Posh will help you that we say—try before you buy. Send name, address on post card for generous size. Write Posh, 254 W. 54 St. Dept. 4-S, N.Y. City.

Nervous Restless Girls!

Cranky? Restless? Can't sleep? Tired easily? Because of female functional "disorders" causing monthly distress? Then try Lydia E. Pinkham's Vegetable Compound. Pinkham's Compound is famous for helping such rundown, nervous conditions. Made especially for women. WORTH TRYING! Any drugstore.

STOVE NUT or EGG

\$10.95
Pea \$9.10 Rice \$6.85
Buckwheat \$7.85 Coke \$9.95
Stove or Nut
You're Ordering the Best When You Use Glo-Brite
ROCHESTER FUEL
AND FEED COMPANY
OFFICE & YARD - 152 1/2 CLINTON AVENUE NORTH

By Popular Demand
One More Week!
Excello
CROQUINOLE
PERMANENT WAVE \$1.95
A 3.50 Value
Yours with our COMPLIMENTS
Bring this Ad and with every Special you will receive a large 16-oz. can of BATH POWDER. Four cents to choose from.
PARIS BEAUTY SALON 249 E. MAIN Stone 5309
OFF. SIBLEY'S Mrs. Harriet Gray, 18 Hannahs Ter.

8 YEAR OLD IMPORTED 8 YEAR OLD
SCOTCH VAT. 1 Bottled in Scotland
Special **\$2.89** Full Fifth
No Delivery At These Prices
We stock all popular wines and liquors for your convenience.
OLD PITT 3 Year Old **\$1.79**
100 Proof
Straight Full Quart Whiskey 3 Year Old
CALIFORNIA SPARKLING BURGUNDY Reg. \$1.39
Close-Out Special
Large Full 10-oz. Bottle
HUNTER Straight Whiskey RYE Bottled In Bond 100 Proof **99c**
Close-Out Pints, Only Full Pint 4 Year Old Reg. \$1.49
ST. PAUL LIQUOR STORE 1286 St. Paul Street Cor. AVE. L.

For XMAS Custom Tailored **SHIRTS** — and Neckwear
Here's something sure to please him. Plenty of time to fill your order before Christmas. NECKWEAR from **\$1.00**
IRWIN'S SHOP - 4 Seneca Arcade
Successor to Tucker, Haberdasher

MR. HATT—LET'S GO BACK AND HUNT A PINT OF KESSLER'S MELLOW WHISKEY
MR. HI—I DON'T LIKE TO HUNT BIG GAME—I THINK IT'S MUCH TOO RISKY—
SMOOTH AS SILK but not "HIGH HAT"
JULIUS KESSLER 85-year-old Dean of Distillers
KESSLER'S AMERICA'S GREATEST WHISKEY VALUE
KESSLER'S PRIVATE BLEND - A BLENDED WHISKEY. 75% Neutral Spirits distilled from Grain. 90 Proof. Julius Kessler Distilling Co., Inc., Baltimore, Md.; Lawrenceburg, Ind.

WITH THIS COUPON
MINIATURE CHOCOLATES
Delicious, Tasty Niblets Reg. 60c
Miniature Pound Box **23c**
(Limit 2 Lbs.)

DAW'S ORIGINAL CUT-RATE DRUGS
OPPOSITE TEMPLE THEATER 56 CLINTON AV. S. MAIN ST. 56
CORNER AQUEDUCT 31 ST. E. MAIN ST. N. 31
1 DOOR FROM STILLSON 353 ST. N. 353
CORNER DEWEY 452 RIDGE RD. W. 452
AT BULL'S HEAD 880 MAIN ST. 880
JUST OFF MAIN 473 W. N. GOODMAN 473
NEAR GOODMAN 539 MONROE AV. 539
SALE ENDS SATURDAY • Right Reserved To Limit Quantities

WITH THIS COUPON
Genuine INGRAHAM **POCKET WATCH**
• Nickel-Plated • Metal Dial
• Non-Breakable Crystal
• A Reliable Timekeeper
\$1.25 Value **88c**
(Limit 1) Guaranteed 1 Year.

MOLLE Shave Cream
75c Jar **44c**

WITH THIS COUPON
SWEETHEART SOAP
Reg. Size Bars (Limit 3) **3c**

PINE TAR & HONEY Cough Syrup, 50c size 23c
TONSILINE Throat Gargle, 35c size 24c
PAIN'S COLD COMPOUND, 35c size 21c
PERTUSSIN, For Coughs, 49c
BROMO-QUININE Tablets, Grove's 35c size 27c
MUSTEROLE Rub. Reg. 46c Jar 33c
SLOAN'S LINIMENT, Large 70c size 58c
BAUME BEN-GAY Analgesic, 75c size 59c
MENTHOLATUM, Tube or Jar 27c
HIND'S HONEY & Almond, 50c size 2 for 40c
BOTTLE WARMER, Electric, \$1.25 Value 79c
HYGIEA NIPPLES, Translucent, Reg. 30c 11c
HOBLECK'S MALT MILK, Plain or Chocolate 37c
BEEF, IRON & WINE, Reg. \$1.00 Pint Tonic 44c
SYRUP OF FIGS, California, Reg. 80c 29c
SQUIBB'S MINERAL OIL, Pint & 4 oz. sizes 59c
CAMPHORATED OIL, Reg. 25c-4 oz. bottle 18c
SODIUM PERBORATE, Pounds size, Reg. 60c 31c
CASCARA SAGRADA, Aromatic, Reg. 45c 26c
COCOA BUTTER, Half-Pound Block Hershey 24c
CAMPHOR ICE, Tube of Case, Reg. 15c 6c
FEVER THERMOMETER, Oral or Rectal, St. Yvonne 69c
AMMONIA, OT. SIZE, For Household Use 9c
CASHMERE BOUQUET 2 for 25c Cold Cream, 25c Size

WITH THIS COUPON
LIGHTHOUSE CLEANSER
Large Size (Limit 2) **2**

WITCH HAZEL
Pint Bottle **6c**

TREET Single Edge BLADES
Box of 14 **25c**

WITH THIS COUPON
MENTHOL INHALERS
For Relief of Head Colds
Regularly 10c (Limit 2) **2 for 11c**

WITH THIS COUPON
SANITARY NAPKINS
20c BOX OF 12 PADS (Limit 2 Boxes) **9c**

WITH THIS COUPON
RAT-TAIL COMBS
Made of Acetate ... practically unbreakable.
Regularly Sold at 10c (Limit 2) **4c**

30c Size **HILL'S COLD TABS**
13c

28c Size **LOVALON HAIR RINSE**
14c

WITH THIS COUPON
MILK OF MAGNESIA TOOTH POWDER
Genuine Dr. KEITH'S
Large 25c Size (Limit 2) **8c**

WITH THIS COUPON
PASTEL-COLORED RAT-TAIL COMBS
Regularly Sold at 10c (Limit 2) **4c**

Reg. 49c **Gillette Blue Blades**
Pkg. of 10 **39c**

Reg. 10c **PINE BROS. GLYCERINE TABLETS**
REG. 10c BOXES **6c**

50c Value **Prophylactic Tooth Brush**
2 FOR 45c **23c**

DAW'S ARE GIVING AWAY This Beautiful New 1941 OLDSMOBILE FREE

60c Size **KREML HAIR TONIC**
29c

Large Size **Colgate's Tooth Paste**
Sold only in units of 2 **14 1/2c**

★ **DAW'S ANNUAL XMAS GIFT TO YOU** ★
YOU MAY BE THE LUCKY PERSON ★
With every purchase at all DAW'S DRUG STORES you get FREE tickets. Deposit them in the box. Then on Monday, December 23, 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.
THE MORE TICKETS YOU HAVE—GREATER YOUR CHANCE TO WIN

Lifebuoy **Shave Cream**
Large Size **2 for 33c**

30c Size **EDWARDS OLIVE TABS**
13c

Reg. Size **Gerber's Baby Foods**
Plain or Chopped **5c**

TRY **Alka-Seltzer**
60c Size **49c**
Quick Relief of HEADACHES, COLDS, SORE THROAT, ACID INDIGESTION, MORNING MISERY

XMAS TREE LIGHT SETS
Set of eight vari-colored bulbs, complete with cord and plug, in attractive box. **29c**
EXTRA BULBS 2 for 5c—10 for 23c

Reg. 50c **BORDEN'S CHOCOLATE MALTED MILK**
Pound Size **19c**

ROCHESTER GAS & ELECTRIC Corporation
"You see . . . Automatic GAS Water Heating Rates are DOWN too!"
Costs slashed as much as 20% in Rochester district! Now automatic gas hot water service costs little or no more than your present method.
\$1 A Month RENTS An Automatic GAS WATER HEATER. Pay a small amount for gas used.
For trouble and service calls Telephone MAIN 3508
For sales dept. & personal calls Telephone MAIN 1919

CHRISTMAS GREETING CARDS
Box of 10 . 13c
Box of 21 . 29c
Box of 25 . 49c
A wide assortment of beautifully colored cards at the very lowest prices in all Rochester! Many exclusive designs and verses. All cards include envelopes.

TRY **Alka-Seltzer**
60c Size **49c**
Quick Relief of HEADACHES, COLDS, SORE THROAT, ACID INDIGESTION, MORNING MISERY

XMAS TREE LIGHT SETS
Set of eight vari-colored bulbs, complete with cord and plug, in attractive box. **29c**
EXTRA BULBS 2 for 5c—10 for 23c

Reg. 50c **BORDEN'S CHOCOLATE MALTED MILK**
Pound Size **19c**

Benefit Play and Dance Planned By Holland-American Club

The Holland-American Dramatic Club TAVENU will give a benefit play (in the Dutch language) and dance, on

Saturday at 8 p. m. in the Ukrainian Hall, 301 Hudson Ave. The proceeds of this affair will be turned over to the Queen Wilhelmina Fund Inc. in co-operation with the American Red Cross, for the Holland refugees in England.

Joe Carter To Show Here Monday

Joe Carter, the young Albany lad who ushered Mr. Claude Hale to the canvas in his last local showing will be back in town next Monday night to lead the Elks' club parade of amateur fighters in the regular weekly offering. His opponent will be Jimmy Mandell of Buffalo who suffered a set-back at the hands of Curt Conway in the Clinton Ave. ring on his last trip to Rochester.

Carter, as anyone who saw him k. o. Hale will attest, is a tough hombre. In fact, wise money along cash boulevard is riding on the Capitol City kid. Others who will appear on the card will include Harold Braithwaite, 150 lbs. from Rome, N. Y. He will bring Tony Refolo, fighting at 130 lbs. with him. Opponents for these lads are now being sought by Johnny Burba, director of bouts for the Elks' Club.

Koby Paul will be given another opportunity to get back in the win column after a series of set-backs this season. Koby has been a real disappointment this year as he looked like a sure-fire corner last season. He has met defeat three times in as many showings this year.

Burba also has planned a 145-lb. novice class elimination to complete the card.

Frank Young Wins Final Sun Football Contest

Frank Young, 297 Saxton St., was named winner of the season's final Rochester Sun Football selector's contest in beating out the official board with a record of two errors.

Two errors crept into the contest in the final week and two non-played games were named in the line-up. Therefore, all answers concerning the Stanford-California game and the Dartmouth-Georgia games were not counted in the final scoring. Neither of these games took place. They were on the official schedule released to the press early in the fall. However, the schedule was wrong.

Young missed only on the Colgate-Columbia game and on the Cornell-Penn. game. No wonder. Even Cornell will tell you it was a big surprise to them.

This ends the second season for these popular contests. Only once during the season was our official board able to beat out all contestants. Each week, with that one exception, the Sun has paid out five dollars to the first entry to beat the score of the Selectors.

No. 37 School P. T. A. Plans Hillbilly Night Next Week

Friday, December 6th, will be Hillbilly Night at School No. 37 for members and friends of the Parent-Teacher Association. "Comin' 'Round the Mountain," a hillbilly comedy in one act

will be presented. There will also be novelty numbers along with the play. Harrison Didas is directing the affair.

Mrs. William O'Grady is chairman for the play. Others on the committee include: Mrs. Clyde Werner, Mrs. Thomas Wiley, Mrs. Samuel Hall, Mrs. Harrison Didas, Mrs. Clarence Bennett and William O'Grady.

CARD PARTY
A card party under the auspices of St. Ambrose Rosary Society will be held at St. Ambrose Church tonight at 8:30 p. m.
Mrs. Raymond Tierney has

been named chairman of the party.
TO HOLD ELECTION
E. G. Marshall W. R. C. No. 27 will have an election of officers at a meeting next Tuesday evening in the City Hall Annex on Court St.

FURS
Seasons finest furs. Beautifully tailored from choice pelts. Variety of stylings. Ready made, or made to order from our own fur pelts.
ROCHESTER FUR DRESSING
290 BROAD ST. MAIN 5117

9 OUT OF 10 AGREE*
Looks like nine out of ten favor the same "eleven". Well, here's what nine out of ten think of the same whiskey: *10,533 out of a total of 124,124 people liked it. Hence our claim that it is 9 out of 10 like Green River, "America's Smoothest Whiskey."
"All-American" line-up. Try it yourself.
AMERICA'S SMOOTHEST WHISKEY
JUST TRY GREEN RIVER TODAY
AN AMERICAN INSTITUTION
GREEN RIVER
Green River Whiskey, 46 Proof, 75% grain neutral spirits. Green River Distilled Dry Gin, 45 Proof, 38% distilled from American grain neutral spirits. Oldenry Distillers Corporation, N. Y.

Arpeako League

Bill Long banged out a big 657 for top individual honors in Elm Hall's Arpeako League last Friday night. Lou Crandall had 614.

Team matches: Pionics (2464) 2, Bacon (2403) 1; Butler (2542) 2, Stearns (2418) 1; Pork Chops (2552) 2, Nutcracker (2512) 1.

AUTO INSURANCE
No Collectors No Bother
\$1 week \$11 paid
Complete coverage on Liability, Property Damage, Fire, Theft and Collision per details phone
STONE 557
BUDGET PROTECTION
1444 Lincoln Alliance Bank Bldg. Established 1916

ARDEAN R. MILLER GEN. 20
GUARANTEED HIGHEST QUALITY
COKE \$10.20
R.G.&E. DRY QUINCHD DUSTLESS
BEST BUY IN CITY!

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ROCHESTER JOB BING HOUSE
Useful GIFTS
This is the store of Gifts in greatest number most appreciated Christmas morn... and as long as worn. Widest assortments for all the family... with sayings for Christmas shoppers in every price.
Choose them now. Our LAY AWAY PLAN helps you avoid the last minute rush. A SMALL DEPOSIT will hold the articles of your choice 'till Christmas.
A SAVING on Every Purchase or Your Money Back

BOYS' HOODED CAMPUS COATS	Reg. \$7.00 Value \$5.59	Others \$3.98 to \$14.95
BOYS' SKI CAPS	Reg. \$1.00 Value	79c
BOYS' ZIPPER SPORT SWEATERS	Reg. \$1.79 Value	95c
BOYS' CORDUROY KNICKERS	Reg. \$1.98 Value	\$1.39
BOYS' CORDUROY BREECHES	Reg. \$1.98 Value	\$2.69
Ladies' All Wool PLAID CAMPUS COATS	Reversible Warm and gay, these good-looking sports coats will warm the heart of any active girl! Reg. \$16.50 Value \$4.98	
Ladies' Genuine HUDSON BAY COATS	A name that is famous the world over for the warmest, finest and most beautiful in America. Reg. \$18.00 Val. \$14.95	
LADIES' FLANNEL SKIRTS	Reg. \$2.98 Value	\$1.69
LADIES' SPORT SWEATERS	Reg. \$1.29 Value	89c
Men's All Wool Campus Coats	Reg. \$8.00 Value	\$5.79
Men's Leather-Lined DRESS GLOVES	Reg. \$1.29 Val.	85c
Men's 10% Wool UNION SUITS	Reg. \$1.29 Val.	89c
Men's Flannel PLAID SHIRTS	Reg. \$1.29 Val.	85c
Men's Heavy 4-Buckle Work ARCTICS	Reg. \$1.98	\$1.98
Men's Heavy Work RUBBERS	Reg. \$1.29	98c
Men's Dress RUBBERS	Reg. \$1.29	89c
Men's Work SHOES	Reg. \$1.80 Value	\$1.98
Men's Leather MOCCASINS	Reg. \$1.80 Value	\$1.79
Children's 2 and 3 Pc. Snow Suits	Reg. \$4.99 to \$12.95	\$4.39 to \$12.95
Children's Wool SKI PANTS	Reg. \$1.89	\$1.89
Men's All Wool BUFFALO PLAID SHIRTS	Reg. \$3.00 Value	\$3.19

Use Our Modern Budget Plan 10 Weeks To Pay

ROCHESTER JOB BING HOUSE
159-161 JOSEPH AVE. Cor. Nassau St. STONE 2260
Open 'til 9 Every Evening Unrestricted Parking

Only PHILCO Brings You Music on a Beam of Light!

- NO NEEDLES TO CHANGE. The Philco Photo-Electric Radio-Phonograph plays any record through a floating jewel that lasts from 8 to 10 years!
- RECORDS LAST 10 TIMES LONGER. Play your favorite records for as many as 700 times without fear of wear!
- NEW PURITY OF TONE. Clear, brilliant "highs," rich deep "lows" unmarred by surface noise.

PHILCO PHOTO-ELECTRIC RADIO-PHONOGRAPH Jubilee Special

This Philco 608P is a glorious-sounding phonograph, a fine radio, and a beautiful piece of furniture all in one! Brings you music on a beam of light. New Tilt-Front Cabinet... no lid to lift. Automatic Record Changer. Plus spectacular new Philco Radio Inventions. Come in... buy yours during our Jubilee Sale... get a big free gift!

\$129.95 and your old radio

... and you get a \$25 PHILCO HOME RECORDING UNIT **Free!**

Make records at home of family and friends. This real, professional Home Recording Unit is yours free with any new Philco Photo-Electric Radio-Phonograph. Offer limited!

Only A Few Days Left TO TAKE ADVANTAGE OF OUR BIG RADIO JUBILEE SPECIALS!

Come in... see this beautiful Philco 280X and all the other Jubilee Specials... while we're celebrating the 15 Millionth Philco. Don't miss our extra-easy terms and liberal trade-in allowances. Select your 1941 Philco now...

and get this **ELECTRIC CLOCK FREE**

Valuable Sessions self-starting Electric Clock free with any Philco Radio Console. Hurry... offer limited!

UNION TIRE
286 EAST AVE.
(EAST ROCHESTER STORE — 114 COMMERCIAL ST.)
OPEN EVENINGS TIL 10 P.M. SUNDAYS TILL NOON

PHILCO PHOTO-ELECTRIC RADIO-PHONOGRAPH Jubilee Special

This Philco 608P is a glorious-sounding phonograph, a fine radio, and a beautiful piece of furniture all in one! Brings you music on a beam of light. New Tilt-Front Cabinet... no lid to lift. Automatic Record Changer. Plus spectacular new Philco Radio Inventions. Come in... buy yours during our Jubilee Sale... get a big free gift!

\$129.95 and your old radio

... and you get a \$25 PHILCO HOME RECORDING UNIT **Free!**

Make records at home of family and friends. This real, professional Home Recording Unit is yours free with any new Philco Photo-Electric Radio-Phonograph. Offer limited!

Come in—LET US MAKE A RECORD OF YOUR VOICE—only 10c

New coaches who are making good in football are Jess Neely at Rice and Frank Howard at Clemson. Last year Neely was head coach at Clemson and Howard was his assistant.

Night racing at Detroit next year will be under perfect lighting designed to illuminate all shadows. In the past horses have often become frightened at light shadows in night racing.

Buttons To Meet Samsons In Dusty League Opener

By DON MATTARO
The Rochester Industrial Basketball League will pry the lid off its 1940-41 season next Tuesday night with a double-header starting at 8 o'clock at the Kodak Office court.

LOVE REGAINED
Hannah — You certainly used the right tactics with Sam. He loved you all the time but didn't realize it until you jolted him that night. Read how a woman falls in love with her own husband in "To Make A Man Love You" in the December True Story Magazine now on sale at all newsstands.

A meeting of league managers is listed for Saturday at the Central Y. M. C. A. at 12:30 p. m. and league president D. H. Forman will thrash out a few minor details before the league swings into what promises to be the most successful season in its history.

Triple twin-bills are slated weekly for the next thirteen weeks. Games will be played on Tuesdays and Saturdays on the Kodak Office court and Thursdays at John Marshall High School gym.

With exceptions here and there, every team in the league has been greatly strengthened over their last year's roster. The cream of the basketball players in Rochester and vicinity will be playing in the loop this season.

League Openers
Tuesday, December 3—Kodak Office, Rochester Button vs. Samson-United and International Business Machines vs. Kodak Office.

Thursday, December 5—At Marshall, Delco vs. Sibleys and Kodak Park vs. Bausch and Lomb.

Butterhole League
Butterhole Leaguers were paced by Gehrig's 610 at Gene-see Hall last week.

Team matches: Art Mulla Restaurant (2317) 2, Lutz Hardware (2487) 1; Ad-craft Printers (2481) 3, Greenes (2481) 1; Mandel Drugs (2327) 2, Pisch Market (2311) 1; Koster & Bayre (2587) 2, Barrels Shop (2417) 0.

NOW PLAYING
BANNED UNTIL NOW!
U. S. CUSTOMS HAS FINALLY RELEASED MOST AMAZING MOTION PICTURE EVER PRODUCED

U. S. IS COOL TO HOT FILM

Adults Only!

HEDY LAMARR
in **ECSTASY!**
THE MOST TALKED ABOUT PICTURE IN THE WORLD!

EMBASSY SOUTH AT MAIN
Admission 27c Until 1 P.M.

Eat
What You WANT...
The WAY You Want it—
WHEN You Want It!
— WE NEVER CLOSE —
BOYLAN'S RESTAURANT
1851 EAST AVE.
At Winton Road

"Mild"
IS THE WORD FOR IT

TAKE any one of your friends, no matter how much or how little he knows about whiskies... pour him a drink of National's EAGLE without letting him see the bottle... and then, ask him what difference he finds in the whiskey. And 8 times in 10, you'll get the same answer—"it's mild".

National Distillers Products Corp., New York—90 Proof, 60% grain neutral spirits

Hidden Treasure Contest
Here Are Today's Hidden Treasure Contest Conversations

The jingles for this week's Hidden Treasure Hunt sponsored by the W. T. Grant Co. are as follows:

CONVERSATION NO. 1
Nip: It's twins in style—
Tuck: But not in size—
Nip: It's worn exposed—
Tuck: But not on pies—
Nip: It's tucked and pleated—
Tuck: But has no curls—
Nip: It's soft and childish—
Tuck: But just for girls.

CONVERSATION NO. 2
Nip: It swings thru the air—
Tuck: But it's not a trapeze—
Nip: It's seen everywhere—
Tuck: But never in trees—
Nip: It comes to your rescue—
Tuck: But not on the floor.

LOST LOVE
Joe—It was too bad you didn't meet Carmela when you were younger. How different everything would have been. Maybe you would become so wrapped up in your music that you will forget about her in time. For the whole story read "The Love Fears That Haunted Me" in the December True Story Magazine now on sale.

CONVERSATION NO. 3
Nip: It's styled for a man—
Tuck: But not when he's sleeping—
Nip: It keeps him well dressed—
Tuck: But never goes creasing—
Nip: It holds true to size—
Tuck: But calls for some trimming—
Nip: It's soft and well-shaped—
Tuck: But not worn when swimming.

CONVERSATION NO. 4
Nip: It gives years of service—
Tuck: But never lies down—
Nip: It's not made for angels—
Tuck: But does wear a crown—
Nip: It's streamlined and sturdy—
Tuck: But not surface deep—
Nip: It meets man's requirements—
Tuck: But not when asleep.

CONVERSATION NO. 5
Nip: It's zipped to fit—
Tuck: But not your feet—
Nip: It has four parts—
Tuck: But not a pleat—
Nip: It's daily worn—
Tuck: But not outside—
Nip: It's women's wear—
Tuck: But it won't ride.

Where To Go For Entertainment!

BINGO PARTIES at BEELEY'S
Mon., Tues., Fri., Sat. at 8:15 P.M.
Sunday at 2:30 P.M.
142 GENESEE ST. in REAR

PARTIES AT CAPITOL THEATRE HALL
85 W. Main St.
WED. and SUN. 8:15 P. M.

PARTIES AT CARPENTER'S HALL
113 No. Fitzhugh
Thursday—8:30 P. M.
SUNDAY—2:30 P. M.
Admission 20c

BINGO PLYMOUTH CHURCH HALL
Plymouth Ave. at Troup
25 DOOR PRIZES
Admission 20c
Every Sat. 8:30 P. M.
\$70 JACKPOT

BINGO at CHILI Recreation Hall
Every Friday Night 8:15 p. m.
\$5.00 each for the 23 games
Tues. and Wed. 1:30 p. m.
Tues., Thurs., Fri. and Sat. 8:15 p. m.
509 Chili Ave. at Thurston

GLADYS BINGO
Opening Sunday Afternoon 2:30 P. M.
Game \$5.00
198 Main St. West
ADMISSION 20c

19th Ward Clubhouse
237 HAWLEY
Thursday & Fri. 8:15
Admission 20c
Jackpot Game Thursday

HOLLYWOOD BINGO HALL
Wed., Thurs., Fri. & Sat.
25 PULLMAN AVE.

CORNISH PARTIES
Thur. and Mon. Evenings 8:30 SHARP
REAR BEAUTY PARLOR
9 PARSELLS AVE.
Cornish Pays Cash For Used Household Furniture
MASTER BEAUTY SHOP
9 Parsells Ave. Phone CVler 3780
SPECIAL \$1.25—Open Evenings

UNION LEAGUE HALL
Sunday and Monday, 8:15 P. M.
Wednesday and Saturday, 1:30 P. M.
290 Gregory, at South Ave.

DE LUXE BINGO
EVERY MONDAY NIGHT — WATCH US GROW
MORE \$800 CASH THAN 800 PRIZES
FREE Gold Award \$75
New Jackpot Game \$118

RAY FAGAN'S ORCH.
Bingo 8:30 to 10:30 P. M.
35 Door Prizes
K of C AUDITORIUM CHESTNUT ST.

Towner Hall BINGO
University & Atlantic Ave.
Friday & Sunday 8:15
\$240 Prizes
Saturday 8:15—8:15
\$400 Prizes
ADMISSION 25c

Rexy Theatre BINGO
SOUTH AVENUE
Saturday 8:15
\$400 Prizes
23 GAMES, 10c Ea.
\$35 ON SPECIALS
ADMISSION 25c

Hidden Treasure
(Continued from page 1)
posted on several counters in the Grant store. If you enter the store on either of those days and see your name posted as a winner, your award will be doubled.

It is not necessary to enter the Grant store in order to win, but it may double your award.

Three cash and ten merchandise winners will be selected in the Grant store at each of the following times: 11 a. m., 3 p. m. and 5 p. m. Friday and 11 a. m. and 5 p. m. Saturday. While early answers will have a slight advantage, it is not necessary to have your answer in first to be a winner.

ONLY AT LIVADAS YOU
Get these ROCK BOTTOM PRICES on Choice WINES and LIQUORS

✓✓ Check The Quality and Savings of These Specials ✓✓

VERY SPECIAL A fortunate purchase enables us to offer you once again this famous brand.

Campbell King's GOLD SEAL Blended SCOTCH WHISKEY \$3.59 Full Quart
Compare! \$4.25 Value

VERY SPECIAL Just unpacked and a wonderful buy! On sale today for the first time.

Whitney Club STRAIGHT RYE WHISKEY \$1.59 Full Quart
5 Years Old 85 Proof
Compare! \$2.00 Value

If you insist on a very fine Rye Whiskey—this is it at an extremely low price. We want you to try it, we know you'll recognize it's high quality instantly.

Our Very Best Seller SANDY HOLLOW WHISKEY \$1.79 Full Quart
90 Proof
Compare \$2.25 Value

A Great Value!
Bottled in Bond Under U. S. Government Supervision

WELFORD CLUB WHISKEY \$1.99 Full Quart
Compare! \$3.00 Value!

- Finest Type of Penna. Bourbon
- Full 4 Yrs. Old
- Full 100 Proof
- Full Quart Bottle
- Product of Penna. Distiller
- Special Low Price

This Bourbon is an exceptionally mellow whiskey and one of the biggest values that it has been our privilege to offer our customers.

TRICIERI VERMOUTH \$1.25 Large 30-oz. Bottle Compare! \$1.75 Value!

One of Scotland's Finest KING GEORGE IV BLENDED SCOTCH WHISKEY \$2.69 Fifth
A Rare Value 100% Scotch Whiskey Distilled, Blended and Bottled in Scotland.
Compare! \$3.39 Value

Very Unusual Value! Imported Virgin Islands BLACK CROSS RUM \$1.69 Fifth
Delightfully Mellow 86 PROOF
An extraordinary fine quality rum for your cocktail arrangements.

LIVRO RYE WHISKEY \$2.30 Full Quart 90 Proof
Compare! \$3.25 Value

LIVRO GIN \$1.65 Full Quart 90 Proof
100% Grain Neutral Alcohol
Compare! \$2.45 Value!

A real bargain in fine whiskey. Please note it is a full quart—not a fifth. The straight whiskey in this fine product is 81% mellow 4-year old to give it a distinctive flavor, the remaining 19% is pure neutral spirits.

We have sold thousands and thousands of bottles of this rye because of its quality and outstanding low price.

No matter how particular you are, you are sure to like this gin... for it's smooth and mellow. It's made from 100% grain spirits. Please don't judge it by its price. Let your taste be the test. Try it—you'll realize instantly what a sensational value it is! Livadas assures the connoisseurs of quality gin that there is no finer at any price!

Serve BALBOA WINES
Balboa Wines are of assured high quality of character that's distinguished by a magnificent flavor and rare bouquet. Blended by America's foremost Vintners from choice California Grapes.

DRY \$99c Gal. Burgundy, Zinfandel, Claret, Barbera, Chianti, Reising and Sauterne.

SWEET \$1.35 Full Gallon
Muscatel, Sherry Tokay, Port

\$1.10 3 Full Quarts

LIVADAS
A NAME YOU CAN TRUST
183 MONROE AVE.
N. Y. S. LICENSE L-4229

OPEN EVERY NITE TILL MIDNIGHT

FREE DELIVERY STONE 5549

Now—More Than Ever Before — THE SUN — Brings You Rochester's Shopping News

Genesee Ladies League
Bee Hecht rolled 541 to top last Monday night's Genesee Ladies League. Helen Biel had 531, Edna Smith 529, Carmen

Schwenzler 520, Keithell Brown 511, Marion Sellmayer 507 and Dot Hartleben 506.
Team matches: Pure Quill (2267) 2, Genesee (2165) 0; Cool Chevrolet (2431) 2, Solid Spagetti (2332) 0; Boat Beer Tavern (2476) 2, Sherwin-Williams (2226) 0; Lincoln Printing (2218) 2, Miller Beverage (2089) 0.

Bowling Scores

Buonomo League

Fred Cullen connected for 704 in Monday night's Buonomo League with games of 257-237 and 210.
Johnny Frank had 650, Bill Irwin 649, Frank Ohlau 649, Al Johnson 639, Stevens 625, Joe Lusardy 620, Elmer Veltz 617, Dan Marsili 615, Oscar Grove 614, Ken Anderson 613, Cappie 612, Frank Britt 612, Lou Martell 611, Butch Hoefner 610, Harry Spielmacher 610, Schilling 610, Kresson 609, Jack Court, 608, Tony Mitrano 604, Holtz 602, Baldy Knapp 602 and Hank Utter 601.

Team matches: Cool Chevrolet (2089) 2, Rudolph Jewellers (2423) 1; Buonomo Five (2015) 2, Quattro Beverage (2040) 0; Credit Acceptance (2847) 2, City Radiator No. 2 (2413) 0; Moose Club (2071) 2, C & M Forwarding (2720) 0; Blanchard Storage (2678) 2, Community Gun Club (2528) 1; City Radiator No. 1 (2737) 2, Pure Quill (2630) 1; Clements Insurance (2618) 2, Stevenson Liquor Store (2620) 1; Tommy Trott (2669) 2, Stillman Tobacco (2511) 0; Judge Motors (2848) 2, C. C. West Coal (2573) 1; Wagona Foods (2782) 2; Imperial Beverage (2773) 1; Flower City Amusement (2566) 2, Owens Amoco (2827) 1; Miller Beverage (2753) 2, Beecham Packing (2623) 1; Webber Hall (2076) 2, Rochester Turners (2794) 1; Park & Sons (2552) 2, Sager Diner (2298) 0; Heizer Ice (2665) 2, Wilson Crater Box (2322) 1; Knott's (2825) 2; Decker Dairy (2328) 0; Gamrod-Harman (2891) 2, Ruby Plumbers (2780) 0.

Rochester League

Elmer Fox knocked at the front door of the Hall of Fame in Monday night's Elm Hall Rochester League. After an ordinary start of 182 in his first game, Elmer spared in the first frame of the second game and proceeded to lay in eleven straight hits for a big 290 total. In fact, he had about fourteen straight strikes, according to the best testimony and finished out with 231 for a 703 total which qualified Fox for the T-U Classic.

Charlie Carli had 636, Sam Lipsky 629, Val Alessi 617, Gus Swanson 611, George Angevine 611, Dick Galliot 607, Mark Rudiger 604 and Jack Minges 602.

Team matches: Brass Ball (2890) 2, Town Taxi (2510) 1; Heizer Coal (2681) 2, Eddie's Chop House (2811) 1; Caruso's Restaurant (2680) 2, Big Elm Dairy (2443) 0; C & W Auto Parts (2727) 2; Sargent's Smoke Shop (2601) 1; Dave Drugs (2662) 2, E. E. Wood (2825) 1; Julie-Kitchen (2664) 2, Big Elm Cigars (2758) 1.

G. & E. League

Howie Kiefer's 630 was the best individual total registered in the Gas & Electric League at Elm Hall last Tuesday night. Herman Fichtner had 609.

Team matches: Gas Distribution (2689) 2, Electric Lab. (2434) 0; Electric Distribution (2510) 2, Service Heating Service (2439) 1; Storehouse (2358) 2; Office (2381) 1; General Construction (2517) 2; Inventor (2384) 1; Office Maintenance (2713) 2, Collectors (2344) 0; Electric Meters (2628) 2, Meter Reading (2623) 1.

Genesee League

Carl Lotz had 632 for high individual total in last Monday's Genesee League.
Team matches: Quattro Chevrolet Club (2415) 2, National Tool & Machine (2223) 0; Silmonds Press (2631) 2, Brookline Beverage (2579) 1; Heizer Ice (2749) 2, Genesee (2501) 0; Austrie Foundry (2137) 2, Kuriah (2692) 1.

Men's TOPCOATS AND OVERCOATS

\$12.85 up
ALSO
ALL-WOOL JACKETS \$4.50
AT
RAYMOND'S
House of 2 Trouser Suits—71 E. MAIN
Mrs. Louise Lewis, 26 Winbourne Rd.



WOMEN!

RELIEVE NEEDLESS SUFFERING
If functional periods complain, make you moody, nervous and irritable, try **CHI-CHES-TERS PILLS** for relief from symptomatic pain and discomfort. They are SAFE to take as directed. Contain no 50c habit-forming drugs. Sold at all druggists.
In business over fifty-five years.
CHI-CHES-TERS DIAMOND BRAND PILLS

AN ACTIVE LIVER MAY GIVE YOU MORE PEP

A liver that fails to secrete all the bile it should may be the cause of much of the misery of temporary constipation. It is important therefore that the laxative you take also helps stimulate sufficient bile flow to act on intestinal waste. This is why **Beecham's Pills** are increasingly favored as a laxative. By helping stimulate bile flow, this purely vegetable compound helps drive away the headachy, tired feeling that comes from faulty elimination. Buy **Beecham's Pills** at your druggist—10¢, 25¢, 50¢.

LOVE IS BLIND
Janet—Your friends told you that Henry was selfish, money-mad and cruel. Why don't you take their advice? You would have saved yourself years of torture. Read "Could This Be My Husband" in the December True Story Magazine now on sale.

ATTENTION!

HIGHEST Prices for Newspapers.
40c Hundred. Iron, Metal, Rags.
Stone 5612-R

RUGS 9x12 \$1.00

CLEANED and STEAMED
Rugs, Steamers, Cleaned, Washed,
Sized, Moth, Damp and
Germ-proofed \$3.00
ELTER CO. Est. 1872
Glenwood 3466 — 44 Arthur St.

POULTRY PRICES LOW — CLARK'S
QUALITY GOOD THIS WEEK-END

LARGE MILK-FATTED
ROASTING CHICKENS lb. 23c
Spring
LEG O' LAMB 21c
Or Boneless
Filet Roast of Lamb
Fresh-Dressed Milk-Fatted
FOWLS 17c
For Fricassee or Salads
CHICKEN BREASTS... lb. 45c
CHICKEN LEGS... lb. 37c
CHICKEN LIVERS... lb. 35c
CHICKEN NECKS... 2 lb. 25c
CHICKEN WINGS... lb. 21c
CHICKEN GIBLETS... lb. 19c

CLARK'S

SEMET SOLVAY COKE \$10.20
ALWAYS UNDER COVER
CALL GEN. 586
Established Over 25 Years
PAYNE & DUNHAM
Mrs. Stella Merkel, 66 Cady St.

FINAL SALE
MUST VACATE SATURDAY NIGHT!
MUST MOVE
ENTIRE REMAINING STOCK
SACRIFICED!

HERE are the final sacrifice prices... the last rock bottom cuts before we get out forever Saturday night. We can't list them all but don't fail to shop us... for the BARGAINS OF A LIFE TIME.

- JUST SIX REGULAR \$21.75 **MIXMASTERS \$15.95**
- WESTINGHOUSE ELECTRIC **IRONS Reg. \$8.95 \$5.95**
- SHAND NEW & FT. **SPARTAN REFRIG. \$59.95**
- 4 CU. FT. REG. \$19.95 **PHILCO REFRIG. \$109.95**
- REG. \$19.95 A. B. C. **WASHER \$32.50**
- 23 CYCLE A. B. C. **WASHER \$24.95**
- GUARANTEED **BATTERIES (Exchange) \$2.00**
- REG. \$9.95 TABLE **RADIOS \$4.95**
- REGULAR \$5.95 **CAR HEATERS \$2.98**
- REG. \$14.95 DE BUREAU **GOODYEAR TIRES \$8.50**
- REG. \$9.95 LIST \$10.95 **TIRES (Exchange) \$4.49**
- REG. \$39.50 **OIL HEATERS \$39.50**
- REG. \$19.95 **CAR RADIOS \$9.95**
- REG. \$79.95 AND \$89.95 **GAS RANGES \$39.95**

Hundreds of Other Items Slashed
To 50% of Regular Values
OPEN EVERY NIGHT... BUT HURRY
THESE BARGAINS ON SALE AT
DEWEY-RIDGE STORE ONLY
KOMINZ TIRE CO.

ATLANTIC SUPPLY
Buy The Best
Buy your holiday cooking or baking supplies from specialists... wholesale suppliers to Rochester's finest bakeries. And retailers to those who want the best and freshest—they cost no more.

Holiday Specials

- NUTS IN SHELL**
FANCY MAYETTE **WALNUTS lb. 27c**
LARGE **PECANS lb. 23c**
PAPER SHELL **ALMONDS lb. 33c**
- SILVER DECORATIONS** ox. 15c
- HARTSHORN (Ammonia)** ox. 5c
- ANISE SEED** 2 ox. 5c
- COLORED SUGAR** 2 ox. 5c
- ALMOND PASTE** lb. 65c

READY MIXED DICED FRUITS 43c
Orange, Lemon, Citron, Pineapple, Cherries.
RUM and SHERRY ADDED 49c lb.
DICED ORANGE LEMON and CITRON 31c
IMPORTED HALVES OF **CITRON... lb. 35c**
ORANGE and LEMON HALVES 31c
NUT MEATS
Broken WALNUTS... lb. 43c
ALMONDS... lb. 57c
Blk. WALNUTS (kernels) lb. 57c
BUTTERNUT (Kernels) lb. 63c
Hickory NUT (Kernels) lb. 67c
FILBERTS... lb. 43c
ALMONDS (Sliced)... lb. 63c
BRAZILS... lb. 31c
Sweetened COCONUT... lb. 23c
Pitted DATES... lb. 19c

RINSO 14c
Large Box Limit 1
KITCHEN CHARM WAX PAPER 11c
Extra Heavy 125 Ft. Reg. 25c Limit 2
BABY CASTILE SOAP 4 for 11c
10c Size Limit 4
FACIAL TISSUES 11c
Box of 500 Limit 2
TODDY 11c
1/2 lb. can Limit 2
PAPER TOWEL HOLDERS 13c
Reg. 25c Red or Green
NOXZEMA SHAVING CREAM 59c
1 oz. jar \$1.25 Size
XMAS CARDS 19c
Box 21 50c Value
LIFEBUOY SOAP 3 for 14c
A-B-D-G CAPSULES \$1.39
Box of 100
Rubbing ALCOHOL 8c
Pint Bottle
VICKS VAPO RUB 27c
35c Size

BOYS!
Don't miss this chance to get a copy of January ACTION COMICS featuring SUPERMAN at half-price. Your dealer has a copy for you for only 5c and one H-O box top. Better hurry!
Note To Newsdealers in Rochester and Vicinity:
All box tops will be redeemed at full value of 5c by MANSON NEWS AGENCY.

KEY
ROCHESTER'S MODERN CUT RATE DRUG STORES
470 N. Goodman near Main
1861 Monroe near Winton
92 E. Main near Water
457 Ridge Rd. W. near Dewey

- SQUIBB MINERAL OIL 89c
- Quart Size 89c
- PEPSODENT Antiseptic 59c
- 75c Size 59c
- SODA MINT TAB. 6c
- Bottle of 100 6c
- PABLUM 39c
- Lb. Size 39c
- FEENAMINT 39c
- 50c Size 39c
- CASCARA SAGRADA 39c
- Aromatic 8 oz. bottle 39c
- HAARLEM OIL CAPS. 13c
- 35c Size 13c
- ANALGESIC BALM 14c
- 1 Oz. Tube 14c
- BANDAGE 2 for 11c
- 2"x10 yds. Reg. 10c 2 for 11c
- SAL HEPATICA 49c
- 60c Size 49c
- IPANA TOOTH PASTE 39c
- 50c Size 39c
- Paquin's HAND CREAM 39c
- 50c Size 39c
- REM FOR COUGHS 49c
- 60c Size 49c
- CASTOR OIL 14c
- 4 Oz. Bottle 14c
- EX-LAX 19c
- 25c Size 19c
- SOD. SALICYLATE Tab. 23c
- Bottle of 100 5 Grain Each 23c
- MILK OF MAGNESIA Tab. 8c
- Tin of 30 8c
- PERECO TOOTH PASTE 2 for 40c

NEW Garden Bouquet TOILET SOAP 4 for 11c
Made by the Makers of Famous
SWEETHEART SOAP
Garden Bouquet is a high grade French Milled Soap, Mild and Neutral for the Most Sensitive Skin. Lathers Freely in all kinds of water.

The Ideal Xmas Gift
CINE - KODAK 8
Model-20, F 3-5 Lens
Regular \$26.55
\$26.55
If you have been steering clear of movie making because of cost, take a tip from thousands now enjoying this fascinating hobby and get a Cine Kodak, Eight model 20. It's not only inexpensive to buy, but costs surprisingly little to operate.

Cleans Best-Forked DUSTER 39c
Reg. \$1.00
Long life strand duster, Nationally advertised at \$1. Good Housekeeping Approved.

STOP! BEFORE YOU BUY ANOTHER RAZOR BLADE
Try the New
COOPER CAN'T RUST
"Stainless Steel" BLADES
... because you get 15 to 30 LUXURY SHAVES PER BLADE without removing blade from razor. No need to remove blade, it's stainless steel. For the first time a blade that CANNOT RUST. Saves your Time. Saves Wife's Nerves.
TRIAL PACKAGE 3 for 25c LESS THAN 1/5c PER SHAVE

SPECIAL STOCK UP SALE 5 rolls 19c

HANKIES FOR SHOW KLEENEX FOR BLOW 28c
800 Sheet
BAYER **ASPIRIN TABS. 59c**
Bot. 100 Reg. 75c

FOURTH YE
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W
THURSDAY
LOS ANGELES
BOWLING ASSO
Club; 8:30 p. m.
FRIDAY
EDGAR F. KO
— Election of O
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WOMEN'S BO
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Musical and T
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FRIENDSHIP O
LUTHERAN CH
Church; 1 p. m.
NO. 37 SCHO
"Comin' Home
School Hall; 8:15
SATURDAY
MOTHERS' CL
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BRITISH LEG
and Dance; Uni
8; 3 p. m.
SUNDAY
KENNY BAKE
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8:15 p. m.
VETERANS OF
Awards Meeting
MONDAY
HOLY ROSARY
Club — Month
Hall; 8 p. m.
BOSTON SYM
Eastman Theat
CATHOLIC CH
"Three Live Ch
8:15 p. m.
TUESDAY
BOY SCOUTS
Dinner; Chambe
P. m.
CITY COUNCI
— Meeting
WOMEN'S CO
INSTITUTE OF
Skating Party; 1
16 S
Lauer

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Delivered Every Thursday

To 75,200 Rochester Homes

FOURTH YEAR—No. 6

ROCHESTER, N. Y. THURSDAY, DECEMBER 5, 1940

10

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

Events Of The Week

THURSDAY, DECEMBER 5
LOS ANGELES CLUB OF WOMEN'S BOWLING ASSOC. — Meeting: Elks Club; 8:30 p. m.
FRIDAY, DECEMBER 6
EDGAR F. KOHLER AUXILIARY 35 — Election of Officers, City Hall Annex, 24 Court St.
CORNELL CLUB — Dinner and Election of Officers; Powers Hotel; 6:30 p. m.
WOMEN'S SOCIETY OF ASBURY METHODIST CHURCH — Christmas Musicals and Turkey Dinner; Church Parlors.
FRIENDSHIP CIRCLE OF EMANUEL LUTHERAN CHURCH—Annual Bazaar; Church; 1 p. m.
NO. 37 SCHOOL P. T. A. — Play, "Comin' Round the Mountain"; School Hall; 8:15 p. m.
SATURDAY, DECEMBER 7
MOTHERS' CLUB OF DELTA Upsilon — Card Party; Chapter House, River Campus.
AMERICAN ASSOCIATION OF UNIVERSITY WOMEN — Tea, Clubhouse.
BRITISH LEGION — Entertainment and Dance; Union League Hall, Gregory St.; 8 p. m.
SUNDAY, DECEMBER 8
KENNY BAKER with the Civic Orchestra — Eastman Theater.
CATHOLIC CIVIC CLUB — Comedy, "Three Live Ghosts"; St. Joseph's Hall; 8:15 p. m.
VETERANS OF FOREIGN WARS — Awards Meeting; Convention Hall.
MONDAY, DECEMBER 9
HOLY ROSARY HOLY NAME MEN'S CLUB — Monthly Meeting; School Hall; 8 p. m.
BOSTON SYMPHONY ORCHESTRA—Eastman Theater.
CATHOLIC CIVIC CLUB — Comedy, "Three Live Ghosts"; St. Joseph's Hall; 8:15 p. m.
TUESDAY, DECEMBER 10
BOY SCOUTS — Annual Scouters' Dinner; Chamber of Commerce, 6:15 p. m.
CITY COUNCIL, FRIENDS OF OWEN — Meeting.
WOMEN'S COMMITTEE AMERICAN INSTITUTE OF BANKING — Roller Skating Party; 186 Clinton Ave., 7 p. m.

Public Drawing Proves Popular In Grant's Hidden Treasure Hunt

From the number of replies to the W. T. Grant Co. Hidden Treasure hunt, conducted in co-operation with The Sun each week, two of the most popular characters in Rochester are Nip and Tuck, those two figments of imagination who carry on the rhyming conversations, the answers to which are worth money and merchandise prizes.

Last week, the mail volume was the heaviest of the campaign. And the number of people who were present at each of the five drawings are indications of the increasing popularity of this unique game.

The contest is so simple and there are so many winners, everyone really ought to try it. For instance, this week, on another page of this paper will be found five little conversations between Nip and Tuck. Each of these rhymes refer to some item in the W. T. Grant Co. advertisement in this paper. All you have to do is figure out what item Nip 'n Tuck are talking about in each instance. Mail or bring your answers, together with the advertised price of the item to the W. T. Grant Co., Rochester. As each answer is received it is given a number. A corresponding number is placed in the drawing box. Then five public drawings are held in the store to determine the winners. At the first drawing, held at 11 a. m. Friday, 13 winners are selected for item No. 1, second drawing, No. 2 and so on until five have been held. At each drawing three cash awards and 10 merchandise winners are named. You have five chances of winning.

It is possible to win if you have even only one answered correctly. If your answer is (Continued on Page 6)

Extra Shopping Hours For Christmas Buyers

Downtown merchants will remain open until 9 p. m. on each of the following days to give Christmas gift buyers extra hours for shopping.

Here they are. Plan your shopping trips accordingly:

Saturday	December 7
Friday	December 13
Saturday	December 14
Wednesday	December 18
Thursday	December 19
Friday	December 20
Saturday	December 21
Monday	December 23

Jewish Councils Press Plea For Europe Refugees

The Executive of the Jewish Peoples' Committee appealed this week to President Roosevelt to intercede with the British Government in behalf of the remaining 1771 Jewish refugees after more than 200 of them were killed in the explosion of the ship carrying them to an undesignated port, after being barred from refuge to Palestine.

The Executive of the Rochester Council has simultaneously issued an appeal to all Jewish and non-Jewish organizations, individuals, labor groups and religious institutions to appeal to President Roosevelt, Secretary of State, Cordell Hull, and Lord Lothian, British Ambassador (all at present residing in Washington, D. C.) that the British Government immediately open the doors of Palestine to these refugees, the victims of fascism.

Rabbi Moses Miller, National President of the Jewish Peoples' Committee, called upon the British Government "to open the doors of Palestine to the remaining of these 1771 Jewish refugees."

Co-Ed 'Mixer' Planned For Saturday

Christmas trees will have an early showing in the YWCA in Franklin St. as background for Co-ed Mixer to be held Saturday under joint sponsorship of the YW and YMCA.

This will be the second "mixer" of the season at the YWCA. Two of the co-ed dances will be given before the annual New Year's Eve Frolic to be held in the Chamber of Commerce. A co-ed mixer is also scheduled for Saturday, December 21st.

Herbert Schneider, chairman of the affair is also chairman of the committee in charge of the New Year's Eve dry dance. The dance will be sponsored by the YM-YW Council and the Youth Federation of the Council of Churches.

City To Mark Bible Sunday

Churches of Rochester and vicinity will join with churches across the continent and in many foreign countries to observe December 8 as Bible Sunday.

President Roosevelt, as well as many Governors have endorsed the occasion. Radio addresses will be given from coast to coast. Harold E. Dickens, field representative for the American Bible Society, sponsors of the day, will speak from WHAM at 1:15 on that date.

SAMPLE BAZAAR

The Junior League of Plymouth Spiritualist Church will sponsor a Sample Bazaar tomorrow at 8 p. m. Dancing and refreshments will follow.

Local Bridge Ace To Write Weekly Column For Sun



CARLETON HOWARD

This week marks the inaugural of a new bridge column series written exclusively for The Sun by Carlton G. Howard, a local bridge enthusiast who has won several tournaments and is one of the sponsors of the very successful Duplicate Bridge Tournament held in the Municipal Bldg., Fairport on Friday evenings.

Howard's first duplicate experience was gained at the Rochester City Tournament formerly conducted by the Co-boys at the Masonic Temple. He captured top spot in his third try. Most of the championship games held here and in nearby towns have gained the attention of The Sun's new bridge expert. In 1938 he paired with Mrs. Virginia Levy (known to Sun readers as a former bridge columnist) to win the mixed pair game and the (Continued on Page 7)

Convention Hall Named Site Of City Wide Needy Children's Party

With the major problem of location solved, members of the executive committee of the Young People's Association, this week took up the serious task of locating toys, games, clothing and food for the 1500 youngsters expected to attend the Needy Children's Christmas party co-sponsored by that organization and the Business Men's Cheer Committee.

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Penn Mask and Wig Production Here New Year's Eve.

From all reports "High As A Kite," 53rd production of the Mask and Wig Club of the University of Pennsylvania will be another musical hit with Rochesterians at the Eastman Theater New Year's Eve.

This year's dancing chorus is said to have the precision of the Penn championship football team. Dressed in extravagant and stunning 1740 costume, they're a lot more beautiful.

Eighteen new tunes written by Dr. Clay Boland, author of many past hits, include "Not So Long Ago," "My Gal," "I'll Sing Your Praises" and "High As A Kite" all of which are now on the air lanes.

As one report states — "It's worth the price of admission to see one chorine doing a bow-legged pirouette."

A sell-out in past years, proceeds from each show are now received by the Pennsylvania Club of Rochester in the form of scholarships.

Through efforts of Harold S. W. McFarlin, Commissioner of Commerce and Harry J. Gaynor, the use of convention hall without cost has been granted to the group.

Originally scheduled for December 23, the party has been moved up to Sunday, December 22, to allow parents to accompany their kiddies to the floor show and entertainment.

Don J. Mattaro, originator of the parties eight years ago, has joined with Hy Mandell, party chairman in issuing an appeal for funds, as well as clothing, food, toys, games, etc. It has been announced by Ellis Scheetman, store manager, that donations will be accepted at the Bond Clothing Store, 133 Main St. E. Money to provide Christmas cheer for needy children may be sent to the Young People's Association executive offices at 1003 Wilder Bldg., Bond Clothes, 133 Main St. E., Radio (Continued on Page 5)

16 Shopping Days 'Til Christmas

Lauer's Repeat an Exciting Sale



Grand Rapids Tables

Reg. \$16.95 Values
The Grandest All-Mahogany Table Values...
Just In Time For Christmas

\$8.47

We've sold out twice on these splendid all-mahogany tables. Now we place on sale another complete holiday shipment. Beautiful 18th century styles that will far surpass your expectations. Exquisitely styled... Masterfully fashioned... Your great opportunity to buy an exceptionally fine Christmas gift at a marvelously low price. On sale at Lauer's.

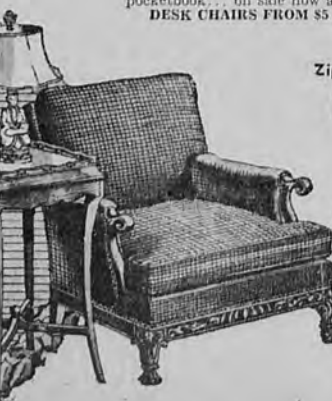


Stately
Breakfront
Mahogany or Walnut
\$59

A gorgeous piece to grace your living room, dining room or hall. The gift unusual for your family at Lauer's.



Your Desk at Lauer's
Walnut, mahogany, maple, satinwood \$9.95
... modern and period styles. Desks of every description... for every pocketbook... on sale now at Lauer's. \$89
DESK CHAIRS FROM \$5 TO \$15



Zipper Down Pillow
LOUNGE CHAIR
Mahogany Frame
\$39.75

Cushiony comfort... draw-line room style... masterful construction. Here's dad's gift from the family.

- SEE 15 OTHER ALL-MAHOGANY OCCASIONAL TABLES AT LAUER'S... \$8.47 EACH
- 3 Tier Corner Rack
 - Tray Top Coffee Table
 - Drop Leaf Commode
 - Sheraton Coffee Table
 - One Drawer Drum Table
 - Pie Crust Commode
 - Pie Crust Tilt-Top Table
 - 2 Tier Lamp Table
 - 2 Tier Muffin Stand

LAUER'S OPEN FRIDAY AND SATURDAY EVENING

LAUER'S 50 STATE

Christmas Gift...

SALE

Tubular and Ascot

WHITE SCARFS

that "look like" more than

69c

Here is a gift-value you might not have anticipated! Excellent quality heavy rayon crepe, with brocade patterns. Fine gifts for men or women.

Street Floor

B. FORMAN Co.
CLINTON AVE. SOUTH

Fashion-Thrift Shop—

Angora-Trimmed

Sheer Wools

... perfect for December afternoons!

6.95

These are the bright sheer wool dresses that are favorites under winter coats... but you may not have expected to find such good looks and such good workmanship at a price as low as this one! Sizes 12 to 20.

Third Floor

B. FORMAN Co.
CLINTON AVE. SOUTH

The Warm Gift!

Printed Cotton Quilted Robes

3.95

Warmly quilted, and good looking with large flower prints on white backgrounds. Wraparound style with bound edges and wrist-length sleeves. Sizes 12 to 20.

Street Floor

Orders by Mail or Phone... Main 3900

Street Floor

OPEN SATURDAY EVENING UNTIL 9

Local Bottler To Sponsor Dollar Shower In City



As welcome as Santa, it is expected, will be the Western Union messengers from 7-Up who will, on Monday, begin passing out dollar bills to housewives in every section of the city. According to the announcement, all that is necessary to obtain the dollar when the messenger calls is to produce six (full or empty) 7-Up bottles and the carton in which they were purchased.

Story Of 'Heidi' To Be Unfolded At Eastman Saturday, December 14

No matter what may happen to the nationalities and countries of the world as we have known them, it is the conviction of Clare Tree Major, founder-director of the Children's Theatre of New York, that no force on earth can destroy such immortal children's masterpieces as Johanna Spyri's story of "Heidi."

This beloved tale, principal scenes of which are laid in the Swiss Alps, will be presented by Mrs. Major's company in dramatized form at the Eastman Theatre on Saturday afternoon, December 14, at 3 p. m. Through a special arrangement with the Educational Committee of the Rochester Civic Music Association, The Sun again is able to offer the special reduced price admission coupon to its readers. The educational nature of these produc-

B. FORMAN Co.
CLINTON AVE. SOUTH



COVERALL AND PINAFORE
APRONS

59c

... of Colorful Printed Percal

Aprons are age-old good gifts! These are excitingly new, with rick-rack and matching trims. They are part of an assortment of styles in sheer and printed percale, dimity, broadcloth, and organdie... at prices up to 1.25.

Third Floor

COUPON

This Coupon Is Worth

10c

Towards Price of Admission To See

"HEIDI"

EASTMAN THEATRE
Saturday, Dec. 14, 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.

Name
Address
Age

tions makes them a "must" on the entertainment list of all children. With the coupon found on this page it is possible for your children to see "Heidi" for as little as 15c cents each. Cut out the coupon and present it at the Eastman Theatre box office at the time of ticket purchase. It will be redeemed for ten cents toward the admission price of any seat. Amplifying her opinion on



It's New! It's Different!
The New Vapor-FloPermanent

No more painful winding, and your hair is left in perfect condition because no dry heat is used. Your hair is bathed in gentle vapor, resulting in beautiful, undulated waves and curls that will always look well-groomed and natural. To introduce our new location we are offering this wave at

\$1.95

THIS TYPE PERMANENT IS NOW SELLING IN NEW YORK & ELSEWHERE FOR \$5

Murray's
BEAUTY SALON
42 CLINTON AVE. N.
A Few Steps From Sibley's
PHONE STONE 1465

child literature, Mrs. Major said: "The dictators may burn all the world's great books, but they cannot destroy the world's classic legends and stories with fire, any more than they can destroy the Bible. These works are immortal. Such stories as 'Heidi,' 'Alice in Wonderland' or 'Robin Hood' will never die even if every printed copy in existence, including the original manuscript, were fed to the flames. As in the case of ancient rounds or folk songs, classics will be passed down by word of mouth from person to person, from generation to generation." The story itself concerns a little Swiss girl who lived on the mountain top. Her kindness to Peter's blind grandmother, her artless affection for her embittered old grandfather and her devotion to the sick girl,



"Oops... Automatic GAS Water Heating Rates are Down too!"

Costs slashed as much as 20% in Rochester district! Now automatic gas hot water service costs little or no more than your present method.

\$1 A Month RENTS AN Automatic GAS WATER HEATER. Pay a small amount for gas used.

ROCHESTER GAS & ELECTRIC Corporation

For trouble and service calls Telephone MAIN 3360 For sales dept. and personal calls Telephone MAIN 1078

Mrs. Mildred Coughlin, 884 Genesee Pk. Blvd.

Clara, change and brighten the lives of each of them. There is much happy laughter and a modest sprinkling of sympathetic tears in the course of the play.

THE BEST COAL-VALUE IN THE CITY

BLACK MAGIC QUALITY **COAL** **\$10.95** TON CASH SNOWELLED OFF
Egg Stove Nut
Pea Coal \$9.05 Ton
Buckwheat \$8.00 Ton
Established Over 25 Years

SEMET-SOLVAY COKE \$10.20 GEN. 586

PAYNE & DUNHAM

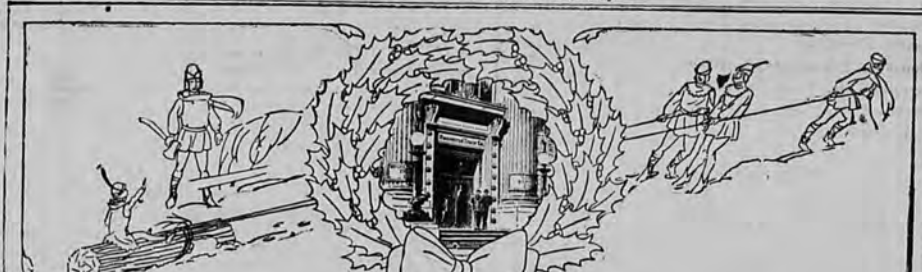


SHOULD KATHARINE ACCEPT CARY OR JIMMY?



A Star-Studded and Laugh-Loaded Picture Which You Can Enjoy as Theatre Guests

The lid's off on laughs. The whole nation is roaring at the romantic comedy hit starring Cary Grant, Katharine Hepburn and James Stewart. Miss Hepburn plays the role of a snooty, frigid society belle who has divorced one husband and is on the verge of making another unhappy marriage. Cary, her ex-husband, mocks and sneers at her goddess-like attitude. Jimmy employs a different technique—one which always worked successfully on other distant, frigid females. Both progress so well that despite Katharine's icy aloofness, she finds it difficult at the end of the picture to choose between them. Whom should she accept—Cary or Jimmy? You make the decision for her in a letter of not more than 60 words. Select your favorite male star and tell us why he has better romantic qualifications for acceptance by Katharine. Mail your letter to "The Philadelphia Story" Editor, care of this paper. 25 Guest Tickets are the prizes for the best letters. "The Philadelphia Story" is now playing at Loew's Theatre. In addition to the three big stars, this M-G-M romantic-comedy hit features Ruth Hussey, John Howard, Roland Young, John Halliday, Mary Ash, Virginia Weidler. Mail your letter immediately... deadline is Sunday.



Helpful Services FOR THE Holiday Season

- THRIFT ACCOUNTS FOR CHILDREN**
For the boys and girls on your Christmas list, there are no more appropriate gifts than Thrift Accounts with ROCHESTER TRUST. Here is one present which greatly simplifies the shopping problem because it costs exactly what you are prepared to spend in every instance. Every youngster takes pride in owning a bank account, and a Santa Claus who points the way to it.
- BUDGET CHECKS FOR BUSY SHOPPERS**
In addition to regular commercial Checking Accounts, ROCHESTER TRUST now offers the Budget Checking Plan, which may be opened with any amount you please. No minimum balance is required. No monthly service charge. Cost... is 5c for each check drawn or item deposited. Check books are free.
- TIMELY TRUST SUGGESTIONS**
The person of means, seeking a special gift for a child or other dependent, will be interested in the advantages of a Trust with ROCHESTER TRUST. This arrangement provides a convenient means of continuing income for the beneficiary. The New Year also suggests the wisdom of bringing one's Will up to date, naming Rochester Trust your Executor and Trustee.
- GOING AWAY?**
If you are visiting out-of-town relatives or friends at Christmas, or if you are heading South for the winter, make sure that you have placed all your valuables in ROCHESTER TRUST'S Safe Deposit and Storage Vaults. Protect your travel funds with Travelers' Cheques or a Letter of Credit from this institution. You are also cordially invited to Bank by Mail while you are away.
- SECURITIES INFORMATION**
Review your investments at the year's end and permit ROCHESTER TRUST to assist you in determining current values and possible trends. No investment for sale, but purchases or sales of securities are made as directed. And too, let ROCHESTER TRUST show you how an Agency Account will help so safeguard your investments and lighten the task of looking after them.

ROCHESTER TRUST AND SAFE DEPOSIT COMPANY
At The Four Corners MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

★ Chocoi
★ Chocoi
★ Seafar
★ Old Fa
★ Assort
★ Vanilla
★ Chocoi
★ Assort
★ Divinit
★ Butter

Packaged themum de square san wafers, ch varieties.

CANAPE In Cock

Over 600 (The tin excellent

To

Ne

Ingenious "entangled colors in and yellow edge. A "Snackfest colorful.

Edwards "The Store with the Christmas Spirit"

Visit
Edwards 3rd Floor
GIFT CENTER
A Handy Place To
Shop For Gifts
Gathered From
All Over The Store



- ★ Bridge Size
- ★ Table Size
- ★ Regular Floor Size

LAMP SHADES \$1 ea.

BUY ALL YOUR GIFTS THE EASY WAY
OPEN AN EDWARDS 90-DAY CHARGE ACCOUNT
No Down Payment
No Interest to Pay
Pay as follows:
1/3 JAN. 10th
1/3 FEB. 10th
1/3 MAR. 10th
Mail or phone your Application—Stone 2300

WEEK-END CANDY SALE



"Symphony Sweet"

Home Made CANDY

Reg. 39c Lb. **29c Lb.**

- ★ Chocolate Coated Peanut Butter Chips
- ★ Chocolate Bottom Coconut Caramel Smacks
- ★ Seafoam Kisses
- ★ Old Fashioned Chocolate Cream Drops
- ★ Assorted Coconut Snow Tops (Chocolate, Vanilla or Maple)
- ★ Chocolate Coated Marshmallows
- ★ Assorted Filled Turkey Bones
- ★ Divinity Center Roll
- ★ Butter Peanut Brittle

ALICE DODD

GIFT COOKIES

3 1/2 lb. Tin **99c** Reg. 1.39

Packaged in a beautiful tin in wine red with a chrysanthemum designed top. 12 varieties consisting of round and square sandwiches, chocolate chip cookies, coconut bars, wafers, chocolate and vanilla tea biscuits and other popular varieties.

CANAPE CRACKERS In Cocktail Drum Over 3 Lbs. **99c**

Over 600 delicious, wholesome crackers in each drum. (The tin keeps them fresh and holds their flavor!) An excellent modernistic waste basket when emptied.

Four Delicious Flavors:

- Tomato and Spice—Celery—Rye Wheat

EDWARDS—Street Floor



50 Pc. American Made

DINNER SETS

Service for 8 **5⁹⁸**

A gift set to gladden the heart of any pridelful homemaker you know! Ivory dinnerware with a smartly executed gold floral design. 8 large plates, 8 small plates, 8 handled soup plates, 8 fruit dishes, 1 vegetable dish, 1 platter.



APPLE DESSERT Sets—8 Pcs. **\$1**

Just made for plump, rosy apples baked with pink cinnamon drops or for vanilla ice cream with frosty mint sauce. Grand to have around during the holidays ahead.

EDWARDS—Second Floor



A GIFT FOR ANY GIRL OR BOY!

Steering SLEDS

1⁷⁹

A knockout for speed and safety! Made of selected Northern Ash with spring steel GROOVED SAFETY runners. Streamlined, 38" long—natural varnish finish. He's been on his good behavior for a gift like this!

EDWARDS—Downstairs Toytown



Arms and Back STUDIO COUCH 29⁹⁵
Add a dash of the modern studio to your apartment or living room! Enjoy the comfort and smartness of a bright new studio couch. It can be opened as two single beds or one double bed, with sleep inviting inner-spring mattress. Soft roll spring base construction. Upholstered arms with a comfortable back rest.
EDWARDS—Bedding, Seventh Floor

LARGE CIRCULAR FLORAL

CRAFTONE PICTURES

2⁴⁹

They brighten any room . . . beautifully framed in ivory with brown wash. A perfect gift as they are appropriate for living, dining or bed rooms.

EDWARDS—Fourth Floor



SALE of Venetian BLINDS

YOUR CHOICE OF FLEXIBLE STEEL OR WOOD "GRENARDA" BLINDS

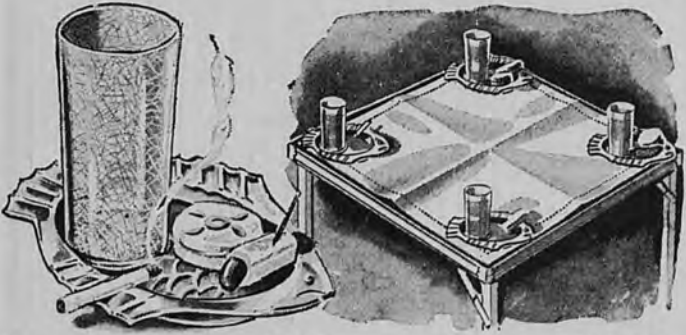
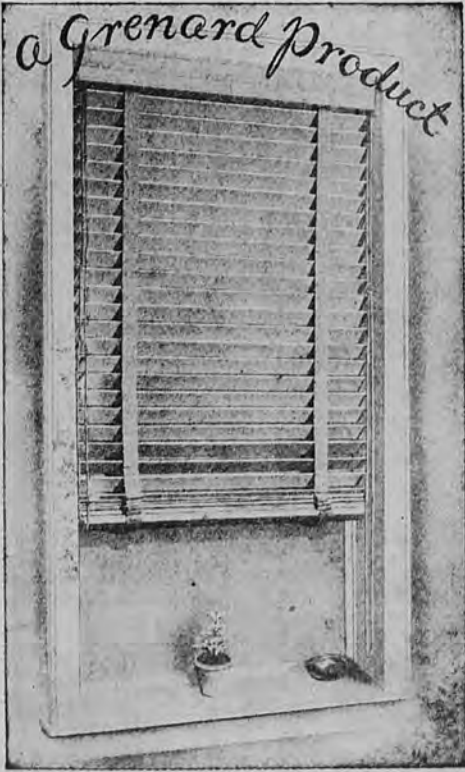
These Sizes In Stock for Immediate Delivery

Sizes	Sizes	Sizes
18" to 22"x54"	23" to 27"x64"	28" to 36"x64"
1⁹⁹ Each	2⁹⁹ Each	3⁹⁹ Each

- FLEXIBLE STEEL BLINDS:**
- ★ Flexible 2-In. Steel Slats, Rounded Corners
 - ★ Duck Tapes
 - ★ Facia Board Enclosing Fixtures
 - ★ Automatic Tilting Device
 - ★ Baked Enamel Finish—Oyster White Color
 - ★ Guaranteed Rust Proof

- "GRENARDA" BLINDS:**
- ★ 1 7/8 Slats Made From Selected, Kiln Dried Wood
 - ★ Covered With 3 Coats of Lacquer Enamel
 - ★ Ivory Colored Slats — Mingle Tape
 - ★ Rust-Proof Worm Gear Tilt
 - ★ Automatic Cord Lock
 - ★ Fast Color Ladder Tapes
 - ★ Beaded Facia Boards Enclosed In Triple Action End Brackets With Curtain Rod Hooks
 - ★ Unconditionally Guaranteed by the Manufacturer for a Period of One Year!

Other Sizes at Proportionate Savings
Sizes Above 36" Allow 10 Days to 2 Weeks Delivery
EDWARDS—Fourth Floor



New 16 Pc. Glass Snack Set

Service for Two Bridge Tables

8 Decorated Glass Tumblers

\$1

8 Crystal Glass Trays

Ingeniously designed in all all-over "entangled thread" design. Assorted colors in a set . . . red, blue, green and yellow. Each with a "No-Nik" edge. A good way to make your "Snackfest" more amusing and more colorful.

Complete Set of 16 Pcs.
EDWARDS—Second Floor

Designed like a fish. Holds glass, hors d'oeuvres, salted nuts, candies or sandwiches and its slots make convenient cigarette rests. See the entire set first thing tomorrow in Edwards' busy second floor Glassware Shop.

Sibley, Lindsay & Curr Co.
BASEMENT NEWS

Right at the Height of
the Christmas Season!

3600 Fruit of the Loom DRESSES



Giving or receiving your Christmas will be a happier Christmas with these house-perfect "Fruit of the Loom" dresses. Fine 80-sq. percales, every one worthy of the famous label, and every one a star of fit and fashion. Quick dress coat and zipper styles! Dainty trims and patterns with a Goldilocks air. Stripes, florals, monotones, paisleys, every one of your favorites is here in great variety. Style and "Fruit of the Loom" quality in every one . . . and a style for everyone. SIZES 14 to 52. Extra sizes \$1.19.

aisle 14

Double
faced
Adjustable
Straps

Up-to-the
Styling
Minute

True size
at Bust

Full-cut
at Hips

True Alternating
Bias Cut

Laundry Tested
Fabrics—Color
Fast

Full-Sweep
Skirt

Double
Needle
Bottom
Hems



Features You Never
Expected to Get in a
Slip at This Price!

Fruit of the Loom

RAYON SATIN

Gift Slips

\$1.19 Value **\$1**

CHOICE OF 6 STYLES

- 4-Gore Lace Trim
- 4-Gore Embroidered
- 4-Gore Tailored
- 2-Gore Lace Trim
- 2-Gore Embroidered
- 2-Gore Highwaist Line

SIZES 32 to 44

Holiday cheer for fashion-wise and budget conscious shoppers! At last a slip that won't ride up . . . that is not only designed for perfect fit at all points . . . styled right down to the minute to keep pace with the new dress fashions . . . BUT also bears the famous "Fruit of the Loom" label that has stood for fine quality in America for generations. Tearose. Sizes 32-44.

aisle 14, center



#140. Crisp plaid button-down-front in black, blue, brown, lavender. Sizes 14-42 . . . \$1.00

#1502. Zipper front rose pattern in blue, red, lavender. Sizes from 14 to 44 . . . \$1.00
Extra sizes 46-52 \$1.19

#243. Clean cut stripes in brown, blue or green. Full swing skirt. Sizes 16 to 44 . . . \$1.00

#104. Rose pattern button-down-front in blue, rose, lavender. Sizes 14 to 42 . . . \$1.00



#141. Blue, rose or lavender paisley button-down-front. Rick rack trim. 14 to 44. \$1.00



#1509. Neat square necked paisley with zipper front. Rose, blue, lavender. 14-44 \$1.00
Extra sizes 46-52 . \$1.19

#347. Smart box pleats. Self collar. Rose, aqua, blue. 38-44 . . . \$1.00
Extra sizes 46-52 \$1.19

#1500. Zipper front paisley with soft shirred shoulders. 14-44. \$1.00
Extra sizes 46-52 . \$1.19

Telephone
Stone
6500

The Big Basement
SIBLEY, LINDSAY & CURR CO

AUXILIARY TO MEET Kohler Auxiliary 55, Army and Navy Union, will be held tomorrow evening at City Hall Annex. Election of officers will take place, and all members are asked to be present. Plans will be discussed for the Christmas party.

Children's Party . . .
(Continued from Page 1)
Station WSAY or the Rochester Sun, 420 Burke Bldg.

Formerly the party was given for the benefit of needy youngsters living only on the east side of the city. But the growing interest has led officials of the group to throw the gates open to children throughout the city. Everything is free to the invited guests who are chosen on the basis of need as reported by welfare workers, pastors, school teachers and others familiar with underprivileged children.

Division captains for the city-wide fund raising drive which will get underway this week have been named as follows: George Hoffenberg, Stephen S. Joy, William Mostyn, Michael Callari, Charles DiSalvo, Miss Emma Mason, Frank Silva, John Sullivan, Don Gattellaro, George Manning, Dr. Anthony Bondi, Frank Kennedy, Peter P. Ferrari and Anthony Cotroneo.

British Legion Plans Dance

The British Legion will hold an Entertainment and Dance on Saturday at 8 p. m. in the Union League Hall on Gregory St.

The Branch and Section will hold their regular meeting on Saturday December 14th at 8 p. m.

WHAT WILL I USE FOR MONEY?
Coupons!

That's exactly what we mean, for we'll take—like cash money—all the coupons that you give us. Providing, of course, that they're our own budget plan coupons, that you can purchase in books like that shown at left, in our Credit Office, on the Second Floor.

These Coupon Books are offered in amounts of \$10 or over, for as little as \$2.50 in cash money (for a \$10 book). There is the usual slight carrying charge for this convenience.

See how this plan saves you cash money outlay! Get out your shopping list for Xmas and don't skip a name for you can use Coupons for Money at Sears! Coupons sold at Credit Office, Second Floor, Both Stores.

Sears
Monroe Avenue at S. Union
and 476 Ridge Road West

Gifts
No One
Can Duplicate
6 for \$4.95



What are they? Why, your photographs taken in our studio. They'll be gifts those near and dear to you will treasure through the year.

WE SPECIALIZE IN CHILDREN'S PICTURES

PROOFS SUBMITTED

SIBLEY, LINDSAY & CURR CO.
Basement Photo Studio, Aisle 15, Center

Mrs. Helen Weaver, 104 Delmar St.

FURS

Seasons finest furs. Beautifully tailored from choice pelts. Variety of stylings. Ready made, or made to order from our own fur pelts.

ROCHESTER FUR DRESSING
290 BROAD ST. MAIN 5117

Sears sets a new high in value with the **New 1941 ROLL-A-PRESS KENMORE IRONER** with 41 big time, money and labor saving exclusive features!



GIVEN! NO EXTRA COST!

Scientifically designed, comfortable ironer chair! Tubular steel construction, finished in chrome, with white enameled back seat, with every Kenmore Roll-A-Press Ironer.

On sale at Both Stores

\$69.95

BOTH STORES

SHEETS Quickly and easily ironed with uniform finish, soft texture. A big time saver.

H'kerchiefs May be ironed two or more at a time. No danger of scorching finest fabrics.

FLAT WORK Finished in a jiffy with ironer set at high speed. Smooth, uniform results.

DRESSES Simple to iron even the most complicated necks. Ideal for all washables.

BLOUSES From inexpensive cotton to flannel or rayon. Kenmore ironer irons beautifully.

Tablecloths Iron and fold with ease, look better than when finished by hand ironing.

SHIRTS Can be done perfectly at home with a Kenmore. A big saving to you.

Stains Velvet Another money-saving job. You don't have to send velvet "out". Keeps it like new.

Presses Pants The man folks will go for this. No reason for hazy trousers. Save on pressing bills.

Presses Pleats More savings. You can do all the pleats right in your own home this new easy way.

THERE ARE TWO SEARS STORES IN ROCHESTER
Monroe Avenue at S. Union - Stone 2500 476 Ridge Road West - Glenwood 556

NUSBAUM'S
Apparel Dept. Store

PRACTICAL GIFTS
Cost Less at Nusbaum's

Shop Nusbaum's this year for practical gifts for every member of the family. Our lower prices will enable you to give more, but spend less. Compare and you'll make Nusbaum's your Christmas store.

THE BUY OF THE SEASON
Boy's All Wool MACKINAWS
Reg. \$5.95 Values
\$3.49

HOODED STYLES 4.95

Finest quality tailoring, genuine Neva-Wet processed all-wool fabrics. Plaids completely lined for extra warmth. Made to stand up under tough usage. Sizes 8 to 18. Now at the season's lowest price.

BOYS' and GIRLS'

ALL WOOL SNOW SUITS
Sizes 3 to 6
\$4.95

Newest winter styles in attractive colors and combinations. Finest all wool fabrics Neva-Wet processed for protection against snow and slush. Hooded and detachable hood styles.
Other Snow-Suits \$5.95 to \$12.95

BIG AND LITTLE SISTERS

COAT SETS
\$8.95
Values to \$12.95

Give Her a coat for Christmas! The season's newest fashions in all the smart colors and combinations. Princess and swing styles in fine fleecy woolsens and tweeds. A Super Value!
Sizes 1 to 6, 7 to 12, 12 to 16

Boy's All Wool 2-PANT SUITS
\$7.95
Values To \$10.95

Style and swank you'll find only in higher-priced suits. Double and single breasted models are carefully tailored as dad's. Wool cashmeres, chevots and tweeds. Stripes and plaids in the popular colors. Yes, and at Nusbaum's you get two trousers with every suit, 1 longie and 1 knicker. Sizes 8 to 16.

STORE HOURS:
Open To-night to 9 P. M.
Friday 9 A. M. to 5 P. M.
Saturday 5 P. M. to 10 P. M.

HARRIS NUSBAUM
221-229 Joseph Avenue

Weird's GIFT BARGAINS

From ROCHESTER'S MOST INTERESTING STORE

ANNUAL HOLIDAY SALE OF CANARIES



\$5.95

Rollers and Choppers, famous for their loud clear tones

CAGE and STAND
Baked Enamel Chrome Trim
Reg. \$2.50
\$1.95

Others At \$7.95

SALE OF CHROME Kitchen Sets

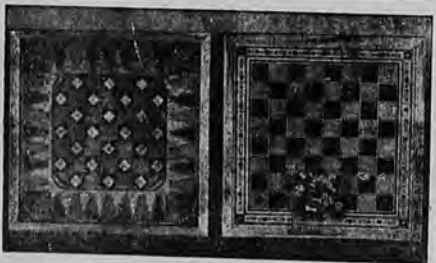


Laminated Bakelite top that is chip proof, alcohol proof and acid and heat resistant. Felt lined cutlery drawer. Table size is 25 in. x 40 in. Chairs are made of one-inch chrome plated tubing with heavy padded seats and curved backs.

SPECIAL SALE PRICE
Reg. \$21.95
\$16.95

Table & Two Chairs

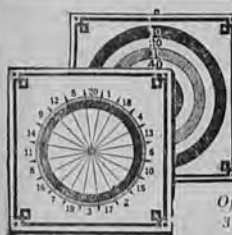
EXTRA CHAIRS Each \$3.95



COMBINATION

Game Board
Reg. \$1. SALE PRICE
69c

Checkers, chess, and eight other fascinating games may be played on this board. 1/4" plywood, with heavy wood frame, complete with checkers and chess men.



Dart Games
SALE PRICE
49c

Each game contains the essential numbers of darts, as well as the dart board.
Others To \$2.25
Official High Quality Darts, 3 for 25c or dozen for 69c

15 EXCHANGE MAIN 7900

Weird's
FREE PARKING FREE DELIVERY
CONVENIENT BUDGET PLAN AVAILABLE

Nip And Tuck Give Clues In Hidden Treasure Contest

Here are the clues in this week's Hidden Treasure Hunt contest. See if you can name the item and advertised price to which each refers in the W. T. Grant Co. advertisement in this issue.

NUMBER 1
Nip: It has two feet —
Tuck: But wears no tail;
Nip: It plays no tunes —
Tuck: But has a wail;
Nip: It shuts when down —
Tuck: But not when up;
Nip: It's very young —
Tuck: But not a pup.

NUMBER 2
Nip: It's worn outside —
Tuck: But not outdoors;
Nip: It fits your form —
Tuck: But not your floors;
Nip: It's styled for girls —
Tuck: But not for beds;
Nip: It hides your legs —
Tuck: But not your head.

NUMBER 3
Nip: It's very hard-hearted —
Tuck: But has a smooth face;
Nip: It has many patterns —
Tuck: But not of them lace;
Nip: It will make your home cheery —
Tuck: But won't shed a light;
Nip: It does well in matches —
Tuck: But won't start a fight.

NUMBER 4
Nip: It's a guy, girlish thing —
Tuck: But to parties won't go;
Nip: It bears all the brunt —
Tuck: But it never will crow;
Nip: It won't dress you up —
Tuck: But it will keep you neat;
Nip: It favors your tummy —
Tuck: But dodges your feet.

NUMBER 5
Nip: It belongs to a man —
Tuck: But not to his car;
Nip: It's long and it's flat —
Tuck: But it isn't a bar;
Nip: It suits every taste —
Tuck: But won't throw a fit;
Nip: It needs a good hand —
Tuck: But not brace and bit.

Winners Named For Last Week's Hidden Treasure Game
Winners of last week's W. T. Grant Co. Hidden Treasure Hunt contest were as follows:
Harold E. Quinn, Miss Florence Fuller, Miss Louise Wendt, Mrs. C. G. Long, Mrs. M. Hoch, Mrs. R. Donald Smith, Miss Madeline Spiegel, Mrs. A. J. Hurland, Mrs. Otto Kruke, Mrs. E. Crowen, Miss Guendolee Maier, Jack Houck, Mrs. Olive E. Spaker, Dorothy Jerry Versace, Mrs. George Wilson, Miss Marion Donner, Miss Florence Susal, Nellie H. Odden, Miss Mary Quinn, Margaret Schickel, Miss Jeanne Hart, Miss F. Grafian, Mrs. K. Schauer, Mrs. Hubert Akins, Mrs. L. B. Hubbard, Mrs. G. DeMars, Mrs. Elaine Holly, George E. Schultz, Mrs. Wm. H. Mundi and Mrs. R. Kestenblatt.
Mrs. G. Weber, Mrs. Frank Hamaker, Mrs. Adelaide Trisz, V. Waller, E. F. Zuhler, Mrs. P. Triano, Mrs. Wm. E. Bannip, Mrs. Edwin S. Smith, Mrs. Gertrude Myers, Miss Ruth LaMay, Mrs. George H. Pochner, Mrs. W. J. Lewis, Mrs. George Donkey, Mrs. K. Meacher, Jr., Mrs. Eugene E. Kovalevich, Mrs. F. Murphy, Mr. Sam Sabonis, Miss Laura Zimmer, Mrs. H. W. McAvoy, Laura Burrell, Mrs. Helen Ford, Miss Celia Umbriano, Mrs. Wallace Schiesser, Mrs. E. Foster, Mrs. A. J. Markwitz, Mrs. R. Freeman, Mrs. E. Nickel.

Hidden Treasure

(Continued from Page 1)
drawn and the item referred to is not correct, your answer is replaced in the draw for the next rhyme.

Drawings are held at 11 a. m., 3 p. m. and 5 p. m. Friday, and 11 a. m. and 5 p. m. Saturday. Names of winners are posted about the store on Monday and Tuesday. If you come to the store on either of those days and find your name posted your award is doubled.

Now that's all there is to it. Figure out your answers now and mail or bring to Grant's in time for the first drawing at 11 a. m. Friday.

Mrs. Elizabeth Roser, 65 Willmont St.

AT SMALLS XMAS RADIO CENTER

Come in - hear the new **OVAL SPEAKER!** that brings you superb new tone!

PHILCO TRANSITONE Jubilee Special

Only **\$14.95**

- New 6-inch Oval Speaker.
- 5-Tube AC-DC Superheterodyne with Beam Power Amplification.
- Built-In Aerial.
- Illuminated Horizontal Dial.
- Big, Beautiful Plastic Cabinet.
- Underwriters' Approval.

Amazing power for its size. Built-in Aerial. High-Output Speaker. Full-Vision Dial. Brown plastic cabinet.

Only **\$9.95**

PAY ONLY 50c DOWN WEEK

Smalls

28 EAST MAIN ST.
OPEN EVERY NIGHT TILL CHRISTMAS

MAKE EVERY CHRISTMAS WISH COME TRUE WITH QUALITY GIFTS from Smalls



LOOK AT THIS!

BRAND NEW REMINGTON-RAND

PORTABLE TYPEWRITERS

Complete with Carrying Case
Reg. \$12.45 Value now only . . . **\$6.95**

25c DOWN 25c WEEKLY

A real typewriter—not a toy!

YOU CAN BUY WITH CONFIDENCE AT...

Smalls

28 MAIN ST. EAST ROCHESTER, N. Y.
OPEN EVENINGS

These Important Features:

- 1—Carriage Release Lever
- 2—Famous REMINGTON Geared Type Action
- 3—Standard Ribbon Mechanism
- 4—Standard Arrangement of Letters
- 6—Standard Space Bar

Free Parking at Rear of Store on Front St.

HOLIDAY SPECIAL

GUARANTEED — DUSTLESS
COKE \$9.50
CASH—SHOVELED OFF
1 TON \$9.75 per ton
LAKE COAL CO. 255 LYELL AVE. Glen 538

DRESSES

2 For The Price of 1
Bring A Friend Divide The Cost
Sizes 9 to 50
Half Sizes 18 1/2 to 48 1/2
Reg. \$7.95 Values
\$6.95
JEFFERSON DRESS SHOP
220 GENESEE ST., cor. ORLEANS

REPEATED BY POPULAR DEMAND

ONE DAY SPECIAL!

FRIDAY, DECEMBER 6 ONLY!

BRAND NEW FAMOUS MAKE CLEANER

Complete with Attachments!

Quality Cleaners Throughout—Do Not Let the Low Price Confuse You

MAIL ORDERS FILLED Send \$1 deposit, Mail Orders not valid unless postmarked before 12 Midnight, Saturday, November 30.

DISCONTINUED MODEL PERMITS THIS EXTRAORDINARY LOW PRICE

FULLY GUARANTEED LIBERAL ALLOWANCE ON YOUR OLD CLEANER

IF YOU CAN'T CALL—PHONE OR WRITE FOR A FREE HOME DEMONSTRATION

10-DAY TRIAL PLAN

\$4.95 FULL CASH PRICE

PENN VACUUM STORES

STONE 6747 30 SOUTH AVENUE OPEN EVENING 'TIL 9 P. M.

Sibley, Lindsay & Curr Co.

Rochester's Market of Quality and Economy

PLUM PUDDING 49c
Rich and delicious, in colorful flower-pot, wrapped in cellophane. Pudding can be reheated in its own container. An ideal Christmas Gift.

PORK LOIN ROAST 13c lb.
Here's a delicious roast at a most economical price. Cut from young corn-fed porkers, rib half averaging 3 1/2 lbs.

Extra Fancy Turkeys 27c
Northwestern birds selected for quality and plump-breasted tenderness. Hens or Toms.

PRIME STEER CHUCK ROASTS 23c
A Favorite Beef Cut at Its Best

TOWER SAUSAGE MEAT 19c
100% Pure Pork, Delicately Seasoned. Wilson's Lard prints 2 lbs. for 15c Certified

OLD-FASHIONED Christmas Cookies PFEFFERNEUSE
lb. 29c
SPRINGERLE lb. 39c
ANISE DROPS lb. 49c
CINNAMON STARS Made with almond paste doz. 29c

Date and Nut Bread
Plain or fruited loaf 19c

Fresh Fruits and Vegetables Eating Apples By The Bushel
All large selected U. S. No. 1 grade. Your choice of Macintosh, Red Spies and 3-Inch Delicious Apples.
bu. **\$2.59**
Florida Pineapple Oranges Large and juicy 3 doz. 79c
Large Yellow ONIONS U. S. No. 1, 10 Lb. Bag 21c

Savings On Quality Groceries
In New Colored Cans That Denote The Brand
BOSCOL COFFEE, lb. 25c
In Bulk
BEST ORANGE PEKOE TEA 79c
Domino Pure Cane
GRANULATED SUGAR, 25 lb. bag . . . \$1.23
HEINZ STRAINED BABY FOODS . 3 for 20c
For Older Children
HEINZ JUNIOR FOOD 2 for 19c
Jumbo Jar
HEINZ FRESH CUCUMBER PICKLES . 20c
In Tomato Sauce
HEINZ BAKED BEANS
18-oz. tins 2 for 23c 6 for 58c
12-oz. tins 3 for 25c 6 for 43c
With Cream Sauce and Cheese
HEINZ COOKED MACARONI
17 oz. tins, 2 for 27c 6 for 75c
1 1/2 oz. tins, 10c 3 for 25c

Dairy Counter
Fancy, cut from the tub,
High Score Creamery Butter 2 lb. 77c
Imported Switzerland Cheese lb. 75c
Imported Wheelbarrow Cheese pkg. 25c
BRUNCH can 25c
That pure pork meat loaf you can serve so many ways,
SHARP CHEESE 37c
Sibley's special for real cheese fanciers.

Grocery, Main Floor
Phone Stone 6500 as early as 8 A. M.

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Contract Bridge

By CARLETON HOWARD

In the pages of Culbertson's Gold Book, we read "Many of the proper technical plays in single suits are known as safety plays because they take into consideration the most unexpected pranks of distribution and guard against them. They are justly called safety plays because they cannot lose and may gain."

I fear that too often we regard such plays as ultra-conservative and shun them in preference to a long shot which has a slight chance of paying dividends.

Here is an illustration from a recent tournament wherein one of these long shots kicked back in my face like a boomerang. I sat South and played the hand at four hearts which was the universal contract in the eight table game.

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

West won the first two tricks with the King and Ace of spades and, receiving no encouragement from his partner, shifted to a low diamond which I won with the Jack. A survey of the hand showed no further losers in the side suits and only three trumps, the King, Jack and a small one missing.

Previously in this same session I had lost a trick on two occasions to a singleton King so I unwisely decided that I should not be so fooled on this hand. I led the four of hearts, West followed with the 6 spot and I went right up with the Ace in Dummy. East, instead of co-operating with me, discarded a small diamond with considerable satisfaction. It was now necessary to lose two trump tricks to West's King and Jack and I was down one for one of my disgraceful bottoms.

In my rush to catch the supposed King singleton in East's hand, I had, of course, overlooked a simple safety play which would have insured me against the loss of but one trump trick. When such a play is available, there is little excuse for acting smart at the risk of a sound contract. After West had followed with the 6 spot, I should have played either the 7 or 8 from Dummy allowing East to take his trump honor if he held it. Thus, I would have made the contract against any trump combination in the opponents' hands. After West had shown up with at least one heart, the only way I could go down was to find the other two trumps also with West.

If East had held the singleton King, I would have made five odd on the hand by dropping it with the Ace but that was a long shot with not more than 25 per cent chance of success. Naturally, I beefed about my "tough break" until I found a kindred soul who had also erred. Now, let it be recorded that Carl French and I have made a solemn pact that neither of us will go haywire on this play again.

Tomorrow evening has been set as the date for the third annual Fairport team-of-four championship. Last year, 18 teams gathered for this game and movements have been set up by the directors to provide for any number of tables. There are no restrictions this year as to master players so line up your foursome and you will be welcome. Defending champions are Mrs. Murray DeLeeuw, Mrs. Herbert Garson, Harold Royer and Gilbert Nusbaum, all of Rochester.

"Day-after" turkey baked in a deep-dish pie has a holiday touch when topped with star-shaped biscuits. Toast rounds sprinkled with grated cheese are also delicious topping for chicken or turkey casserole.

Attention Soldiers' Sweethearts!
BE SURE TO READ
Confessions of an Army Wife!
Fascinating Revelations of a little known side of life.
Featured in January
True Story
At All News Stands

Bridge Ace . . .

(Continued from Page 1)

D and C trophy, which is annually awarded.

Howard claims that it was "real luck" which enabled him to capture the Rochester Individual championship against a field of 56 players last May.

Insofar as he is able, Howard will welcome the opportunity to answer any bridge questions you may have. Write to him in care of The Sun. Look for his first column in this issue today.

There are only seven clubs in the National Ice Hockey league.

Slide Fasteners A Big Apparel Item

Lining that zip out at the pull of a slide fastener are going to make a world of difference in coats for schoolgirls this year. Coats of tweed or fleece can be made to serve two seasons — they can be cozy and warm all Winter with linings of flannel, Shetland or even lamb-skin — and by removing the warm lining that is held in place by a slide fastener they can be worn for Spring or mild days. There's a brand-new style point in these "linings that come out" — and once again they prove "a girl's best friend is her slide fastener."

The removable lining is not

restricted to loose-fitting coats — but is found in fitted models. It is not even restricted to coats, for in ski jackets and short "toppers" it is also a very important factor.

To Store Large Hats

A hat too large or without a box may be placed in a large paper hat bag and stored successfully. Double the open edges

under and hang it on the upper wall of the closet with a few thumb tacks spaced across the top. Pins placed around the outside margin of the hat outline will hold it in the center of the

bag. Your hat will keep its shape perfectly.

Toast slices of white bread on one side, and spread untoasted sides with hot mincemeat. Cover

with meringue made by beating sugar into beaten egg white, 2 tablespoons sugar for each egg white. Brown lightly for 10 minutes in moderate oven (350 degrees F.). Serve hot.

DOLANS . . . Where You Buy THE CUTS CHICKEN YOU PREFER

Breasts lb. 45¢ Livers lb. 45¢ Necks lb. 12½¢
Wings lb. 25¢ Giblets lb. 19¢

EXTRA SPECIAL CHICKEN LEGS Regularly 35¢ lb. **29¢** lb.

SMOKED SHANKLESS PICNICS **14¢** lb.

DOLANS 600 JEFFERSON AVE. cor. Bartlett Telephone Genesee 1417

Grants is overflowing with Gifts for Everyone at thrifty prices

STORE OPEN SAT. NIGHT TILL 9

Something lovely . . . for SOMEONE LOVELY!

Women's Dresses The smartest styles and trims you'll see! They'll fit her, too! Tubfast poplins, percales. **1.00**

Gay Print Aprons Styles she'll look pretty in! 80-square percales. **25¢**

Boxed Hankies Embroidered and open-work corners! Box of 3. **25¢**

Pretty Bedjackets Rayon satin or brushed rayon. Lace and ribbon. **59¢**

Women's Slips Beautifully trimmed! **59¢**

Rayon Undies A nice gift . . . and a welcome one! Women's **39¢**

Full-Fashioned Chiffon Silk Hosiery A price anyone can pay . . . a quality anyone will be glad to wear! All shades! **59¢**

Swell gifts for SWELL GUYS!

Men's Ties Sure to please in pattern and tie-ability! Wool-lined. Resilient construction! Only . . . **39¢**

Men's Shirts Make a friend for life! Give him "Pennleigh" **1.00**

Shirts & Shorts He couldn't ask for better than Grants "Weorie" **25¢**

Wool Mufflers Smart and warm! Nifty plaids and plains. **69¢**

Leather Gloves Warm your way into his heart! Lined or unlined! **1.00**

Lounging Robes Rayon-cotton broadcloth. Shawl collar. Plain colors. **1.98**

Men's Umbrellas Super-waterproof black twin cotton. Eight ribs. **1.29**

Men's Leather Soled Felt Slippers "Home, sweet home" it is with slippers like these to greet a man! Plaid velvet collar. **79¢**

To make YOUNGSTERS happy!

Girls' Handbags Make her feel big and important! Gift boxes. **25¢**

Girls' Housecoats Darling styles, hoods, zippers, quilting! 3-16. **1.00**

Boys' Golf Hose Novelty designs! Neat elastic stay-up tops! **20¢**

Boys' Pajamas Tubfast broadcloth in plains and fancies. 8 to 18. **79¢**

21" wide! Hassocks Washable simulated leather covering. **\$2.98**

Electric Percolator 7-cup size, for the family demanding good coffee! **1.19**

Korwool Rugs Braided Colonial type. Many colors. 23x41". **1.00**

Fine Mirrors One for every spot. Framed or frameless. **1.98**

Fibre Hampers Wonderful family gift! Separate lingerie compartment! Mirrored handles! **2.98**

Table Lamps They'll throw light on any gift situation! Each with its special designed shade! **1.00**

Occasional Furniture Set the Christmas scene with a new table or two—see how much finer EVERYTHING looks! Sturdy hardwood construction. Real mahogany. Veneer tones! Tray for Coffee Table. **3.98**

Girls' Dresses Lovely styles in tubfast percales and broadcloths. Make ideal gifts. 1 to 14. **59¢**

Wearites for regular guys! Boys' Shirts Cut full so no strain will rip 'em! Nifty patterns in tubfast cottons. Sizes 6 to 14. **69¢**

How about some man-styled Shirts & Shorts They'll make a boy feel pretty important! Like Dad's . . . only smaller. 8 to 16. **20¢**

Girls' Slip With the daintiest, Val-type lace edging. Hemstitched armholes. 4-gore cut! 6 to 14. **59¢**

GRANTS TOY CIRCUS

Choose Now! Pay Later!

A small deposit will hold any toy until Christmas. Ask about Grants "easy-to-buy" LAY-AWAY PLAN

STORE OPEN SATURDAY NIGHT TILL 9

Folding Doll Carriage It's big! It's rubber tired! **2.98**

Baby Doll Richly dressed! Flirting eyes! Mamma voice! A perfect dream of a **4.98**

Doll & Layette 198 11" wetting doll! 16-pc. layette! In its own suitcase! **1.98**

Baby Doll It cries and sleeps! 198 22" tall, with hat, coat. Also 26" doll without coat. **1.98**

Little girl Doll 100 With real pigtales! Dressed! Pretty baby doll, too! **1.00**

Doll's Maple High Chair For their very own! Swinging tray and footrest. Made just like baby's! **1.00**

Table and Two Chairs Make-believe tea parties will be as much fun as real ones! 24x18" table! Bow back chairs sturdy enough to hold a grown-up! Maple finish! **2.98**

Toy Stove Looks REAL! 198 Completely equipped with 10 pans and implement! **1.98**

NO EXTRA CHARGE WHEN YOU USE GRANTS EASY-TO-BUY LAY-AWAY PLAN

Grants Tubular Velocipede A youngster's dearest wish! with 13" wheel! **2.98**

Electric Trains Here's what you get! Locomotive with headlight! Tender, box car, tanker and caboose or two Pullmans, and observation car! 10 track sections, transformer! **3.55**

Fine Quality Sleds When your little boy or girl tackles that first big hill, you want to know the sled's good! Spring steel runners, easy steering. Larger Sizes . . . **1.98 - 2.98**

Hook and Ladder 100 Ladder extends to 28"! Has a real, springing fire ball! **1.00**

"Ride 'Em" Dump Truck 100 Sturdy riding toy! Use to haul things, too! **1.00**

Big Value! Scooter 198 39" long, stand, brake, tree, Tubular handle. **1.98**

Shop at Grants and save money on better quality merchandise!

W. T. Grant Co. 293 E. Main St. at East Ave. KNOWN FOR VALUES

MR. HATT: WHAT WE NEED IS KESSLER'S, PAL—IT'S SMOOTH AN' WARM AN' NICE!

MR. HATT: GOSH I'M ALL BUT FROZEN STIFF I BUSTED THROUGH THE ICE

SMOOTH AS SILK
but not HIGH HAT

KESSLER'S AMERICA'S GREATEST WHISKEY VALUE

KESSLER'S PRIVATE BLEND, A BLENDED WHISKEY, 75% Neutral Spirits distilled from Grain, 90 Proof, Julius Kessler Distilling Co., Incorporated, Baltimore, Md.; Lawrenceburg, Indiana.

Movie Guide

All Pictures Listed Now Playing Except As Noted:

*Starts Friday
*Starts Saturday

ROCHESTER — "The Philadelphia Story", Cary Grant, Katharine Hepburn; "Callant Sosa", Jackie Cooper, Bonita Granville.

PALACE — "Tin Pan Alley", Alice Faye, Betty Grable; "Charter Pilot", Lloyd Nolan, Lynn Bari.

CENTURY — "Kit Carson", Jon Hall, Lynn Bari; "Meet The Missus", Roscoe Karns, Ruth Donnelly.

REGENT — "The Letter", Bette Davis; "One Night in The Tropics", Bud Abbott, Lou Costello.

CAPITOL — "City For Conquest", James Cagney, Ann Sheridan; "A Little Bit Of Heaven", Gloria Jean.

RIVIERA-DIXIE — "Hit Parade", Kenny Baker, Frances Langford; "Military Academy", Tommy Kelly, Bobby Jordan.

STATE-LIBERTY — "I Want A Divorce", Dan Donnell, Dick Powell; "Sky Murder", Walter Pidgeon, Donald Meek.

MADISON-MONROE — "Flowing Gold", Pat O'Brien, John Garfield; "The Gay Caballero", Cesar Romero, Sherry Storer.

CAMEO — "Gold Rush Maids", Ann Sothern, Lee Bowman; "Yesterday's Heroes", Robert Sterling, Van Rogers.

GRAND — "The Return Of Frank James", Henry Fonda, Jackie Cooper; "The Man I Married", Joan Bennett, Francis Lederer.

LAKE — "Sea Hawk", Errol Flynn, Brenda Marshall; "Untamed", Ray Milland, Patricia Morison.

George T. Pinches, evangelist and Bible teacher of Iowa will open an evangelistic series of meetings on Sunday at the Carter St. Assembly, Carter St. cor. Herald St. The meetings will continue through next Thursday.

Make six people happy for what you'd likely pay for just one gift!

SPECIAL OFFER
6 8x10 PHOTOGRAPHS FOR \$4.95

One of Which Is Hand Colored in Oils. Reg. \$8.00 Value! Proofs Submitted. No Appointment Necessary.

Give a good photograph of yourself
200 E. MAIN ST. STUDIO, MAIN FLOOR

Neisner's
5c to 15c Stores

NEED MONEY?
For Christmas Spending

Come Here For A Low Cost Loan!
FOR ONLY \$6.84
YOU CAN BORROW **\$101.16**
Repayable In Twelve Monthly Installments
WHY PAY MORE?

Free Parking At 101 Exchange St.

GENESEE VALLEY TRUST COMPANY
Exchange and Broad
THE BANK OF PERSONAL SERVICE
Member of F. D. I. C.

YOUR DOLLAR BUYS MORE AT THE GAMLER Jewelry STORE!



A World of GIFTS On Easy Credit

We're Stocked to Capacity with a Glamorous Gift Array. 25c Down—25c Week Buy Anything to \$10

THIS WEEK'S SPECIALS

MUSTARD JAR
Beautiful Crystal Spoon and Cover **8c**

BON-BON DISH
Beautiful Inexpensive Gift **8c**

Extra Special!
SCOTTY DOG
18x22 inches. Real fur, red harness. \$5 Value **\$1.59**

E. MAIN ST. N. WATER ST.

Gifts for EVERYBODY!

MEN'S WEST-FIELD Jewels. Gold filled. Handsome. **\$9.95**

LADIES WESTFIELD Jewels. Gold filled. Handsome. **\$10.75**

8-PC. COCKTAIL SET
A beautiful set for your own use, or to give as a gift. **\$4.95**
25c A WEEK

Modern, Streamlined Crystal & Chrome.
ASH TRAY
8c

Give FINE QUALITY WATCHES... Pay Next Year

BULOVA Handsome, new style in the nationally famous Bulova for men. \$24.75 50c a Week	BULOVA Dainty new Bulova for Her. Yellow gold case. \$24.75 50c a Week	BULOVA A watch any man will enjoy wearing. Bulova quality. \$33.75 75c a Week			
BENRUS Natural Gold case with matching link bracelet. \$19.75 50c a Week	BENRUS In new, yellow gold color with 17 jewel movement. \$29.75 75c a Week	BENRUS Yellow gold Benrus for the ladies. 17 jewel movement. \$29.75 75c a Week			
ELGIN A smart new ladies' Elgin. Guaranteed dependable. \$33.75 75c a Week	ELGIN Style and quality in handsome new Elgin for Him. \$55.00 \$1.00 a Week	ELGIN She will thrill to this dainty new timepiece. Terms. \$39.75 75c a Week			
8-Diamonds \$34.50 A beautifully matched design. 75c A WEEK	Tailored \$24.75 Newest design. Smartly tailored. 50c A WEEK	Beautiful \$37.50 Matched, solid yellow gold mountings. A real Lifetime gift. 75c A WEEK	Smart! New \$49.75 Exquisite flower design. Sure to please. Real value. \$1 A WEEK	Waltham Kitchen Clock \$1.98 Reg. Sold for \$4.35 Self-starting electric movement. Choice of colors.	Ronson Masterpiece \$7.95 Richly enameled in two-tone. Polished monogram shield.

HAMILTON
10-PIECE IVORY Dresser Set **\$9.95**
10 matching pieces in a set that is new, as modern as you've ever seen at this special low price.

PHILCO
PT25 AC-DC 5 Tubes. Superheterodyne. Automatic volume control. Smart brown plastic. **\$9.95**

PAY NEXT YEAR!
Little As 25c Down - Week

POCKET WATCH SET
Eight 7 jewel gold filled, Com. complete with knife & chain. **\$22.50**
25c A WEEK

EVAN'S CASE
Famous Evans Case & LIGHTER. Combination. Fine gift for lady or gent. **\$1.75**
25c A WEEK

SPECIAL!
CUCKOO CLOCK
\$9.95
Artificially executed popular bird design in synthetic carved wood. A real cuckoo clock that cuckoo on the half hour and hour. Bird emerges from behind door and chirps merrily. American made — guaranteed 24 hour movement operating on chain and weights. — No key needed to wind. 3 1/2 inch dial. A most unusual and welcome Christmas gift. Come in early.

1941 R.C.A.
Unbelievable tone — distance & performance. AC — DC Model. **\$9.95**
25c A WEEK

Genuine Hematite and Turfite
Unusual charm & value in this handsome man's ring. **\$9.95**
25c A WEEK

4-PC. PERCOLATOR
Cream pitcher, sugar bowl, percolator and tray in gleaming chrome. **\$9.95**
25c A WEEK

GAMLER'S
CREDIT JEWELERS & OPTICIANS—STORE OPEN EVERY EVENING TILL XMAS
104 E. MAIN ST. cor. N. WATER

NO INTEREST OR CARRYING CHARGES

Little As 25c Weekly

OPERATING UNDER THE PLAN OF THE GOLDEN RULE IN BUSINESS

Genesee Valley Motors--

PROGRESS

Sale!

Moving To Larger Quarters To Serve You Better!
OUT GO ALL USED CARS AT DRASTIC PRICE CUTS
ONLY Lifetime Guaranteed Cars in Rochester

We're in an uproar! The "Boss" has ordered every used car in stock sold at once! That explains these screwy prices. First come, first served. These are the best aluces we've offered this year.

**Sale Starts
6 o'Clock To-Nite**

Crazy As A Loon

You will say the man who priced this fine car down to this extreme low figure is as crazy as a loon. Well, 'twas the boss and he owns it. So here it goes for

'37 PLYMOUTH DE LUXE COUPE **\$295**

WILD AS A HAWK

The "Boss" was as wild as a hawk when slashed the price on this one. It's got everything, and a "Lifetime Guarantee" in the bargain. Swell trade, plenty time. Cut to

'37 Ford Coach **\$198**

**NO MONEY DOWN
ON ANY CAR PRICED
AT \$300 OR LESS**

Blind As A Bat

The old man was blind as a bat when he priced this beautiful car to sell at this ridiculous price. It's O. K. and "Lifetime Guaranteed." Big allowance. Plenty time, and the Month-end price is

'38 Chev. Coupe **\$337**

Mad As A March Hare

The boss was howling mad because this car was in stock for over thirty days and he slashed the price down to this figure. He upped the allowance for old cars and he lowered the terms, so come and get it at this screwy price

'36 Desoto Tudor Touring **\$269**

**LIFE-TIME
Read Car
GUARANTEE**
Ironclad, written, signed mutual, lifetime guarantee with each car regardless of age or price. This guarantee good as long as you own the car you buy.

DUMB AS A OX

Your first question will be what is wrong with this car? The answer is "nothing." It's perfect and "Lifetime Guaranteed," but the old man says to cut her loose, and out she goes that's all. You can get the trade of a lifetime on your old car now. Terms too

'36 Oldsmobile Tudor Touring **\$289**

KEEN AS A RAZOR

Positively the keenest looking car in town. The boss has spoken and he is the head man around here. When he says get them out, we get them out. So, here it is for only

'39 Plymouth Tg. Sedan **\$469**

'35 Chevrolet DeLuxe Tudor **\$189**

Double-Check These Values!

- '38 Plymouth Coach **\$349**
- '37 Chrysler Royal Coupe Heater **\$349**
- '37 Plymouth DeLuxe Sedan **\$337**
- '37 Plymouth DeLuxe Coach **\$339**
- '38 Ford "85" Coupe **\$335**
- '39 Willys Custom Sedan **\$345**
- '37 Chev. DeLuxe Tudor Sedan Heater **\$345**
- '37 Chevrolet DeLuxe Coupe Heater **\$325**
- '36 Pontiac "6" Coupe Heater & Spot Lights **\$249**
- '38 Ford Tudor A Real Buy **\$287**
- '36 DeSoto Airflow Sedan Nice Clean Car **\$289**
- '36 Dodge Sedan Heater **\$279**
- '36 Plymouth DeLuxe Coach **\$269**

Smooth As Glass

It's the smoothest looking, smoothest running, cleanest used car in our stock. The boss is nuts to sell this car for this price, but it's his car. He can give it away if he likes. You take it for only

'38 Dodge Tg. Coach **\$447**

SLICK AS AN EEL

It's the slickest thing in two counties. No sense in cutting the price to this figure, it will only scare people away. But the boss says cut it, and brother, we have. So here she goes

'37 Stude. Coupe **\$349**

'37 Terraplane Sedan, Heater **\$299**

'37 Ford Tudor **\$217**

'37 Ford Coupe **\$210**

'36 Dodge Coupe Heater **\$249**

'36 Ford DeLuxe Coupe (A Little Rough) **\$167**

'36 Plymouth D. L. Sed. (Needs Some Work) **\$199**

MAN TO MAN Here's where YOU GET A REAL VALUE! DOLLAR FOR DOLLAR

IRONCLAD LIFETIME GUARANTEE

IRONCLAD LIFETIME GUARANTEE

- '39 DeSoto Sedan Heater **\$645**
- '39 DeSoto Coach Heater **\$625**
- '39 Dodge DeLuxe Coach Heater & Radio **\$595**
- '38 Studebaker Club Coupe 14,000 Miles **\$545**
- '39 Dodge DeLuxe Coupe Heater **\$535**
- '39 Plymouth DeLuxe Sedan **\$529**
- '39 Plymouth DeLuxe Coach Heater & Radio **\$517**
- '38 DeSoto Sedan Heater & Radio Low Mileage **\$499**
- '39 Chevrolet DeLuxe Coach Heater & Trunk **\$495**
- '38 DeSoto Coach Heater **\$487**
- '39 Ford DeLuxe Tudor Radio & Heater **\$485**
- '39 Plymouth DeLuxe Soupe **\$493**
- '38 Nash Sedan Coach Air-Conditioned **\$465**
- '37 DeSoto Sedan Heater **\$389**
- '37 Dodge Sedan Heater **\$379**

Last Minute Reductions

'34 Hudson Sedan **\$129**

'34 Plymouth DeLuxe Coupe **\$129**

'35 Plymouth DeLuxe Sed. Heater **\$167**

All Cars 'ZERO-IZED'
CONDITIONED FOR YOUR WINTER DRIVING

Every used car in our stock is "ZERO-IZED" to withstand sub-zero weather conditions. This means radiator, battery, crank case, transmission, rear end, and general lubrication.

Genesee VALLEY MOTORS
★ INCORPORATED ★
250 Mount Hope Ave. - Mon. 2727

DE SOTO — DISTRIBUTORS — PLYMOUTH

To you people of Rochester who have made this sale possible and our moving to larger quarters necessary—we extend Heart-felt Season's Greetings.

E. C. PALMER, Pres.

No. 37 PTA Unit To Present Comedy
"Comin' Round the Mountain," a hillbilly comedy in one act will be presented tomorrow

at 8:15 p. m. at No. 37 School by members of the Parent Teachers Association. Harrison Didas is directing the play. Included in the cast are: Mrs. Frank Beachel, Thos. McNulty, Mrs. Ralph Casperon, Paul Duncan, Mrs. William O'Grady, Mrs. Sol Rosenstein, Mrs. Paul Duncan and Clarence Bennett. Songs will be offered by a quartette consisting of Mortimer Davis, Earl Smith, George Watts and William Christian, with guitar accompaniment by Bernard Zovack.

Gift Slips Easy To Make



2731
SIZES 14-26

There's nothing prettier or more welcome as a Xmas gift than a hand made slip. Your mother, sister or best friend will be thrilled to know that you made this smooth fitting slip just for them. This same style also makes a thoughtful trousseau gift. Soft silk crepe in one of the brand new lingerie colors such as pale blue, pastel yellow or lime green has a luxurious air without being expensive. You'll make your own lingerie. too after you find how easy it is to do it... and you'll have lovely luxuries within your budget.

Style No. 2731 is designed for sizes 14, 16, 36, 38, 40, 42, 44 and 46. Size 36 requires 2 1/2 yards of 39-inch fabric with 1 1/4 yards of lace.
Send FIFTEEN CENTS (15c). (Coin Is Preferred) For PATTERN. Write Plainly YOUR NAME, ADDRESS AND STYLE NUMBER. BE SURE TO STATE SIZE YOU WISH. Our Winter Fashion Book is better than ever! Send for your copy now, and select at leisure, from over 100 patterns cold weather dresses for yourself and your family. 15c a copy; 10c when ordered with a pattern.

Holy Rosary Group To Elect Officers

The Men's Club of Holy Rosary Holy Name Society will hold their annual election of officers for 1941 at their month-

ly meeting next Monday at 8 p. m. in the School Hall. Charles Keller has been named chairman of the nominating committee. J. Flynn. Moving pictures and refreshments will conclude the meeting. All members are requested to write questions about their

WHITE STAR
303-311 CONGRESS AVE. CORNER WOODBINE AVE.
6 FREE DELIVERIES DAILY
4 DELIVERIES IN 19TH WARD
2 CITY-WIDE DELIVERIES
BETTER FOODS BY PHONE
PHONES TO GEN. 7700
CREDIT
CHARGE ACCOUNTS ARE EXTENDED ON WEEKLY OR MONTHLY BASIS—MUST BE PAID ON DUE DATE—NO BALANCE CARRIED.
OPEN DAILY TO 11 P. M. INCLUDING SUNDAY

For those people whose taste demands a better, cleaner, food. For those who realize that there is a difference in quality of fresh meats, vegetables, canned goods, etc. Those fussy folks, who we find are willing to pay a few cents more, for better food to be sure of getting just what they order in person or by phone. To you folks White Star makes an appeal for a trial order. Thank you.

GENESEE BEER & ALE
Tam Shanter — Old Topper — Standard — Irish Cream — In Bottles or Cans
In 12 oz. bot. in 12 oz. cans in quart bt. 12 quarts Pabst in cans
\$2.23 \$2.48 20c \$2.35 \$2.48
Case Case Case Case Case

Ballantine Ale per case \$2.85
Ballantine Beer, can ... per case \$2.48
Guinness Stout Ale, bot. 35c; 3 for \$1.00
La Batis Stock Ale ... sm. 23c; lge. 39c
Black Horse Ale ... sm. 23c; lge. 39c
Budweiser Beer per case \$2.85
Hire's Root Beer, 3 lge. or 6 sm. for 25c
Chiquot Club Ginger Ale, per case \$1.10
Canada Dry Ginger Ale ... per case \$1.65
Par-T-Pak Beverages ... per case \$1.10

ALL WHITE STAR SPECIALS ARE GOOD FOR 6 DAYS, DEC. 5 TO 11

Sale of PEAS

ON ALL FAMOUS BRANDS — KNOWN FOR QUALITY & FULL MEASURE PACK
Veteran Sugar Peas Per Can 11c
D. M. Mission Peas Per Can 15c
W. N. Clark Favorite Per Can 15c
Veteran Early June Peas Per Can 15c
S. & W. Telephone Peas, D. M. Clark Dainty, Veterans Sweet Wrinkled, Giant Tender
24 CAN CASE \$2.49 24 CAN CASE \$3.49

Del Monte Sliced PINEAPPLE L.G. CAN 4 CANS 18c	Veteran Fancy GRAPEFRUIT CAN 24 CANS 10c	Veteran or Clark G. B. CORN CAN 34 CANS 11c	Veteran or Del Monte RED SALMON CAN 4 CANS 26c
\$1.05	\$2.29	\$2.39	\$1.00

Roast Beef 29c (Lean, Tender, Chuck)
LEG O' LAMB 27c (5 to 7 lbs. Before Dressing)

ROCHESTER MADE
Always FRESH & SWEET 2 lbs. 75c
Lean Ground MEAT, lb. 25c
Old-Fashioned SAUS. MEAT, lb. 29c
Boneless, Tender BEEF STEW, lb. 32c
Arpeako Lean PORK CHOPS, lb. 29c
Lean, Meaty LAMB STEW, lb. 29c
Lean Shoulder LAMB CHOPS, lb. 32c
ARPEAKO BABY SIZE LEAN PORK LOIN 20c (WHOLE OR RIB END)

GOOD
CRANBERRIES ARE FRESH, CRISP, GOOD RIGHT NOW—ASK FOR Eatmor Cranberries

GIFT SELECTIONS SAVINGS 25 TO 40%
ONLY ONE WEEK COMPARE OUR PRICES
Men's All Wool Sweaters Reg. Val. \$3.50 **\$2.69**
Men's 100% Wool Jackets Reg. Val. \$4.95 **\$3.59**
Men's Genuine Pigskin Gloves Reg. \$2.50 **\$1.79**
Ladies' LEATHER-DOESKIN JACKETS Reg. Val. \$9.95 **\$6.59**
Men's LEATHER & SUEDE Jackets Reg. Val. \$9.95 **\$7.59**
Ladies' Wool-Flannel SHIRTS Manly tailored in plaid, as a value of \$1.49, reg. value \$3.95 **\$2.59**
Ladies' Shetland Sweaters \$3.50 Value **\$2.69**
Girls'-Ladies' Complete RIDING OUTFIT • Jodifurs • Tights • Bonnet • Shirt Reg. \$6.50 **\$4.89**
Boys' - Girls' - Ladies' SKI CAPS, GLOVES 89c AND PARKAS Reg. in \$1.25 **\$2.59**
Ladies' Wool SKI PANTS Sizes 12 to 18 **\$2.59**

THE SPORT SHOP
23 CLINTON AVES. S. OPEN EVES.
Directly Opposite Hotel Seneca

FURS
This Weeks Special... SEAL-DYED CONEY **\$37.50**
Other Furs At Guaranteed Savings!
CLIFFORD FUR CO.
1283 CLIFFORD AVE., Just off Portland MAIN 474
Mrs. Mabel Hodder, 261 Maplewood Ave.

LOST a Package
Call STONE 905
If you receive a package or merchandise by mistake as a result of the holiday rush, just call Stone 905. City Delivery will return it to its owner without charge to anyone. Some one may do as much for you. Be a sport.
CITY DELIVERY
195 SCIO ST. STONE 905

Not 4 PROOFS Not 6 PROOFS but 48 PROOFS
to choose from with LINCOLN'S exclusive POLYFOTO Method
USE OUR FREE Introductory PORTRAIT SITTING OFFER
GIVE YOUR PORTRAIT for Christmas
Try Lincoln's Poly Foto Method
FREE PORTRAIT SITTING OFFER
"48 Expressions Can't Be Wrong"
Offer Expires Saturday, Dec. 14
A new development in precision camera technique gives you the unheard of privilege of 48 different poses to choose from. With this wide variety of selection, you simply can't fail to choose a portrait that is natural and characteristic of you or your children. Sit at ease and comfort while our expert photographer takes four superb pictures in about four minutes. From the pose you select, we can bring beautiful portraits in a variety of sizes and finishes at remarkably low cost.
SPECIAL CHRISTMAS OFFER!
Three (3) 8x10 Etchings \$2.95; Regular \$4.95 Value Or Six For \$4.95
NO APPOINTMENT NECESSARY
Photo Studio • Main Floor **LINCOLN'S** MAIN AND 51 PAUL

Men's SUITS or OVERCOATS \$12.85
In business or social life you deserve to look like a million. These coats and suits will help you do it. Why not stop in and look 'em over.
RAYMOND'S
71 E. MAIN • The House of 2 Trouser Suits

Emerson
Give the whole family year around enjoyment with a new Emerson radio. Choose from many different 1941 styles at prices suited to every budget!

THE PATRIOT
New AC-DC Super-heterodyne in three different combinations of red, white and blue. **15.00** (1.00 Down 1.00 Weekly)

3-WAY PORTABLE
Plays on own power, AC or DC current. With "Miracle Tone" change-over. Lager-size cabinet. **19.95** (1.00 Down 1.00 Weekly)

New TABLE MODEL
Finer tone, better performance. Built-in antenna, automatic volume control. **9.95** (1.00 Down 1.00 Weekly)

RUDOLPH'S
E. Main at South Ave. — Open Every Evening 'Til Christmas Starting Friday

RIVIERA-DIXIE Starting SUNDAY
BING CROSBY, MARY MARTIN, BASIL RATHBONE, STEWART RUSSELL
RHYTHM ON THE RIVER No time for comedy
MADISON-MONROE
Deanna DURBIN, Spring Parade
LIBERTY-STATE
UNBEATABLE... IN VICTORY OR DEFEAT!
KNUTE ROCKNE ALL AMERICAN
PAT O'BRIEN, LADDIE
CAMEO WEST END
ARGENTINE NIGHTS, TYRONE POWER, KANDA DARNELL
THEATRES
WEBSTER CARY GRANT, MARYA SCOTT
THE HOWARDS OF VIRGINIA
GRAND Ann SOTHERN, LEE BOWMAN
GOLD RUSH MAISIE
LAKE LONE OF STONE
THE SEA HAWK
TEMPLE PAT O'BRIEN, KNUTE ROCKNE
ALL AMERICAN

5, 1940
may have in
answered
ev. Patrick
ictures and
clude the

ROCHESTER, N. Y., THURSDAY, DECEMBER 5, 1940

Look For Your Name Between The Ads—Win a Dollar

PAGE ELEVEN

SHOP LINCOLN'S and make it a THRIFTY CHRISTMAS with BETTER VALUES



LINCOLN'S MEN'S SHIRTS ARE THE BEST SHIRTS YOUR \$1 CAN BUY... ALL BRAND NEW PATTERNS



WITH THE NEWEST
IMPROVED COLLARS

- NO WRINKLE
- NO CURL
- NO WILTING

**WRINKLE FREE
SOFT COLLAR**
UNDER PATENTS OF THE CELANESE CORP. OF AMERICA

They're
INSURED
to
WEAR



They're Guaranteed
Until Xmas 1941

INCLUDING THE FAMOUS KING
PHILLIP WHITE BROADCLOTHS

All Sanforized

Join the thousands of men who know what Lincoln's dollar shirts are... give a shirt that has a reputation for wear and quality. Ask for the famous "King Phillip" white broadcloth (there isn't a more uniform broadcloth made) pick out the exact patterns you like from dozens of the very latest. You can't go wrong... they have been tried and tested over a period of years. All sizes and any pattern you can mention that's new.



HE CAN'T HAVE TOO MANY PAIRS OF SOCKS

Men's GIFT SOCKS

- RAYON WOOLS
- LISLES - SILKS

25¢

Doubly acceptable because the reinforced sole and toe give double wear. Hundreds of patterns that men like including blazer stripes, checks and plaids, conservative clocks and heather mixtures.

Yes, it's one safe bet. Socks are always acceptable.



Men's Regular 19c part wool
Fancy Socks and BLAZER Stripes

Men's part wool fancies, rayons and novelty blazer stripes in a wide assortment of conservative and novelty patterns. Sizes 10-12.

12½¢
2 PAIR 25c

MEN'S 100% WOOL BLAZER STRIPED Socks 39¢

Every pair worth 85c and more!

Yes all wool—and all first quality multi-colored blazers that give color to your dark clothes.

YES 100% WOOL—A KNOCKOUT Value

Men's - Youths' CAPESKIN or PIGTEX GLOVES

Snap and slip-on styles. Many fleece lined.



\$1
Pair

Men's 100% FURLINED CAPESKIN or SUEDE DRESS GLOVES

Don't confuse these gloves with sale gloves. They're fully fur lined from lip to tip.



\$2

Every glove table cut by hand to insure a perfect, uniform fit. Imported leathers hard to obtain now. Sizes for men and women.

A hundred and one ways to make it a Merrier Christmas with these beautiful yet inexpensive GIFT LINENS from Lincoln's

INDIVIDUAL EMBROIDERED
PILLOW CASE SETS



59¢

Blue, beige, orchid or rose embroidered letters.

EMBROIDERED CRASH 5 piece

BRIDGE SETS



59¢

Embroidered cotton crash in natural, peach, yellow, green or gold. Bridge size, 4 matching napkins.



HAND
MADE

HARD
TO
GET

SIZE 72x90

Beautiful hand-worked genuine Tuscany hard-twist lace cloths in cleverly woven, dainty patterns you'd expect to see only in very expensive cloths.

TABLE
COVERS

\$1.98

JUST A FEW of the 101 THRIFT PRICED GIFTS

BOX OF TWO THIRD DIMENSION



FRAMED
PICTURES

50¢

For Box of Two

Embossed sets of famous scenes, landmarks, vessels, flowers, animals, etc., all neatly framed.

MAHOGANY FINISHED

CARVED
WHAT-NOTS

\$2

Carved what-not finished in mahogany. Size 24 1/2 x 7 1/2 x 17 inches. Several styles to choose from including double corner shelves.



MIRROR ELECTRIC
MODERN
CLOCKS
Mirror
clocks.
Accurate
time-
keepers.

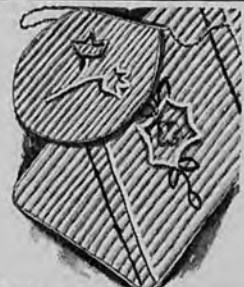
\$1.98



CHROMIUM HOT
BUN SERVERS

\$1

For serving piping hot rolls, buns, etc. With smooth handle for easy serving.



Attractive FLORAL
CHENILLE
BATH MAT SETS

88¢

Usually \$1.19

Set includes 18x36 mat and matching lid cover. In black and white, orchid, peach, dusty rose, wine, and green.



8 Cup GLASS
COFFEE MAKERS

\$2.98

Including cord & plug unbreakable aluminum top



ELEC. TOASTERS

\$1

Turn-over toaster with genuine mica element.



CALIFORNIA
PATIO
STRINGS

50¢

Colorful patio strings on rawhide lacing.

for instance

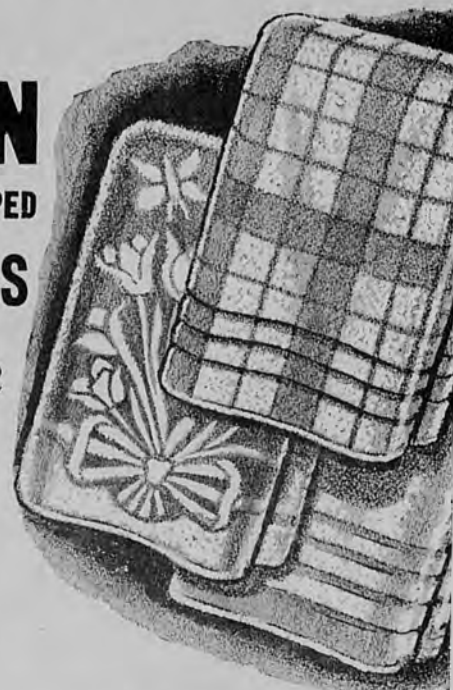
These **CANNON**
BIG BATH SIZE - FLORAL or STRIPED
TURKISH TOWELS

REDUCED IN
PRICE TO
MAKE IT AN
EVEN BETTER
VALUE

22¢

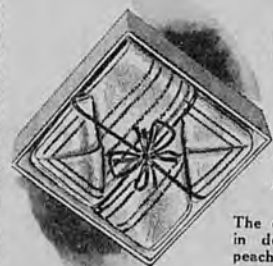
- Novelty stripes
- Colorful effects
- Colored borders
- Sizes 20 x 40

Famous make first-quality genuine Cannon bath towels in great big jumbo sizes. A gift like this is really appreciated because it can be used every day of the year. Large assortment to select from too



THE ALL YEAR ROUND GIFTS... BECAUSE THEY'RE APPRECIATED MORE *

BATH TOWEL GIFT SETS



\$1.00

- Big bath towel
- Two guest towels
- Two wash cloths

The complete ensemble in desirable colors of peach, red, blue, royal or maize. Gift wrapped.

SALLY STEVENS 3 piece
DISH TOWEL WRAPPED
GIFT SETS

39¢

Christmas wrapped set includes: Stevens linen dish towel, dish cloth and pot holder. Red, green, blue or gold borders.



STEVENS 18x32
ALL LINEN
DISH
TOWELS

19¢

Genuine Stevens all linen extra-large 18 x 32 dish towels. Colored borders in red, green, blue or gold.

20x40 BATH TOWEL
WITH 2 MATCHING FACE CLOTHS

59¢

20 x 40 bath towel and 2 matching wash cloths. Attractively gift wrapped for Christmas. In peach, green, blue or maize.



Beautiful hand rubbed, piano finish, expensive looking
OCCASIONAL FURNITURE

- END TABLES
- PIER CABINETS
- Magazine RACKS
- Butterfly TABLES
- Book Trough Table

\$2.98

Usually 3.49

FINISHED IN WALNUT
OR MAHOGANY

A beautiful, rich looking hand rubbed furniture finish that we usually see in very high priced pieces. Beautiful hand turned legs.



It was only through months of intensive research that we were able to pick out the top notch styles in this group of furniture to sell at this unusually low price.



PLUMPLY FILLED
15x15 corded edge
RAYON COVER
OCCASIONAL
PILLOWS

a better value 29¢

Pillow top has geometric designs, appliqued effects. green, blue, rust, plum, or gold.

An outstanding Christmas selection ... many styles
PICTURES and MIRRORS



2 FOR \$1

FOR PICTURES

Large size Venetian mirrors. Beautiful matched sets of Goudy prints, florals and many other subjects. Pictures that look like \$2.95 values.

\$1.00

FOR MIRRORS

SHOP LINCOLN'S and make it a THRIFTY CHRISTMAS with BETTER VALUES



*** A BETTER
VALUE**

**COMPARE—the styling
COMPARE—the quality
COMPARE—the details**

With \$1.00 dresses anywhere

Girls' 1 to 6x Fast Color



**DRESSES
59¢**

Slub poplins, lawns, piques or dimity trims. Solid colors, florals, stripes, nauticals. Dresses that really compete with dollar dresses anywhere else. All new numbers in all sizes. Sizes 1-6X.

Compare these children's Hooded ALL WOOL SNOW SUITS

With \$6 Snowsuits Anywhere

\$4.44

SIZE 3 to 8

100% wool, fully lined, beautiful rich looking hooded snow suits. Some fur trims, some velvet and some plaid trimmed. Beautiful warm, double breasted styles with fully lined bib or suspender pants. Sizes 3-8.



You Can't Beat LINCOLN'S On This Value!

Men's Full Cut Blazer Striped AND ATHLETIC UNDER SHIRTS

THE SHORTS

Gripper or button fronts, elastic inserts, full-cut panel seats. Fine count broadcloths. Sizes 30-44.

25¢

THE SHIRTS

One by one rib knit, fully combed elastic shirts. Sizes 36-46.



Men's Long Ankle Length UNION SUITS

10%
WOOL

87¢

10% wool brown random union suit, long sleeved style, with ankle length legs. Sizes 36-46.



BOYS' ALL WOOL MACKINAW

\$4.45

FULLY
LINED

They're
worth at
least
\$4.95
any day

- Attached hood
- Plaid lining
- Water repellent
- Adjustable cuff tab



Heavy, all wool mackinaws with warm plaid flannel linings. Attached hood with snap fastener ends and draw string. Plenty of deep, warm pockets—double breasted style. Genuine Peerless plaids in blue, red, green and brown. Sizes 6 to 18.

MEN'S GIFT SWEATERS

\$1.98

Three distinctive styles—all new—everyone a better value.

All wool button fronts, full zipper, fancy herringbone fronts, solid color Yorksire yarns. Sizes 30-46.



Men's and Boys' Winter Weight FLANNEL PLAID SHIRTS

for men

\$1.25

Colorful plaid and check patterns including the very popular red and black Buffalo plaids in heavy 8 oz. twill. Some with zipper necks.

for boys

79¢

In and outer style in clan plaids or checked patterns. Sizes 8-18.



NOT THE USUAL CHRISTMAS
TIES BUT HAND PICKED
PATTERNS FROM ONE OF
THE BIGGEST MAKERS AT A
BIG SAVINGS!

MEN'S TIES



SLIP
Through
LOOP
for neater
appearance

- Brocaded satins and satin stripes
- Hand loomed, all wool stripes
- Chesterfield or Spitalfields stripes
- Charves • Radzinars
- Woven jacquards • Poplins

50¢

SPECIAL

MEN'S Regular 25c Smart
GIFT TIES

20¢

Boys' Gift SHIRTS

Boys' Delmar Jr. Shirts

Our own Delmar brand in fancy patterns especially selected for boys', or white broadcloth for Sunday wear. Sizes 8-14½.

59¢

Sir Richard Jr. Sanforized SHIRTS

Sanforized 80x80 count shirt that we guarantee to wear for a year. Plenty of smart patterns copied from Dad's.

79¢



PAJAMAS FOR MEN and BOYS

Men's Flannel or Broadcloth
PAJAMAS for only

\$1.00

Popular Scotch plaids or new solid color flannels. Light and dark background broadcloth blazer stripes. Notch or middy styles. Sizes A to D.

Heavier Weight MEN'S \$1.59
FLANNEL PAJAMAS

Boys' Winter Weight Striped
FLANNEL PAJAMAS

Boys' heavy winter-weight striped flannel pajamas. Notch or middy collar styles. All sizes.

79¢



The Rochester Sun

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Host and Hostess

By JUDY PUNCH
With the ever increasing popularity of beverages as a prelude to luncheons, dinners, parties of every description, and just any kind of friendly get-together, readers of the Sun will welcome this department, suggesting when, how and what drinks to serve, as well as helpful hints and tested recipes to make each occasion a great success.

To be a "good cook" is not enough. Today you, as host or hostess, must know something of spirits and wines, and their place in American hospitality. For successful entertaining, you must know something of their refined and proper use. The average person is somewhat vague on many of these points and would like to know more about them. With this thought in mind, we give you "Host and Hostess" and sincerely hope you will find it interesting and helpful.

To be a clever host or hostess, you will need to have on hand a few good tools for the job of mixing. Not only are better drinks sure to result, but the task then becomes a pleasure. How often you have heard, "it's your turn to be bartender." You, too, can enjoy your own party.

For your private bar—whether kitchen, built-in, or one of those handsome portables—we suggest the following: cocktail shaker, Jigger (1½ ounces), orange juicer, ice crusher, lime squeezer, wooden muddler, small bitters bottle with dasher top, corkscrew, ice-cube tongs, strong tray that doesn't show rings, coasters, bottle opener, "demi-tasse" spoons or muddlers for old-fashioned cocktails and an olive or cherry fork. You don't need all the "gadgets" on the market, but whatever you get, make sure it is made of stainless steel, or some other non-rusting, acid-resisting material.

Probably the two most popular cocktails are the Manhattan and the Martini. They can be served before any meal with the possible exception of breakfast—an ordinary breakfast, of course—unless you happen to like cocktails then. (We hope not). The following recipes have been tested, and each is acclaimed a "winner" by the connoisseurs.

MANHATTAN

¾ Lt. Vermouth
½ Italian Vermouth
Dash Angostura Bitters

Measure liquids and pour into cocktail shaker with dash of bitters. Add cubes of ice and stir until thoroughly chilled. Remove ice and pour into cocktail glasses into which cherries have first been placed.

(Originated at old Delmonico's Restaurant, New York, in the 1890's).

MARTINI-DRY

¾ Glibbey's Gin
½ French Vermouth
Dash Orange Bitters

Follow the above procedure for Manhattans but place olives in glasses instead of cherries. Most people prefer to stir a Martini or a Manhattan. If you have been experiencing "cloudy" cocktails, we especially recommend stirring.

Until we get around to giving you all the recipes and helpful hints for successful entertaining, we suggest you write us for "The Host's Handbook," published by National Distillers. It is one of the most authoritative books available for information on the subject of fine spirits and wines, and how to make mixed drinks and canapés. Send your requests to The Rochester Sun, 420 Burke Bldg., Rochester, N. Y.

Turkey Timbales tastefully take care of leftover fowl. Mix two cups chopped, cooked turkey meat with one egg, salt and pepper. Line well-greased ramekins with the mixture, press fresh-made dressing in the centers, and bake about 30 minutes in moderate oven (350 degrees F.). Serves six.

Civic Club Thespians To Present Play

The Catholic Civic Club will present a sprightly comedy, "Three Live Ghosts," on Sunday and Monday nights at St. Joseph's Hall. The play will start at 8:15 p. m. under the direction of Fred Sill. The cast includes the Misses Peggy DeLee, Margaret Walsh, Bernice Monna, Anne Jessener, also John O'Brien, Tom McAvinney, Leonard Conboy, Gregg Callahan and George Ball. The public is invited to attend.

Special Regular 3c ea.
Patented Printers 7 for 25c
Colored Popcorn Balls 6 for 25c
Corn For Popping 2 lbs. 25c

405 EAST MAIN ST.
Near Gibbs St. — Open Evenings

Sprinkle chopped parsley strips of bread toasted in a slow oven until crisp be the traditional Christmas colors. Let thin accompaniment.

Left's Offer These Christmas Gifts

AT SAVINGS OF 25 TO 40%

DRESSES 99c
Tulle, Cotton, Chaille, G 12 g-ham Sizes 1-6 1/2 & 7-14. Regular \$1.49 value.

House Coats 99c
All new winter colors. Sizes 3-16. This is an exceptional value. This week end only. Reg. 1.49

CORDUROY OVERALLS 79c
Navy, wine, seal, brown and green. Sizes 2 to 4, small knock-about for your kiddie. Regular \$1.29 value!

With This Coupon Only
Boys' and Girls' Limit 2

405 EAST MAIN ST.
Near Gibbs St. — Open Evenings



Wool Snow SUITS \$3.99
Sizes 3-6 & 7-14. All colors. New winter styles. Values in \$6.95. Open Fri. & Sat. Eve. 'til 9

FREE GIFT BOXES
You're Right When you Buy at LEFT'S

126-128 CLINTON AVE S.

Hurry! Hurry! To The Goodfriend Shop's

FIRE SALE
MERCHANDISE ON SALE ONLY
SLIGHTLY DAMAGED BY SMOKE

2 Stores
85-86 E. MAIN

\$10,000 STOCK COATS, DRESSES, ROBES, HOSIERY, LINGERIE, ETC. SACRIFICED 1/2 PRICE and LESS

Much of the stock now on sale is BRAND NEW, fresh merchandise—unpacked only the day before the big fire. Here's your chance to save 1/2 and more on first class Christmas gifts. Hurry down while you have the chance. TO ACCOMMODATE THE CROWDS WE HAVE RENTED AN ANNEX DIRECTLY ACROSS THE STREET, BUT STOCK CAN'T LAST LONG.

While They Last—
New FALL and WINTER COATS YOUR CHOICE \$5-\$6 \$7-\$8 AND UP

While They Last—
New, Fall Dresses \$1.29 2 for \$2.50
Formerly Sold at \$2 and \$3

Fall Blouses \$1.15 2 FOR 1
Wide selections of colors, styles and materials, thousands to choose from. Formerly Sold at \$1 Each

Satin SLIPS \$1 2 FOR 1
An excellent Xmas gift buy. Lots of selection in color, size and style. Come early. Formerly Sold at 79c Each

OTHER MERCHANDISE ON SALE AT DRASTIC REDUCTIONS
As an accommodation to you we have placed this merchandise on
SALE AT 2 STORES
OPEN SAT. TILL 9
ALSO
THE GOODFRIEND SHOP 86 E. MAIN
TEMPORARY ANNEX 85 E. MAIN
Directly Across The Street

Gifts for Everyone! at UNION

Stop in at Union To-night. Look over the wide selection of fine gift possibilities in Furniture, Dishes, Toys, Silverware, Refrigerators, Washers, etc. ANYTHING YOU WANT—ANY PRICE—ANY TERMS CONVENIENT TO YOU. It's easy to pay the cheerful Union way.

NEW RCA Victor
YOUR RADIO WORTH \$20
In Trade for This Beautiful R.C.A.
Reg. Price \$79.95
YOUR SET WORTH \$20.00
PAY ONLY \$59.95
50c DOWN 50c WEEK

3 INDIRECT LIGHT LAMPS
BRIDGE FLOOR TABLE ALL 3 FOR 99c
50c WEEK

COGSWELL CHAIRS 24.50
50c WEEK

COFFEE TABLES 1.50
50c WEEK

TOYS
DOLLS, CYCLES! TEDDY BEARS!
50c WEEK

ROYALS
For Less Than the Price of One
\$39.95
Total Value \$61.90
We are firmly convinced that this is the greatest value in ROYAL vacuum cleaners that we have ever offered. The Floor Cleaner—famous ROYAL De Luxe, with revolving brush, headlight, wide opening bag, great power, and many other important features. Regular price \$44.95.
The Hand Cleaner—a beautiful streamline model with motor driven revolving brush, two color wide opening bag. Very powerful. Regular price \$16.95. Special Total Value \$61.90. Special Sale Price \$44.95.

INNERSPRING MATTRESSES
Reg. \$14.50
8.50
50c WEEK

STUDIO COUCHES
Reg. \$44.50
29.95
50c WEEK

9-PC. DINING ROOM SUITE
GUAR. 20 YRS.
69.95
50c WEEK

LIVING ROOM SUITES
OTHERS FROM \$48.50 UP
59.50
50c WEEK

50c DOWN 50c WEEK THE UNION WAY

\$30 FOR YOUR OLD WASHING MACHINE
Full Capacity ABC WASHER
50c DOWN
Reg. Value \$99.95
Allowance For Your Washer \$30.00
YOU PAY ONLY \$69.95
50c WEEK

BREAKFAST SETS 24.50
50c WEEK

BEDROOM SUITES 3-PC. 49.50
50c WEEK

286 EAST AVE. UNION
50c DOWN 50c WEEK THE UNION WAY

With thousands of amateur and professional teams in action, basketball games attract 90 million people annually. And that's tops in attendance.

It must be good... so many people like it!

100 PROOF

OLD OVERHOLT
AMERICA'S MOST POPULAR BOTTLED IN BOND

NATIONAL DISTILLERS PRODUCTS CORPORATION
COPYRIGHT 1940, A. OVERHOLT & CO., INC., NEW YORK

2.55
1.59

Don't Throw Those Orange Peels Away

By IRENE MUNTZ

Of all the holiday sweets there is nothing better than candied lemon, orange and grapefruit peel and nothing so simple to prepare. Grapefruit peel can be candied whole and used as a most attractive container for the peel. Lemons can be candied in the shape of little baskets and used to hold salted nuts. Such fun to do, so festive and colorful! Some of the peel can be left its natural color and flavor, while other bits of it can be colored red and flavored cinnamon or colored green and flavored with spearmint.

In preparing the peel, especially grapefruit and lemon, remove the pulp and cover peel with boiling water and during process of tenderizing change the water several times. This helps to give the peel a better flavor. If a grapefruit box is desired, simply cut the top off a grapefruit, scoop out pulp and boil until tender. Do the slice that was cut off the top of grapefruit and that will act as a cover for the box. The little lemon baskets can be either halved lemons or cut so that there will be a handle on the basket. Reserve the water from boiling the peel for the syrup.

We do grapefruit, orange and lemon peel all in the same fashion. It takes at least an hour to boil the skins until tender and about twenty-five minutes to cook them in the syrup.

CANDIED ORANGE PEEL

Peel of 4 medium 1 c water from oranges 2 c sugar
boiling water

Cover the peel with boiling water, bring to the boiling point and cook slowly until tender. Drain, reserving the water for the syrup. Scrape out the white inner portion with a spoon and with scissors cut the yellow skin into thin strips. Mix the water in which orange peel was cooked with the sugar and cook to 238 degrees F. or until syrup forms a soft ball in water. Add orange peel and cook slowly until transparent. Drain and drop into a layer of sugar. Roll until completely covered. Shake off excess sugar and let stand until dry.

We color the peel at the point where the syrup has reached the soft ball stage. Add the coloring and the flavor to syrup and cook peel in it until transparent. Do not over-cook at this point.

Split, buttered, and toasted English muffins with marmalade are excellent holiday fare when relatives and friends come for a late buffet breakfast.

OUR GUARANTEE:
YOU'LL SAVE MONEY ON FURNITURE AT FLANIGAN'S

LOOK AT THESE VALUES!

5.95

GUEST CHAIRS
Sturdy frame and attractive longlife upholstery. Web spring construction. Walnut or mahogany finish. A special for Christmas.

CHESTS CEDAR

21.75 up

Large and Roomy, finished in beautiful Veneers. The perfect gift for HER. Terms.

CARD SETS
Please the bridge player with 5-piece set. All pieces fold compactly when not in use.

Wonder Buy At \$7.95

Gift LAMPS
Modern, 6 way lamps. Heavy base, good looking. Silk shades in several colors. Brighten up Christmas with a lamp gift. Easy Terms.

5.95

TERMS

3 PIECE COLONIAL BEDROOM 99.95

From Jamestown. Solid Mahogany! One of the finest buys we've ever offered. Easy terms—liberal trade in allowance.

FLANIGAN'S
337 DRIVING PK. at DEWEY
OPEN EVENINGS TO 9 P. M.
TRADE IN YOUR OLD FURNITURE

It's ODENBACH'S for Sea Foods

Tempting lobsters, clams, oysters, shrimps, and crabmeat as you like them... at Rochester's famous Oyster Bar.

Lobster \$1.00 DINNER Every Friday

Music and Entertainment During Dinner and Supper

Oyster Bar — Tap Room

RUGS 9x12 \$1.00

CLEANED and STEAMED
Rugs, Steamers, Cleaned, Washed, Sired, Moth, Damp and Germ-proofed... \$3.00

ELTER CO. Est. 1872
Glenwood 3466 — 44 Arthur St.

Burrows J H & Son

Trucking and Light Hauling
Furniture, Refrigerator and Piano Movers
"Careful, Courteous Service"
300 Sawyer... Genesee 731

ARE YOU JUST A HALF-TIME MOTHER?

Life can seem to be at its lowest ebb today for many mothers and yet tomorrow will find them bubbling with life. This is because they may have been suffering from temporary constipation—a common enough trouble which women everywhere find is quickly relieved by Beechams Pills. This purely vegetable compound promotes a thorough bowel movement, smoothly and without unpleasant after effects. Buy Beechams Pills today at your druggist's—10¢, 25¢, 50¢.

The Biggest Saving Event of the Entire Year!

LIVADAS' Annual Holiday SALE of Dependable Quality WINES AND LIQUORS

It Certainly Pays To Buy at LIVADAS' Where You Can Choose From What We Believe To Be The Largest And Finest Stocks To Be Found Anywhere . . .

THIS SALE BRINGS TO EVERY CUSTOMER OUR LOWEST PRICES

VERY SPECIAL MEDALLION'S Private Stock Fruit WINES

Blackberry 3 Full Quarts
Cherry
Apricot
Extra Choice **\$1.10**

Compare! \$1.50 Value

VERY SPECIAL Whitney Club Straight Rye WHISKEY

85 Proof **\$1.59** Full Quart
5 Years Old

Compare \$2.00 Value

Just unpacked another shipment of this famous Whiskey — at the same low price.

If you insist on a very fine Rye Whiskey—this is it at an extremely low price. We want you to try it, we know you'll recognize it's high quality instantly.

A SENSATIONAL BUY

Bottled-In Bond Under U. S. Gov. Supervision
5 Years Old 90 Proof

Meadville RYE

Distilled by Baltimore Pure Rye Distillers Co.

\$2.39 Full Quart

Compare! \$3.15 Value!

LIVRO GIN

No Finer Quality! —AT ANY PRICE! **\$1.65** Full Quart 90 Proof

100% Grain Neutral Alcohol
Compare! \$2.45 Value!

No matter how particular you are, you are sure to like this gin because of its smooth and mellow, it's made from 100% grain spirit. It's a pleasure to drink it by its price. Let your taste be the test. Try it—you'll realize instantly what a sensation Livadas assures the connoisseurs of quality gin that there is no finer at any price!

AN OUTSTANDING VALUE! LONDON'S ROCK N' BRANDY

That famous cold weather favorite with a base of choice Brandy skillfully blended with plenty of fresh fruits. You'll be delighted to discover its delicious mellow and smooth taste. This low price enables you to stock up, NOW!

\$1.39 Full Quart 48 Proof

Compare! \$2.00 Value

Our Famous Brand —And What A Value! LIVRO RYE WHISKEY

\$2.30 Full Quart 90 Proof

Compare! \$3.25 Value

A real bargain in fine whiskey. Please note it is a full quart — not a fifth. The straight whiskey in this fine 4-year old to give it a distinctive flavor, the remaining 40% is pure neutral spirits.

We have sold thousands of bottles of this rye because of its quality and outstanding low price.

One of Scotland's Finest

KING GEORGE IV BLENDED SCOTCH WHISKEY

\$2.69 Fifth

A Rare Value 100% Scotch Whiskey Distilled, Blended and Bottled in Scotland.

Compare! \$3.30 Value

OLD AMERICAN Straight Bourbon WHISKEY

100 Proof All 4 Years Old

\$1.99 Full Quart

Compare \$3 Value!

Here's an extraordinary price for a quality Bourbon. Full quarts, not fifths at this low price! The product of one of the country's great distillers. Well-rounded in flavor, superb in bouquet.

Our Very Best Seller! SANDY HOLLOW STRAIGHT RYE WHISKEY

4 Years Old 90 Proof

\$1.79 Full Quart

Compare \$2.25 Value

HERE'S A BIG VALUE! The Famous FRIARS NEW YORK STATE CHAMPAGNE

Produced and Bottled by the Old Monastery Co., Inc., Rheims, N. Y.

One of the most popular brands, specially priced! A superb champagne, a great wine of a great vintage year. — We honestly believe this is one of the finest domestic champagnes!

Compare! \$2.25 Value **\$1.75**

Large 36-Oz. Bottle

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
- OLD TAYLOR
- WILSON
- OLD GRAND DAD
- THREE FEATHERS
- MOUNT VERNON
- OLD OVERHOLT
- FOUR ROSES
- PAUL JONES
- JULIUS KESSLER
- HEUBLEIN'S (Mixed Cocktails)
- MARTIN'S V.V.O
- BALLANTINES

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 **\$1.10** Full Gallon **\$1.35**

DRY
Burgundy
Zinfandel
Claret
Barbera
Chianti
Riesling
Sauvignon

99c Full Gallon

Alcohol 20% by Volume

Very Unusual Value! Imported Virgin Islands BLACK CROSS RUM

\$1.69 FIFTH

Delightfully Mellow 86 PROOF

An extraordinary fine quality rum for your cocktail arrangements.

A Famous Brand At a Very Low Price! TRINCHIERI Imported Italian VERMOUTH

Large 30-oz. Bottle **\$1.25**

Compare! \$1.75 Value!

LIVADAS BROS.

183 MONROE AVE.

OPEN EVERY NIGHT 'TIL MIDNIGHT

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FREE DELIVERY

A Name You Can Trust

ARE YOU SAVING WEGMANS AUTO TICKETS FOR A NEW CHEVROLET FOR XMAS?



If you haven't already started to save Wegmans Auto Tickets . . . it's not too late to start right now, but remember the more tickets you have—the better your chance to win. And Remember, too, to keep the date open for our —

GRAND DRAWING DEC. 23 101 CHANCES TO WIN A \$930 CHEVROLET and 100 BASKETS OF GROCERIES

Quart Bot. Widmers GRAPE JUICE 23c	Meisenzahl's Spaghetti or MACARONI lb. pkg. 2 for 19c
20 oz. Clark's TOMATO JUICE 3 cans 25c	12 oz. Bottles Hires ROOT BEER 6 for 25c
Half lb. Package Ontario Saltines 10c	Staley's Cream CORN STARCH lb. 9c
Pkg. 12 Orange Pekoe Footes Tea Bags 15c	Ingersoll's Chicken FRICASSEE can 29c
Olde Homestead Pineapple DEE-LITE 19c lb. jar	West Indies LOBSTER MEAT can 25c
Snider's Old Fashioned CHILI SAUCE 19c	All Green Stalks Rochelle ASPARAGUS can 23c
	Geysler, Coesa, or Hathorn SARATOGA SPA 2 pts. 25c
	Mrs. Anna Myers JELLIES 5 Flavors jr. 10c
	46 oz. can Gilberts APPLE JUICE can 15c
	Lb. Jar Flowers PEANUT BUTTER jr. 15c
	Feed Your Dog KEN-L-RATION 3 cans 23c
	Friends Brick-Oven BAKED BEANS can 10c

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 always rely on the difference, and the difference, is the difference. Land O' Lakes is made from sweet (not sour) cream. Unquestionably America's best butter for table and cooking.

No matter what price you have been accustomed to pay for butter, you can't buy better, fresher butter than Land O' Lakes. Try a pound this week-end.

Wegmans
HOME OWNED FOOD MARKETS
FREE PARKING FOR CUSTOMERS

Kodak Opens Dusty League Crown Defense Tonight

By DON MATTARO
Off to an auspicious start in the opening bill at Kodak Office Tuesday evening, the Rochester Industrial Basketball League has billed a sparkling double attraction for tonight at John Marshall High School beginning at 7:45.
Kodak Park, league champions, will find tough opposition in their first title defense when they stack up against a strengthened Bausch and Lomb team in the feature game. The Kaypees, re-enforced by the addition of Bob Collett of last year's U of R court aggregation, will have the edge, but Vince Kowba's Balcos are conceded a good chance by league followers to upset the Parkers. Balcos players are still fighting for first team berths and if that spirit is carried into this game anything may happen.
In the first game on tonight's bill Delcos will tangle with Sibleys. Delco, despite the addition of Brozak and Klocinski of last season's Rochester Button roster Skeates, Sibley's leading scorer, and Beaney, former Brockport ace, have an untried team. Ken Anderson, former Irondequoit High School Coach, is tutoring the Delco squad and Anderson has hopes his new men and the hold-overs from last season squad will work out a smooth scoring machine.

White Star Market Serves Many

Whoever it was who once said "build a better mousetrap, and though your house be in the middle of a forest the world will beat a path to your door," may not have known about the White Star Market and Grocery but his axiom certainly fits their case.
For years people of the nineteenth ward and vicinity have been depending on the White Star Market, located at 303-311 Congress Ave., for finest eatables. From a small beginning the concern has passed through several expansion periods.
Today, People from every section of Rochester are numbered among this unique food institution. Despite the fact that the store is situated almost on the rim of the city, its volume would be a compliment to many downtown stores.
A large percentage of the business, according to Anthony De Palma, owner and manager comes through telephone orders. Six phones are needed to service these calls. The delivery and credit systems of the store insure as complete and careful shopping by phone as in person.

-WANT ADS-

READINGS — Katherine Welsh Stone 6818.
CONTRACT BRIDGE taught by J. C. Comford. Lessons reasonable. Culver 4892-R.
FOR SALE
LADIES — beautiful white gold 17 jewel watch with watch set with 4 diamonds. \$50.00. Ideal for Christmas gift. Reply Box 76 Rochester Sun Office.
G.E. SUN LAMP. Perfect condition. Cost over \$100.00, will sell for \$25.00. Apply Box 5, Rochester Sun Office or phone Moran, Stone 2992 between 9 and 5.
COATS \$1.00 up slightly used and new fur coats, dresses, skirts, shoes formal, exclusive styles, men's coats, children's clothing. Deposits accepted. 325 Humboldt St. Culver 2291-R.
PERSONALS
MACHINELESS permanents in your home. Holiday Specials — \$2.50. Oil permanents — \$3.50. Guaranteed. Call Mary, Glenwood 5851-R.
MRS. MCLEAN, 27 Buena has spiritual readings by appointment. Call "Main 7476."
MADAM MARGUERITE, well known reader, returns to Rochester after theatrical tour. Will give expert advice on all matters. All readings strictly confidential. Appointments only. Phone Monroe 4741-M between 9 A. M. & 6 P. M.
Painting & Paperhanging
PAINTING AND PAPERHANGING, floor sanding. Reasonable rates. Stone 3112.
FURNISHED ROOMS
LARGE front room reasonable. Bulls Head Censens 6642-31.
HOUSE FOR RENT
REGENT st. No. 16 — Attractive modern six rooms. Redecorated. Good furnace. Near two car lines. Monroe 726-W.
Coupon Special
Shampoo
Finger Wave
& Rinse **65c**
with this ad
La Mar Beauty Salon
1135 CHURCH AVE. Stone 3112
NO "Look-of-the-Month League" FOR ME!
Not since I've found that CHI-CHESTERS PILLS help give women safe relief from functional periodic pain and discomfort. Safe—because they contain no habit-forming drugs or narcotics—because the CHI-CHESTER CHEMICAL COMPANY has been serving the women of America for over half a century. **50c** and up
CHI-CHESTERS DIAMOND BRAND PILLS

Be Thrifty! Be Wise! ECONOMIZE!

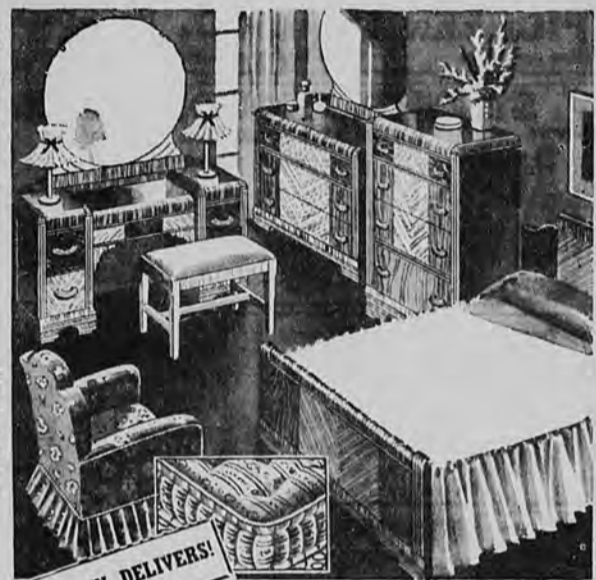
The right place to buy furniture is in a furniture store. At Majestic we specialize in high quality furniture at lower prices—and nothing else. Because Majestic is situated out of the high rent district, operating with a minimum overhead, we can guarantee you savings of 20% to 25% on all home furnishings OR WE'LL REFUND YOUR MONEY! Yes, give your money right back to you without question.

Nationally famous makes of furniture are displayed on our floors. Come in . . . look around and then you too, will be convinced. No high pressure sales methods are used here. We won't embarrass you if you don't buy. You are free to come in and browse around anytime. Make Majestic your Christmas store. YOU'LL FIND YOU CAN GIVE MORE. YET SPEND LESS.

9 Pc. Complete BEDROOM \$79

Everything Included
PAY IN 1941

When you choose from Majestic's complete stock you get a whole roomful of furniture at no extra cost. Modern water-fall walnut bed, chest and dresser or vanity. Also at no extra cost we include a Coil Spring, Mattress, Bench, Boudoir Chair and 2 Boudoir Lamps. \$3 Down Delivers.



BUY GIFTS ON THE EASIEST TERMS IN TOWN!
STORE OPEN EVENING TO 9 P. M.

\$3 DOWN DELIVERS!

FREE PARKING
At Bill and Son's opposite our store. We'll stamp your ticket.

MAKE HER HAPPY!
A Sweetheart Of A GIFT FOR HER This Year!
Choose From Lane — Roos, West Branch
Waterfall Walnut CEDAR CHEST
Buy a lovely Cedar Hope Chest here and save five dollars. Yes, this is a genuine \$15.95 value. Pay 95c down and take all next year to pay the balance . . . longer if you like. Genuine cedar lined. Walnut exterior.
\$10⁹⁵
Others to \$49.95

Newest Style SMOKERS \$5⁹⁵ up
These are supplied with fine humidors and smoking accessories. In a variety of finishes.

10 Pc. Complete LIVING ROOM \$89
Save \$20 on this ensemble. You can restyle your whole room with this rich looking group. Check the pieces we included.
INCLUDED: The splendid living room suite pictured, 3 fine tables, 3 matching lamps, occasional chair, metal smoker. Choice of covers.
\$9 DOWN DELIVERS

7-Drawer KNEEHOLE DESK \$10⁹⁵
In beautiful walnut or maple finish. An ideal home gift at a special low price.
45c Down Delivers

All White Porcelain Tabletop GAS RANGE \$29⁹⁵
An outstanding value in a wonderful gift for the home. Modern as tomorrow and priced way below its real value. Four burners.
95c Down Delivers

Leatherette Covered HASSOCKS 77c
When you see them you'll admit they look double this price. We bought a tremendous quantity to get this low price for you. Hurry before they're all gone.

Bed, Springs MATTRESS \$17⁴⁵
Everything Complete All Sizes
45c DOWN DELIVERS

MAJESTIC Furniture Co.

18 Months To Pay **204 COURT ST.** 18 Months To Pay

The seniors on the Navy football team are participating in their last season of sport at the academy. The graduation for the 1941 class has been moved up to February.

ARDEAN R. MILLER GEN. 20
GUARANTEED HIGHEST QUALITY
COKE R.G.A.E. DRY QUINCH DUSTLESS \$1.20
BEST BUY IN CITY!
Mrs. Mary Mahaney, 30 Redfield St.

BILLS FREE
Watch for the Western Union Messenger in your neighborhood starting Monday, December 9.
If they call at your home and you can produce a six-bottle carton and 6 7-up bottles (full or empty), you will receive a crisp \$1 bill.

7 UP
ROCHESTER INC.
Take home 7-up bottles. Real 7-up.

Give GREEN RIVER the whiskey 9 OUT OF 10 LIKE
*110,533 out of a total of 124,195 people (9 out of 10) who tasted Green River, liked it. Hence our claim that it is AMERICA'S SMOOTHEST WHISKEY.
HURRY! ORDER YOURS TODAY!
AN AMERICAN INSTITUTION
GREEN RIVER GIN IS BIG VALUE, TOO!

SHOULD KATHARINE ACCEPT CARY OR JIMMY?



Confidentially, She Doesn't Deserve Either One! Win Tickets to a Hilarious Romance
Audiences howled when "The Philadelphia Story" first appeared as a stage hit on Broadway and elsewhere throughout the country. Katharine Hepburn starred in it as she also does in its screen version which M-G-M has made into one of the cinema's most delightful films.
Katharine plays the role of a prude society girl who was easy to know but as lacking in spirit as an iceberg in winter seas. Cary Grant is her ex-husband, still determined to make a real woman out of her, while Jimmy Stewart plays the handsome stranger who took her for a moonlight swim in an attempt to break down her reserve.
It's nip-and-tuck for her affections right to the finish of the picture. Whom would you want Katharine to accept as a husband? You've seen Cary and Jimmy in other pictures and you probably like one more than the other. Select your favorite and tell us in a letter of not more than 100 words why he has better romantic qualifications for acceptance by Katharine.
Mail it to "The Philadelphia Story" Editor, care of this paper. 25 Guest Tickets will be awarded for the best letters. "Philadelphia Story" is now playing at Loew's Theatre. In addition to starring Cary Grant, Katharine Hepburn and Jimmy Stewart, it features Ruth Hussey, John Howard, Roland Young, John Halliday, Mary Nash, Virginia Weiker. Hurry, send your letter no later than Sunday or better still, mail it immediately.

BOWLING WITH ED RANDALL

Prospects appear very bright for a Classic sweepstakes. The plan is to have eight teams roll four games across eight alleys at Buonomo Hall on Sunday night, December 29th. Entry fee will be \$25 per game and prizes will probably be given to three or four winning teams. We understand that five or six teams have already signified their willingness to participate. Teams from Webber's and Carbonneau's Halls are already signed up and records should totter during the heavy shelling.
Another good match is in prospect for local kegging fans when the strong Simon Pure team of Buffalo tangles with the up-and-coming Ebonites at Buonomo Hall next Sunday night at 8:30 P. M.

The Buffalo aggregation will present Ray Schultz, Steve Czerwinski, George Tourje, F. Vandalan and Stick Adrian. The Ebonites will have their regular line-up of Butch Hoefner, Joe Hoefner, Russ Thomas, Ray Benzon and Marky Chafel. The boys will tussle for a purse of \$75 in the 5-man event, \$50 in the doubles and \$25 in the singles. Butch Hoefner will probably take on Ray Schultz in the singles and Butch and Marky Chafel will be pitted against Ray Schultz and Adrian in the doubles. Admission will be 40 cents.

AUTO INSURANCE
EASY WAY
No Collectors No Bother
Complete coverage on Liability, Property Damage, Fire, Theft and Collision. For details change WEEK
STONE 557 BUDGET PROTECTION
1144 Lincoln Alliance Bank Bldg. Established 1915

DO YOU REMEMBER . . . old Fitzhugh Hall . . . the days when Bill Arndt was the acknowledged King of local keggers . . . how "Ice-House" Kondolf used to come into Elm Hall every afternoon, shed his raccoon coat and bowl three quarter pot games, no more or no less . . . when the Rochester League secretary, Elmer Flack, would put on the league's high-low doubles tournament Christmas week . . . when Nick Graus was a good total . . . when Nick Graus was the match champion of Rochester . . . when Major Tyser was the only southpaw bowler in the city . . . when Ward Vaughan and Mary Luscher were managing Elm Hall . . . when 180 was an average to marvel at . . . when Bill McGrath won most of the daily afternoon pot-games at Elm Hall . . . when Grand Central Hall was in operation where Bond Clothes store is now on South Avenue . . . Archie Scheiman, who put Rochester in the limelight at the A. B. C. so many years ago . . . when George "Pop" Pero was the guiding light in the R. B. A. . . those famous R. B. A. meetings at the Elks' Club when a meeting wasn't a success unless two or three fist fights took place . . . the old Journal Classics when you could win anything from ten dollars to a pair of theatre tickets, including a case of beer, a quart of whiskey, a carton of cigarettes, a box of cigars or an Adam Hat.

Elm Ladies League
Celia Ahrens was leading lady in last week's Elm Ladies League with 517. Anna Gast had 513 and L. Donahue 512.

19th Ward Clubhouse
231 HAWLEY
Thursday 8:15
Admission 20c
Jackpot Game Thursday

COME TO . . . GLADY'S BINGO PARTY
Sunday Afternoon at 2:30 at COUNCIL HALL
198 W. MAIN ST.
22.00 AMMISSION
Each Game 20c

PARTIES AT Capitol Theatre Hall
\$5 ON EACH GAME
85 W. MAIN ST.
WED. and SUN. 8:15 P.M.

BINGO GLIDE HALL
SUN. 8:15 P.M. Glide & Corner Jay St.

BINGO AT CHILI RECREATION HALL
509 CHILI AVE.
BIGGEST PRIZES
Paid for seating capacity - 400 persons.
MON., TUES., THURS., FRI., SAT. - 8:15
TUES., WED., SAT., 1:30 P. M.
NO PRIZE UNDER \$5
DOOR PRIZES AT EVERY GAME

Gas & Electric League
Howie Kiefer turned in the best individual total in last Thursday's Gas & Electric League at Elm Hall with 630. Pete Versprille had 627, Gene Govern, 622 and Leon Wittman 613.

Prove Your Good Taste - GIVE VAN HEUSEN SHIRTS
THE GIFT HE'LL BE PROUD OF!
Shirts, Ties, Socks, Personal Gifts
BOTANY TIES \$1.00
Plaids, Stripes, Figures
GIFTS from 50c
FOWNS PIGSKIN GLOVES \$2.95
Attractive Gift Boxes Included

IRWIN'S SHOP
Complete Line Men's Fine Haberdashery
SUCCESSOR TO TUCKER-4 SENECA ARCADE

Butterhole League
The good 643 that Bill Paradis shot in Genesee Hall's Butterhole League last was the best individual total of the circuit.
Team matches: Mandell Drugs (2338) 2, Aircraft Printers (2345) 1; Koetter & Coyle (2466) 2, Lutz Hardware (2613) 1; Frisch Market (2756) 2, Art Muhl Restaurant (2766) 1; Genesee (2508) 2, Harris Shoes (2269) 1.

THE HONORED BOTTLE FOR THE Honored Guest
Rich in tradition and delicate in flavor, Mount Vernon has long been the choice of the gracious host, and the delight of all those who partake of this superb whiskey—the "patrician of American eyes."
Mount Vernon BRAND
BOTTLED IN BOND
Straight Rye Whiskey
100 PROOF
Copyright 1940, National Distillers Products Corporation, New York

Where To Go For Entertainment!

BINGO PARTIES AT BEELEY'S
Mon., Tues., Fri., Sat. at 8:15 P.M.
Sunday at 2:30 P.M.
142 GENESEE ST. in REAR

BINGO PLYMOUTH CHURCH HALL
Plymouth Ave. at Troup
25 DOOR PRIZES
Admission 20c
Every Sat. 8:30 P. M.
\$80 JACKPOT

HOLLYWOOD BINGO NOW! 25 GAMES EACH NIGHT!
WED. \$300 THUR. \$325 FRI. \$325 SAT. \$325
We Play \$1,275 IN PRIZES For EACH WEEK
SPECIAL—Souvenir Nite every Wed. Remember—our admission remains the same—25c—we pay the tax. Doors open 7 P. M. Games 8 P. M.
35 Pullman Ave. at Lake Ridge Near Kodak Park

DE LUXE BINGO
EVERY MONDAY NIGHT - WATCH US GROW
MORE THAN \$800 CASH PRIZES
Special Gold Award Ticket New Jackpot Game \$120.00
Dancing to RAY FAGAN'S ORCH.
Bingo 8:30 to 10:30 P. M.
35 Door Prizes
K of C AUDITORIUM CHESTNUT ST.

PARTIES UNION LEAGUE HALL
Sunday and Monday, 8:15 P. M.
Wednesday and Saturday 1:30 P. M.
290 Gregory, at South Ave.

JUST A FEW OF THE Outstanding Values BERGHASH Offers XMAS SHOPPERS
Many Other Items At Low Cut Prices Not Listed Here
SPECIAL THIS WEEK-END

100% PURE CALIFORNIA WINE CHATEAU BRISAC
Compare To \$2.25 Value
Buy Several Gallons At This Low Price
Sherry Tokay, Madeira Muscatel, White Port, Burgundy
\$1.49
FULL GALLON

ATTENTION! Note Our Label Reads 100% Pure California

LONDON INN
DISTILLED DRY GIN
Distilled according to old English recipe. Smooth, palatable, satisfying.
90 PROOF
4/5 Quart
Cases of 12 Bottles—\$15

Cream O' Grain STRAIGHT BOURDON
Aged in wood. Our best selling whiskey.
\$1.89
Full Quart
Every Drop 4 Years Old!
Cases of 12 Bottles—\$21.50

Judge Winslow STRAIGHT RYE WHISKEY
\$2.29
100 PROOF
Bottled In Bond!
Full Quart
CASE 12 QTS. — \$24.50

SHOP EARLY FOR CHRISTMAS
BERGHASH
124 CLINTON AVE. S. MAIN 786
NEXT TO LOEW'S ROCHESTER THEATER
FREE PARKING OPPOSITE OUR STORE

Colored Yankees Next For Seagrams Cage Outfit

Les Harrison's Seagrams will stack up against the Harlem Colored Yankees at the Knights of Columbus Club next Sunday night. The Filarets Girls will play the O. L. C. Girls of Tonawanda in the curtain-raiser.

The Yankees are expected to give the local boys a stiff battle. Next to Renaissance, the Harlem outfit has been the leading colored club of the East for the past several seasons.

In the Yankee lineup, it is promised, will be Lou Badger, the fastest man on the team who has averaged 11 points per game in past performances. Other members of the team will include Hank Dezoni, former star hurdler and high jumper at Wilberforce University, Charlie Isles, John Issacs, Benny Garrett and Roy Ladson.

Les Harrison has a wealth of talent to choose from including the old standbys, Bello Snyder, Sam and Garcey Mink, Ed Malanowicz, Marty Byrnes and Al Cervi. The new additions to the team, Mike Pellino and Bob Collett will probably see service against the Harlem boys as well.

Elm League

Last Wednesday's Elm Leaguers were paced by Meyers with 641 and Sam Lipsky's 624.

Team matches: McParlin (227) 3, W. A. Case & Son (228) 0, Monroe Diner (260) 2, Naima Lineoleum (216) 0; Hocking Southerners (222) 2, Bernard Reid (232) 1; Tommy Jenks (276) 2, Alexander Smith Bugs (232) 0.

Fanatic League

Harv Zeller's 624 was tops in

The Christmas Gift She Will Remember



FULLER BRISTLECOMB
\$2.39

ORDER EARLY
FULLER BRUSH CO.
508 TEMPLE BLDG.
STONE 1486

last Wednesday's Fanatic League at Elm Hall.

2, Regent Parkins (248) 1; King Cigars (226) 3; Staub & Son (219) 0; Reid Sanitarium (264) 2; V & E Sales (229) 0; Avery Restaurant (274) 2; Schrader's Sausage (229) 0.

SINUS Sufferers



Get Relief This Quick Easy Way

MOTHERS! Protect your family from colds, sinus, etc.

MAID'S NOSES PRAY
Results guaranteed or money refunded. As a cold preventative spray nose daily. No case of sinus is so chronic for Maid's Nose Spray.

ON SALE AT ALL LEADING DRUG STORES

LOANS



Available at bank rates. Borrow what you need and establish credit with

The Bank for the Individual
FIRST INDUSTRIAL BANK
30 CLINTON AVE. NO.
Member Federal Deposit Insurance Corp.

SPECIAL PRICES ON FOODS YOU NEED FOR HOME, RESTAURANT, WEDDINGS OR PARTIES

Fresh, Milk Fatted FOWLS 17c For Fricassee or Salad	Milk-Fatted ROASTING CHICKENS 25c 4 to 6 lb. Average
Home-Dressed, Milk-fed ROAST OF VEAL 23c Boneless-Rolled	Home Dressed Spring LEG 'O LAMB 21c Or Boneless, Rolled Roasts

CHICKEN BREASTS...lb. 43c
CHICKEN LEGS...lb. 35c
CHICKEN LIVERS...lb. 38c


CHICKEN NECKS...lb. 12 1/2c
CHICKEN WINGS...lb. 21c
CHICKEN GIBLETS...lb. 18c

906 N. Goodman near Bay Cal. 1870

CLARK'S

Portland near Lux Stone 471

Why LIQUEUR Scotch?



It's better. When you call for Martin's, you definitely come out ahead.

For Martin's is special "Liqueur" Scotch—which means the very pick of fine Scotch whiskeys. Martin's is also 88 proof instead of the usual 86.8... goes just a little bit further.

Martin's costs no more than most brands. Call for Martin's and get "Liqueur" quality without extra cost.

"Scotch is good...Liqueur Scotch is better"

CALL FOR MARTIN'S



THE LIQUEUR SCOTCH

80 PROOF - BLENDED SCOTCH WHISKY Imported by HICKELSON & ROBBINS, INC., N. Y.

RECORD BREAKING Less than Half Price SALE!

DIRECT FACTORY PURCHASE 10,000

Req. \$1.50 BRISTOL BRIARS Mfgd. by Kaufman Bros. & Bondy MAKERS OF THE FAMOUS "KAYWOODIE"

JUST IN TIME FOR CHRISTMAS GIVING!

Made by Kaufman Bros. & Bondy Co. Makers of the famous "KAYWOODIE", these pipes are bonafide \$1.50 values. DAW'S are indeed fortunate to be able to offer them at this sensational LESS THAN HALF PRICE... 66c. Custom finished, hand selected stock... every pipe perfect. 24 popular styles to choose from. Individually boxed.

(NONE SOLD TO DEALERS)
MAIL ORDERS FILLED Add 10c for Postage

CHRISTMAS TREE LIGHT SETS

Set of eight vari-colored bulbs, complete with cord and plug, in attractive box.

2 for 5c Extra Bulbs 10 for 23c

Electric WREATHS 21c

Full size, bright red wreaths with torch type bulb, cord and plug.

PIPE TOBACCOS

PRINCE ALBERT • VELVET
KENTUCKY CLUB • HALF & HALF

DILL'S BEST 15c TINS 8c (Limit 2)

1-LB. HOREHOUND DROPS 13c

35c Italian Balm 19c

\$1 Pint Pure U.S.P. Olive Oil 49c

1 Lb. Box Epsom Salts 3c

Full Pint Peroxide 7c

25c Cuticura Soap 14c

DAW'S ORIGINAL CUT-RATE DRUGS

SALE ENDS SATURDAY

Right Reserved To Limit Quantities

FREE DELIVERY... within city limits on purchases of \$1 or more.

OPPOSITE TEMPLE THEATER 56 CLINTON AV. E.	CORNER AQUeduct 31 MAIN ST. E.	1 DOOR FROM STILSON 353 MAIN ST. W.	CORNER DEWEY 452 RIDGE RD. W.	AT BULL'S HEAD 880 MAIN ST. W.	JUST OFF MAIN 473 W. N. GOODMAN	NEAR GOODMAN 539 MONROE AV.
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25c Zinc Ointment 8c	75c Noxzema Cream 49c	35c Hill's Nose Drops 14c	50c Size Marchand Hair Wash 28c	50c PHILLIPS MILK OF MAGNESIA 21c	Reg. 49c Gillette Blue Blades PKG. OF 10 39c	100 Hinkle Pills 3c	\$1.25 Size Absorbine Junior 63c	35c Freezone For Corns 16c
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LEATHER ZIPPER TOBACCO POUCH
Lined with genuine OIL SKIN... preserves aroma of tobacco and keeps it fresh!
75c Value 39c

LUX TOILET SOAP
Reg. 10c Bars 3 for 11c (Limit 3)

CLEANSING TISSUES
Box of 500 Sheets 11c (Limit 2 Boxes)

Single Edge BLADES
Gem Type Reg. 10c Package of 4 4c (Limit 2 Pkgs.)

BOOK MATCHES
BOX OF 50 PADS 4c (Limit 1 Box)

BABY RUTH NUGGETS
Delicious miniature Baby Ruths... just like the big bars... America's largest-selling candy bars!
Rich in Dextrose Cream fudge center covered with rich golden caramel, rolled in fresh toasted peanuts and dipped chocolate.
1-Lb. Box 19c (Limit 2 Lbs.)

Holiday Gift Wrappings
Tissue Paper 8c
Twine 8c
Ribbons 8c
Seals 8c

XMAS CARDS
21 Beautifully Colored Folders Envelopes Included (Limit 3 Boxes)

FITCH'S Shave Cream
Large 25c Size 8c (Limit 2 Tubes)

DAW'S ARE GIVING AWAY This Beautiful New 1941 OLDSMOBILE FREE

DAW'S ANNUAL XMAS GIFT TO YOU

YOU MAY BE THE LUCKY PERSON!

With every purchase at all DAW'S DRUG STORES you get FREE tickets. Deposit them in the box. Then on Monday, December 23 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.

THE MORE TICKETS YOU HAVE—GREATER YOUR CHANCE TO WIN

FOURTH

Wo Fun Par

Com Young P drive, this to insure Children's Sunday after

It is expected will attract children from city. Toys, candy will be attendant if fu soring comm

To date, it half the total raised amount. Contributors. A county county American League of the welfare of the party be the quota is necessary to drop children from quarters. Guest made up from committee by welfare work Appeals to the quarters at 1 are investigate action taken.

To acquaint citizens with organization, vice-chairman (Continue)

Hickok \$1 Dis ish of of Hic

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Delivered Every Thursday

FOURTH YEAR—No. 7

ROCHESTER, N. Y., THURSDAY, DECEMBER 12, 1940

To 75,200 Rochester Homes

PHONE STONE 6001

Only 10 More Days To Do Your Christmas Shopping!

Workers Strive For Funds As Christmas Party Date Nears

Committee chairmen and volunteer workers from the Young People's Association were making a desperate drive, this week, for funds to complete the quota necessary to insure the successful staging of the gigantic Neely Children's Christmas Party, slated for convention hall on Sunday afternoon, Dec. 22d.

It is expected that the party will attract more than 1500 children from all sections of the city. Toys, games, books and candy will be given to each attendant if full plans of the sponsoring committee materialize.

To date, it is reported, nearly half the total quota remains to be raised among volunteer contributors. Anthony Cotroneo, county commander of the American Legion and chairman of the welfare committee for the party believes that unless the quota is met it will be necessary to drop the names of many children from the lists of invited guests. Guest lists are being made up from names given the committee by teachers, pastors, welfare workers and others. Appeals to the committees headquarters at 1003 Wilder Bldg. are investigated and suitable action taken.

To acquaint public-spirited citizens with the sponsoring organization, Hyman Mandell, vice-chairman of the group this

(Continued on Page 6)

34 School PTA Shifts Meeting To Rundel Library

The December meeting of the Parent-Teacher Association of Lexington School No. 34 will be held in the Central Library, Rundel Building, tonight at 8 o'clock instead of at the school as customary.

Mrs. Eunice Gates Mullan, assistant to the children's division of the Public Library, will be the speaker. She has chosen for her topic "Children's Books."

RIVIERA, CAMEO AND DIXIE THEATRES G'VE CARS

Replacing the regular Wednesday night Giant Cash Bingo Schine's Riviera Theatre announces the drawing for a new 1940 Hudson Coupe on Wednesday evening, December 18th. Unlike drawings of previous years this one is being conducted individually in the Riviera with additional door prizes amounting to about \$200 in Merchandise. Bingo will be

Christmas Parties Planned By K. of C. Groups

Christmas parties and Christmas charity are on the program for members of the Knights of Columbus and of the Order of the Alhambra.

Musa Caravan, Order of the Alhambra, will entertain their wives at a Christmas party at Odenbach's banquet room next Tuesday evening. Eugene F. Bopp is general chairman working with Master of the Oasis George A. Conway. Grand Commander Frank M. Beaucaire will preside at a short business session of the Caravan. Undersheriff Conway will take the role of Santa Claus.

Transportation of the aged people going to the annual courtesy party at Edison Tech High, next Wednesday will be furnished by the Knights of Columbus. William T. Nolan is chairman for this event.

The Knights of Columbus Christmas Party is scheduled for Thursday, Dec. 19, in the K. of C. rooms.

Gift Buyers Throng Downtown Stores



Typical of the Christmas shopping rush is this picture taken at the Main St.—Clinton Ave. corner during the peak of last Saturday's record business. Armloads of packages are evidence of the "buying mood" of this year's crowds. Scenes such as this were reenacted all up and down Main St. It is expected that this week-end will bring an even larger crowd to the city's retail stores.

Crowds Pack Stores As Christmas Buyers Rush Nears Peak

With but ten days remaining for Christmas shoppers to make their gift purchases, the "full speed ahead signal" is being flashed by Santa Claus on all business fronts.

According to officials of Rochester's leading stores, last week-end provided two of the best days' business for retail stores in years.

Droves of shoppers crowded downtown stores throughout the day and evening and, what is even more important, Friday's and Saturday's crowds were not "lookers." They definitely were buyers. This was easily detected in the store's reports of total purchases. Many reported "best day in years." Others said, "way out in front of last year," and even the most conservative merchants were able to report the days' sales as "very gratifying."

Another interesting sidelight on shopper's preferences is the increased quantity of so-called "practical" gifts being purchased. American made merchandise

(Continued on Page 6)

Hidden Treasure Contest Awaits January Renewal

"Time out for Christmas shopping" was the plea made this week by Nip and Tuck, the two rhyming conversationalists who each week lead the way to money and merchandise prizes through the Hidden Treasure contest, staged by the W. T. Grant Co.

With the promise that the series would be resumed in the early part of January, Nip and Tuck were allowed to take a

short vacation. And while the staff of the W. T. Grant Co. will miss the excitement attendant upon the contest, they will find some relief from the staggering amount of work connected with it.

Crowds have thronged the W. T. Grant Co. store each week, and particularly now, with the Christmas rush on in full force, it has become increasingly dif-

ficult to maintain the service and ease-of-shopping upon which the company was founded.

Therefore, Sun readers will find no Hidden Treasure contest in this issue of The Sun. However, right after the new year starts, look for Nip and Tuck and get your share of the hidden treasure distributed by Grant's each week.

NO BETTER
Whiskey
IN ANY
BOTTLE

WILSON

"THAT'S ALL"

BLENDED WHISKEY

WILSON DISTILLING CO., INC., BRISTOL, PA.

Gifts From McFARLIN'S... Sure to Please with the Label of Rochester's Finest Men's Store!



New Wool Knit Gloves
\$1

A warm, smart glove for town wear or sports. In plain white or canary. Washable.



Box of 4 Handkerchiefs
\$1

White Irish linens, corded or hemstitched. Initialed or plain. Very special!



Box of 3 Prs. Fine Hose
\$1

Famous-make qualities in all of this season's wanted colors and patterns.



Klip-Tip Hickok Suspenders
\$1

New clip types that grip securely and give correct "hang" to trousers. Patterned elastic.



Pure Silk Ties, Hand-Tailored
\$1

Fine-tying all-silks in repp stripes, foulard designs, and novel patterns. All colors.



Hickok Cuff Links
\$1

Distinctive jewelry-finished links in a variety of colors and shapes, by Hickok.



All-Silk or -Wool Mufflers
\$1

Solid colors, plain white, stripes, figures, a grand selection in each material.



New "Pop-Up" Cigarette Humidor
\$1

Pop goes the cigarette from this "Pop-Up" humidor and tray in beautiful two-tone metal.



What a one-dollar bill won't buy in the way of a fine gift, at McFarlin's! If your planning to give a \$1 gift to each man on your list . . . or are planning to remember that special man in your life with a group of nice gifts . . . we suggest that you see McFarlin's wonderful Christmas assortments at \$1. We have room to illustrate only a few, here. Remember, even on an inexpensive gift, the label of Rochester's finest men's store pays him the truest compliment . . . and symbolizes YOUR good taste in gift-choosing!

Open a McFarlin

90-DAY

CHARGE ACC'T

Pay 1/3 Jan. 10, Feb. 10, Mar. 10

McFarlin Clothing Co.

195 Main Street East

Where The Good Clothing Comes From

RUMMAGE SALE
Tuesday and Wednesday at 208 Main St. W.
Used clothing, books, furniture and knick-knacks will be offered for sale.



The Gift That Has Everything!
Junior-Deb "WARDROBE" COAT
\$17.95

- REVERSIBLE
- SHETLAND ZIP-IN LINING
- PORK-PIE HAT
- HOOD

In fine Shetland wool, with wind and water-repellent gabardine and a zip-in lining of Shetland when the weather turns cold! Christmas red or green, natural, blue. Sizes 9-15.
JUNIOR DEB SHOP, SECOND FLOOR
MAIL ORDERS OR PHONE STONE 6300

Mrs. Marian Magin, 158 Rockwell Ter.

"Heidi" Universal Favorite, To Be At Eastman Saturday



Happy Little Heidi (Kay Mallory) gathers up the flowers she has been picking while Peter watches Grandfather's goats. A scene from the play "Heidi" which comes to the Eastman stage on Saturday afternoon at 3 p. m.

According to teachers, and others who should know, there isn't one child out of a hundred who hasn't read the fascinating story of "Heidi," the little Swiss girl who went from adventure to adventure.

But seeing this famous story acted out on the stage is a different matter. Very few children have been privileged to see such an outstanding performance as that which will come to the Eastman Theatre Saturday afternoon starting at 3 p. m.

"Heidi" is the second in this season's series of children's plays portrayed by the Clare Tree Major Children's Theatre under the sponsorship of the Educational Committee of the Civic Music Association.

Through a special arrangement made with the sponsors of this showing, The Rochester Sun is able to offer its readers

a reduced price coupon, the use of which will make it possible for your children to see this educational drama for as little as 15 cents. Simply cut out the coupon found in this issue and present at the Eastman Theatre box office at the time of ticket purchase. It will be accepted as ten cents towards the purchase price of any seat in the theatre.
(Coupon on Page 13)

5 Days Left!

To Have Your Gift Photographs Taken

Our "Fifth Avenue Special" **\$1**
6 are **\$4.95**
PROOFS SUBMITTED

... in time for Christmas Giving...!
Hurry...hurry...hurry... if you want to star with your friends when you give them that prize package for Christmas, your photograph, taken in our popular studio! No Appointment Needed
Bausch Photo Studio, 15, Center
SIBLEY, LINDSAY & CARR CO.

Mrs. May Lacey, 83 Park Ave.

Play Santa Claus to Your Own EYE SIGHT

A gift to your own future. Think of it that way, or think of it as a form of insurance. But give yourself the benefit of Bausch's Complete Eye Service before small eye troubles become serious. Thus you minimize a lifetime's total eye care costs.

Charge Accounts for Convenience
E. E. BAUSCH & SON CO.
6 MAIN ST. E. CARL R. BAUSCH, Optometrist, 61 EAST AVE.

Goodrich
Open Every Evening 'til 9 P. M.
Gift Sale of Rich **TABLES**
AT SUBSTANTIAL SAVINGS!
\$4.50 And up

Drum top tables, occasional tables, lamp tables, end tables, cocktail tables—practically any table you want in quality woods, beautifully finished at this unusually attractive price. They make ideal gifts.

Extra Special!
And what a bargain it is!
5 PC. CHROME BREAKFAST SETS REG. \$49
YOU SAVE \$16.00
Extension table has large drawer. The chair seats and backs are upholstered in heavy leatherette choice of colors and a variety of newest styles. There is NO FINER QUALITY TO BE HAD AT ANY PRICE. You must see these sets to really appreciate the fine quality, designs and value. Come in this evening—bring the family.

Plenty Free Parking in Rear of Store
A. R. GOODRICH, Inc.
453 W. MAIN ST. NEXT TO GENERAL HOSPITAL

Sibley, Lindsay & Curr
Rochester's Market of Quality and Economy

Standing Rib Roast
Tender Juicy,
Prime Beef 25c lb.
(Short Cut—6 1/2 lbs. aver.)
Tower Pork Sausage Meat 19c lb.
The 100% Pure Pork kind, with "Old Plantation" seasoning that adds zest to the flavor.
EXTRA STANDARD OYSTERS pt. 21c
SOLID MEAT
Swift's Silverleaf Print Lard... 2 lbs. 15c

COOKIES
An Attractive Gift
Colorful Flower Pots
FILLED WITH CHRISTMAS
29c and 39c
BOSTON BROWN BREAD, Plain or fruited, loaf... 11c

Savings On Quality Groceries
Snider's Old Fashioned Chili Sauce, bot. 19c
Wyandotte Mammoth Ripe Olives, pt. tin 19c
Shaker Jar Stuffed Queen Olives, 55c
Fruit Cocktail, Prince's Finest, No. 2 1/2 can... 25c — 3 for 69c
PRINCE'S BOYSENBERRIES No. 2 can... 23c
Tower Seeded or Seedless Raisins, pkg. 10c
SUPERIOR CURRANTS, pkg. 13c, 2 for 25c
EUREKA RED DIAMOND WALNUTS, lb. 29c
Fancy SCHLEY SOFT SHELL PECANS, lb. 39c

Dairy Counter Savings
TUB BUTTER, Fancy High Score, 2 lbs. 79c
KRAFT VELVEETA CHEESE, 2 lb. box, 49c
IMPORTED SWITZERLAND CHEESE, lb. 75c
KRAFT CHEESE, Christmas Box Ass't. \$1.59

Gift Suggestions, Wine Cheese in Crock
Gift Trays and Baskets

Grocery, Main Floor Phone Stone 6500 as early as 8 A. M.

PRE-CHRISTMAS SALE of HOUSEWARES
That Also Make Excellent Gifts
Ready-to-Paint FURNITURE

Child's Table Chair Set
Hardwood throughout. Table in butterfly drop-leaf type. Comb or bow back chairs. Complete. **\$4.95**
CHAIRS ONLY \$1.49
ROCKERS ONLY \$1.59
TABLE ONLY \$2.39

JUNIOR CHAIR
\$1.45
Or kitchen stool. Ideal for children who have outgrown high chairs or for mother's use in the kitchen. Seat is 24" high; made of strong hardwood.

Regularly \$1.25!
4-Color Choice!
Utility Desk Lamp
Ideal for the study. Has a 12" flexible goose neck and a heavy, cast-iron base. With large reflector shade. Complete with 6-ft. rubber cord and plug. **89c**

A WONDERFUL GIFT
NEW CORY
Coffee Maker
ELECTRIC MODEL \$5.95
GAS MODEL \$3.45

For Trousers, Ties, Etc.
Electric Presser
SPECIAL PRICE **\$1.00**
Operates on either AC or DC current. Heats up in three minutes. Simple and easy to operate. Saves many a pressing bill.

MIRRO ALUMINUM
Serv-Orole
Reg. \$1.95 **\$1.49**
Has many uses as is indicated by the sketch.

3-Pc. Stainless
Carving Set
\$1.19
Other sets, imported and domestic, up to \$14.95.

Overlite
Special Low Price **89c**
For bed, mirror, phone, stove. Assorted colors. 8 1/2" by 3" by 3 1/2".

15 EXCHANGE
MAIN 7900
Ward's
FREE PARKING FREE DELIVERY
CONVENIENT BUDGET PLAN AVAILABLE

Christmas Gift Bargain Festival Tomorrow, Friday the 13th in the Town's Biggest Basement Open till 9 P. M. for Your Convenience!

Use Our
Shopping
Coupons

Phone
Stone
6500



\$2 Rayon Crepe Dresses \$1.00

Also spun rayons in lovely prints, stripes, checks, or plain. Sizes 12 to 20.

Men's Wear

Irregulars 79c, \$1.00 Men's Shirts 59c, 2 for \$1.00
White or fancy patterns.

Irreg. 79c, \$1 Cotton Union Suits 59c, 2 for \$1.00
White, ecru, grey.

\$1.39 Men's Gloves . . . \$1.00
Fleece-lined and unlined.

\$1.59 Men's Blanket Robes \$1
Unusually heavy and warm.

59c Men's Work Shirts . . 37c
. 3 for \$1.00
Blue Chambray.

\$1.95 Men's Jackets . . . \$1.00
Gabardine or spun rayon.

\$1 Men's Slip-On Sweaters 59c
. 2 for \$1.00
Blue, maroon, brown, green.

Irregulars \$1.79 Men's Union Suits \$1.00
25% wool.

\$1.69 Men's Trousers . . \$1.00
Dress and work pants.

59c Tie and Handkerchief Set 39c, 3 for \$1.00
Aisle 2

Girls' Wear

\$1.95 Girls' All-Wool Skirts \$1
Red, navy, green and plaids. Sizes 7 to 14. Exceptional values!

\$1.69, \$1.99 Girls' Whittington Blanket Robes \$1.00
Wrap-around styles, cord trim. Wine, Copen, brown, navy in assorted prints. Sizes 6 to 14.
Aisle 14

Millinery

\$1.19 - \$1.95 Women's Felt Hats 59c, 2 for \$1.00
Newest styles in black, brown, wine, or green. Fine quality wool felts.
Aisle 11

Slippers

\$1.19-\$1.49 Women's Boudoir Slippers \$1.00
Leatherette or Rayon Satins.
Aisle 14

Furniture

\$1.29 to \$1.45 Furniture Values \$1.00
A grand selection of occasional pieces, including Magazine Racks, Smoking Stands, Occasional Tables, Folding Metal Chairs, Wall Racks.
Aisle 15

Housewares

\$1.39 Padded Ironing Board \$1
With cover.

20-Rolls Toilet Tissue . . \$1.00
One thousand sheets in each roll.

\$1.29 Stainless Steel Carving Set \$1.00
Set includes fork, slicer, and sharpener.

\$1.39 Oven Top Stove . . \$1.00
Well insulated. Has indicator. Black only.

\$1.19 Whistling Tea Kettle \$1
Our regular chromium-plated tea kettles with copper bottom. Blue or red handles.

\$1.19 All-Steel Kitchen Stool \$1
Black or red enamel tops.

\$1.19 Upright Toaster . . \$1.00

\$1.39 Sandwich Grill . . . \$1.00

\$1.19 Decorated Shoe Box \$1
Lovely floral designs. Wine, blue, green, brown.

\$1.19 Double Bread Box \$1.00
White decorated with florals. Red, blue or green top. Matches canister set and stepon can.

\$1.19, 4-Piece Canister Set, \$1
White with red, blue or green tops. Covers have knobs.

\$1.19 Glorette Step-On Can \$1
White with red, blue or green cover. Flower decorations. Galvanized insert.

\$1.19 Colorful Bed Trays \$1.00
Ivory, green, orchid, blue.

\$1.19 Unfinished Screens \$1
Aisle 8

Boys' Wear

69c Boys' Shirts 59c, 2 for \$1
Fancy broadcloths, knitted stripe Basques, plaid flannels.

\$1 Fancy Sweaters 59c, 2 for \$1
With button or half zipper fronts.

\$1 Boys' Raincoats, 59c, 2 for \$1

59c Boys' Sweat Shirts . . 37c
3 for \$1.00
White or grey.

Irregular 89c Boys' Flannel Pajamas 59c, 2 for \$1.00
Coat or middy styles.

\$1.95 Boys' Jackets . . . \$1.00
Gabardine and Corduroy fleece-lined.

Rugs and Curtains

35c Fiber Window Shades 29c, 4 for \$1
36" by 6 ft. long, attached to fine quality roller, ready to hang. Colors: green, ecru, ivory, pongee.

\$1.35 Yarn Rugs \$1.00
Attractive patterns in bright, mixed colors. Fringed ends, 24"x48." Reversible. Fast colors.

Oval Braided Rag Rugs . . 59c
2 for \$1.00
17"x29." Bright colors in mixed patterns. Reversible.

Heavy Felt Base 59c yd.
2 yds. for \$1.00
Heaviest quality, made by a foremost manufacturer. Bright colors in attractive patterns. New glazed wearing service affords extra wear, easy cleaning.

\$1.29-\$1.35 Fancy Pillows, \$1
Stunning rayon Damasks and Taffetas in rich colorings. Square or oblong, fringed or rolled edges. Kapok filled. Very special.

69c Figured Net Curtains, 59c
2 prs. for \$1.00
Heavy mesh net hemmed and headed, ready to hang. 4 attractive patterns: 34" by 2 yds. 3' long.
Aisle 16

Cotton Print Aprons
Small 29c; — 4 for \$1.00
Medium 39c; — 3 for \$1.00
Large 59c; — 2 for \$1.00
Large selection of styles and colors.
Aisle 12

Undies, Corsets

Children's Rayon Crepe Slips 59c, 2 for \$1
Built-up shoulders. Lace trimmed. 4-14.

Children's Rayon Satin Panties 39c, 3 for \$1
Fine quality. Tearose. 4 to 14.

69c Women's Unions Suits 59c, 2 for \$1
Cotton, rayon and wool. Built up shoulder. Tight knee. 36-44.

Irregs. \$1 2-way Stretch Girdles 59c, 2 for \$1
Cotton, rayon and latex girdles or pantie-girdles.
Aisle 16

Notions

\$1 Manicure Sets 59c, 2 for \$1
Discontinued Lady Lillian Sets. All the new Fall shades in polish.

50c Men's Paris Garter Sets, 35c
3 for \$1.00
Fine quality rubber garters, gay colors, in attractive Bakelite boxes.

39c Rayon Pillows 29c, 4 for \$1
48x16. Beautiful colors for gifts.

\$2.40 Doz. Crochet Cotton, doz. \$1.00
"Daisy" brand. Sizes 5 to 40. White, cream, ecru.

\$1.39 Dresser Set \$1.00
3-Pc. colored metal sets.
Aisle 7

China and Lamps

\$1.19, 7-Piece Console Set \$1
Flower bowl, 2 double candlesticks, 4 silvery glass candlesticks. Beautiful sunburst design. Crystal only.

\$1.29 Pottery Lamp \$1.00
With home-spun shade. Maroon, white, blue base.

\$1.19 Vanity, End Table Lamps \$1.00
Complete with Clare-de Lune shades. All wanted colors.

\$1.19 Maple Lamps \$1.00
Complete with matching paper parchment shades. Table or pin-up types.

\$1.00 Metal Lamps \$1.00
Copper, bronze, ivory, brass bases complete with shades. For desk or end table.

\$1.25 7-Pc. Cocktail Set \$1.00
Shaker and 6 cocktail glasses. 4 appealing designs.

\$1.19 Metal Bed Lamps \$1.00
Also pin-up types, with shades. Chain pull socket. Maple, walnut, ivory, blue, rose, green.

\$1.25 10-Piece Crystal Salad Set \$1.00
6 salad plates, 1 large Cabaret plate, 1 large Salad Bowl, cherry fork and spoon. Our regular line of fine crystal.

\$1.25 25-Piece Beverage Set \$1.00
4 red and white tumblers, 4 blue and white tumblers, 8 crystal coasters, 8 crystal sipper's plus bake-on white enamel rack.

\$1.29-\$1.49 Pleated Silk Shades \$1.00
All wanted colors plus beige, gold, eggshell. Styles for table, bridge, or floor lamps.

\$1.19 10-Pc. Hostess Set \$1.00
Serving tray, 6 floral tumblers, 2 relish dishes, 1 cheese board.
Aisle 7

Gloves, Hose

Women's Fabric Gloves 59c, 2 for \$1
Cotton and rayons in 4 or 6 button styles. Winter colors.

Irregs. of 29c to 35c Anklets 6 prs. \$1
Misses' cotton, lace and rayons. 8 1/2 to 10 1/2.

Irregs. of 44c Silk Hose 29c, 4 for \$1
Circular knot. New winter shades. 8 1/2 to 10 1/2.
Aisle 8—Center

House Dresses, Aprons

\$1 Cotton Dresses 59c, 2 for \$1
Lovely percales in a wide assortment of styles and prints. Zippers and coat styles included. Sizes 12 to 44.

Irreg. \$1.69, \$1.99 Home Frocks \$1.00
Zippers coats, and other types in dainty Percale prints. Close-out styles of much better dresses. Sizes 12 to 44.

Cotton Dresses

Irregs. \$1 House Dresses 59c, 2 for \$1
80-sq. percales in zipper or coat styles. Assorted prints.
Aisle 12

Yard Goods

\$1.59 Value Dress Lengths, \$1
Prints and plains in rayons and novelty fabrics. 3 to 4 yard lengths. Packaged in Christmas box
Aisle 14

Domestics

Irregs. of \$1.89 Indian Pattern Blankets \$1
Just 300 Indian and jacquard patterns. Many colors. Fine for auto use.

Irregs. of 89c White Sheet Blankets 55c, 2 for \$1
Cannon make. Large 70x84 size. Slight imperfections.

\$1.39 Sewing Machine Covers \$1
Made of glazed chintz florals.

Reg. 79c Crinkle Bedspreads 55c, 2 for \$1
Novelty. Rose, blue, green, brown, orchid.

Irregs. of 21c Pillow Cases 16c, 7 for \$1
80-sq. snow white, good quality. 42x36.
Aisle 14

Linens & Towels

Linen Appliqued Towels 27c, 4 for \$1
For dish or hand. Good pattern assortment in red, blue, gold, green.

21c Crash Toweling 17c, 6 yds. \$1
50% linen crash, 16 inches wide. Bleached white with borders of red, blue, green, gold.

25c Toweling 21c, 5 yds. \$1
For dish or hand towels. Extra fine striped quality.

Reg. \$1.29 Rayon Damask Set \$1
50x50 cloth and 6 napkins in eggshell.

39c to 69c Cannon Towels 27c, 4 for \$1
Reversible or solid color Turkish towels in discontinued numbers. First quality. Large size.

50c Cannon Towels Sets 35c, 3 for \$1
Large towel and two wash cloths, wrapped in cellophane. Plaid patterns in red, blue, green, gold.

29c, 39c Guest Towels 21c, 5 for \$1
Solid color of rose, blue, gold, green Turkish.

69c Print Rayon Cloths 55c, 2 for \$1
50x50 floral pattern cloth in red, blue, green.

Irregs. of 10c Dish Towels 7c, 16 for \$1
Part linen. White with color borders. Slight imperfections. Absorbent.
Aisle 14

The Big Basement
SIBLEY, LINDSAY & CURR CO

Host and Hostess

By JUDY PUNCH

With the Christmas holiday and all the attendant festivities just a Dasher, Dancer and Prancer away, we thought you'd be interested in a top-notch set of recipes for spirited drinks to serve.

The recipes come from the Seagram's Ancient Bottle Golden Glow cocktail test held recently in New York City, in

which members of the Society of Amateur Chefs mixed their favorite cocktails. A committee of gourmets acted as judges in selecting the drink which they thought best suited the name Golden Glow.

First prize of a crystal tantalus set was awarded to Reinold Werrenrath, famous baritone, and second prize went to Sir Hubert Wilkins, widely known explorer.

Here are the prize-winning recipes.

"GOLDEN GLOW"
By Reinold Werrenrath
4 parts Seagram's Ancient Bottle Gin
2 parts Hudson, Vermont
1 part lime juice
1 part Creme de Cacao
"UNDER THE ICE"
By Sir Hubert Wilkins

1 dash bitters
2 Seagram's Ancient Bottle Gin
1 Yellow Chartreuse
Stirred and sprinkled with twist of lemon peel

Introduced at the party was a mystic cocktail table which is guaranteed to be the life of the party. Designed to fit into a modern interior, the table has a glass top and two tiers of beautifully grained walnut. It comes with special cocktail glasses, jiggers, stirrers, ash trays and other gadgets which are so constructed that the moment they make contact with the top of the table they light up in the rich colors of the rainbow. An additional accessory is a thirst extinguisher

cocktail shaker which is shaped just like a fire extinguisher.

Following are a few more recipes made with rye, inasmuch as the two given call for gin:

HIGH HAT COCKTAIL

1 Jigger Kessler's Rye
1/2 Jigger Cherry Cordial
1/2 Jigger Lemon Juice
OLD FASHIONED
1 lump sugar
2 dashes Angostura Bitters
1 Jigger Kessler's Rye
1/2 slice orange
1/2 slice lemon
1 stick pineapple

Mix sugar and bitters with muddler. Add cube ice, whisky, fruit and a cherry. Serve with small spoon or muddler. A small amount of club soda may be added if desired.

Lip Reading Classes Maintained By Board of Education

Lip-reading classes for hard of hearing adults are again being sponsored by the Board of Education. Meetings will be held throughout the winter under the following schedule: Jefferson High School, Edgerton Park, Tuesday and Thursday evening, 7:30 to 9 o'clock; Rochester League for the Hard of Hearing, Rochester Theater Building, 130 Clinton Ave., S., Monday, 7:30 to 9 p. m.

To Introduce Our New Location We Offer The New POMPADOUR PERMANENT

This type of wave has never been offered for less than \$5.00.

\$1.95

• NO ELECTRICITY
• NO PAINFUL WINDING
• EVERY WAVE FULLY GUARANTEED

Personality Coiffures designed by Mr. Roberts, N. Y. Stylist at NO EXTRA CHARGE—WITH THIS AD. Clip. With or without appointment.

Murray's Beauty Salon
42 Clinton Ave. N. Stone 1405
Just a Step From Sibleys.



\$SAVE
DURING OUR
21st
CHRISTMAS
SALE!

MAKE EVERY CHRISTMAS WISH COME TRUE WITH QUALITY GIFTS from **Smalls**
ONLY 25c DOWN..AND 25c WEEKLY
Buy Any One Of These Lovely Gifts!



FREE PARKING
Rear of Store
Casino Station — Corinthian Street

Nurse's and Physician's
WRIST WATCH
With Sweep-Second Hand
\$7.95
What every professional needs! Smart, practical, dependable and fully guaranteed. Worth much more than this price.
25c DOWN
25c WEEKLY

17-JEWEL SHOCKPROOF
\$8.95
Accurate 17-jewel shockproof, non-magnetic movement in a smartly styled case. Worth double this price!
25c DOWN
25c WEEKLY

NEW WESTFIELD "TROJAN"
\$9.95
Masculine, handsome, accurate. In the charm and color of natural gold. Famous Westfield, men's and boys' wrist watch at an amazing low price!
50c A WEEK

New **"PINK GOLD" MAN'S WATCH**
\$9.95
A \$14.95 value. Handsome popular pink gold color. An outstanding opening celebration value and a smart bargain.
50c DOWN
50c WEEKLY

Man's Onyx INITIAL RING
\$6.95

"MODERATE" INITIAL RING
\$8.95

GENUINE BLUE ZIRCON RING
\$5.95

NEW! DIFFERENT! 2 RINGS IN ONE
\$6.95

Anniversary Feature LADIES' WATCH
\$6.95
An exquisite fashioned case in the latest modern design... dependable movement, fully guaranteed. A sensational value!
25c DOWN
25c WEEKLY

Brand new idea! Massive design man's finger ring. Heavy solid gold set with genuine onyx and carved on initials. With diamond as illustrated above, \$8.95.
25c WEEKLY

New! Handsome massive solid gold ring with double initials on genuine onyx. A perfect gift for man.
25c WEEKLY

Regular \$10.00 value. Attractive solid gold ring set with genuine fine quality Blue Zircon.
25c DOWN • 25c WEEKLY

Genuine Cornelian Cameo on one side and Genuine Onyx on the other. Wear it as a cameo or onyx ring.
25c DOWN • 25c WEEKLY

MAN'S MILITARY SET
in Zipper Leather Traveling Case
\$1.95
Ideal man's gift! Fine leather case with useful toilet needs. Worth much more than this low price!
25c DOWN
25c WEEKLY

New! **SCHICK CAPTAIN**
\$9.95
Complete with Whiskers
Shave anywhere—For Whiskers catch all beard dimples—and comb with a flick of your finger after each shave. Schick is the only electric shaver that offers this feature!
Schick "Hollow Ground" Flyer... \$12.50
Schick "Hollow Ground" Colonel... \$13.90
50c DOWN • 50c WEEKLY

CAMEO RING and PENDANT SET
\$8.95
Hand carved genuine Cornelian cameo attractively mounted in solid gold. Ring and Pendant perfectly matched.
25c DOWN • 25c WEEKLY

NEW EXPANSION BRACELET
\$3.95
Season's newest and smartest style bracelet. Makes one of the loveliest Christmas gifts that anyone can give.
25c DOWN • 25c WEEKLY

NEW PINK GOLD LADIES' WATCH
\$9.95
Regular \$14.95 value! Stunning new pink gold color... entrancing as a tropical sun. Fine dependable movement.
25c DOWN
25c WEEKLY

Perfect to Give. Perfect to Get!
RONSON LIGHTERS
This world famous lighter now at an amazingly new low price. An exceptional buy and a beautiful gift. Really a tremendous value.
25c WEEKLY

DIAMOND HEART LOCKET
\$3.95
Regular \$6.50 value. Complete with neck chain. It's one of the smartest and most acceptable gifts to give.
25c DOWN • 25c WEEKLY

ENGRAVED GOLD CROSS
\$2.95
Solid gold, complete with chain. A real bargain value and a gift that will delight her at Christmas.
25c DOWN • 25c WEEKLY

WESTFIELD \$10.75
A petite lady's model. Small as a dime... a gift "she" will love to remember. In the charm and color of natural gold. An amazingly low price for the nationally famous Westfield.
50c DOWN
50c WEEKLY

17-JEWEL LADIES' WATCH
\$10.95
An exquisite fashioned yellow gold plated case in the latest modern design... 17-jewel dependable movement... cord wrist band.
50c DOWN
50c WEEKLY

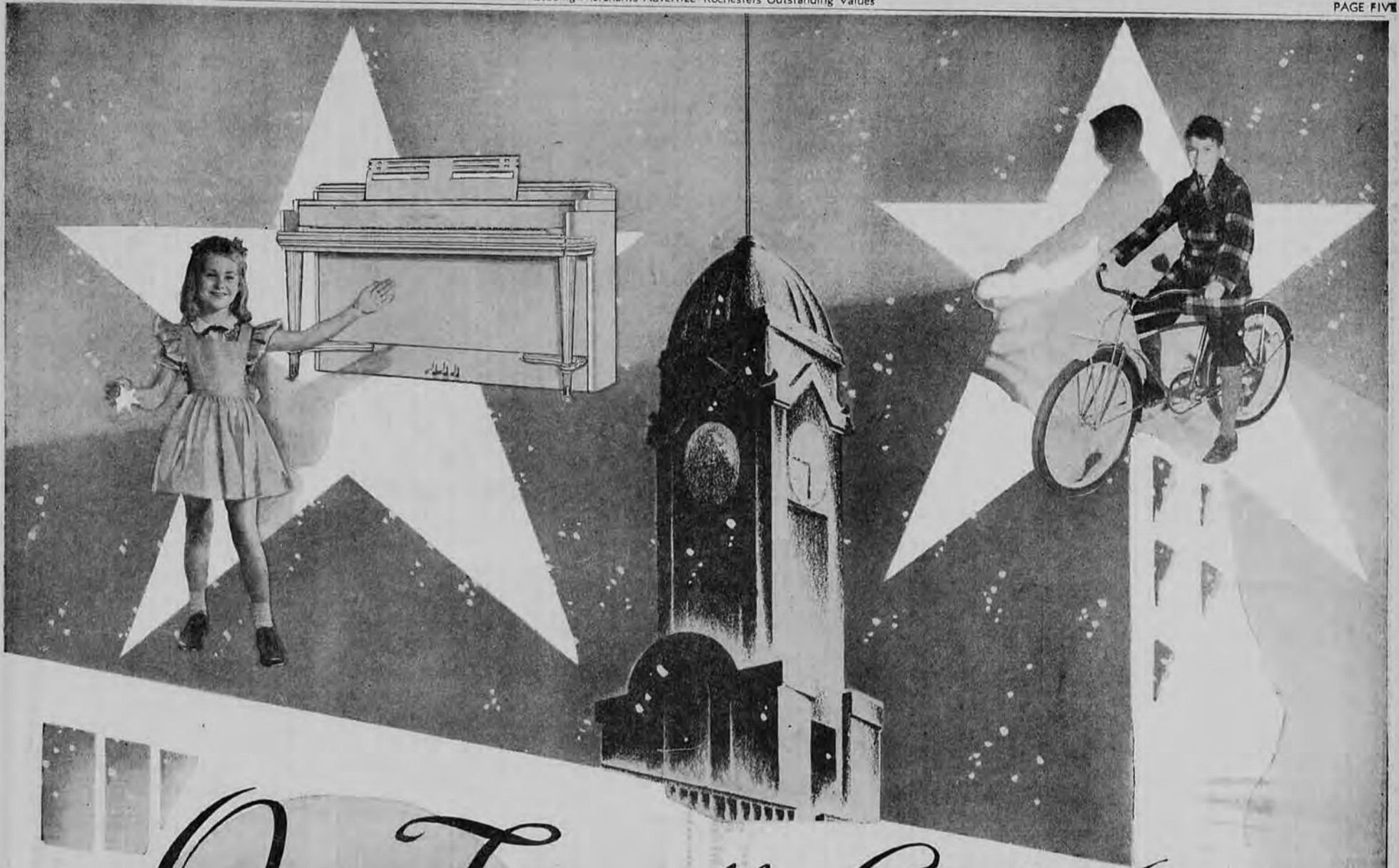
Famous Parker and Sheaffer
PEN AND PENCIL SET
from **\$1.95**
Fine selection of sets for men, women and children. One of the most useful and thoughtful gifts you can give.
25c DOWN • 25c WEEKLY
Free Parking—Rear of Store
Casino Station, Corinthian Street

2-Slice Automatic POP-UP TOASTER
Not \$16. But Only **\$7.95**
25c A WEEK

Electric WAFFLE IRON
Reg. \$4.95 **\$3.39**
25c A WEEK

STERLING SILVER DRESSER SET
Reg. \$19.75 **\$9.95**
Because this beautiful 3-piece set is actually worth almost \$10 more we consider it one of our finest Christmas values and one of the nicest gifts to give.
25c DOWN • 25c WEEKLY

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28 MAIN ST. EAST
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OPEN EVENINGS



Our Friendly Credit Office

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A Regular Charge Account

eliminates staying home for C. O. D.'s and our exclusive Charge-Plate cuts your shopping time in half. It takes only a few minutes to make application in our Friendly Credit Office.

A Planned Charge Account

has all the features of a regular charge account, plus a Charge-Plate with a special budget feature that shows at all times how much you have spent and how much you have left to spend.



No Down Payment

On Our Famous Shopping Coupons

These books of coupons are the equivalent of cash anywhere in the store. Buy them in amounts of \$15 to \$50 and pay in five monthly instalments which include our modest service charge.

With Our Convenient Budget Account

For larger items throughout the store you can pay out of income, taking from five months to three years to pay depending on the item. Small carrying charge included in monthly instalments.

PERHAPS at no other time of the year can an understanding Credit Office be of greater service to our customers. The joy of Christmas giving . . . of bringing Christmas cheer to those we love the best makes this holiday unique in all the world. A boy's face lighting up at the unexpected present of a new bike that's his alone . . . a little girl in raptures because her Father knew a grand piano would bring her joy for years . . . a Mother proud her family had not forgotten that she loves to be remembered. All these joys our Credit Office understands . . . and offers you our friendly service to make your buying simpler. For every individual need there is a fitting Credit Plan . . . whether you wish to purchase out of income or to take advantage of the many fine conveniences of a Sibley Charge Account.

INQUIRE AT CREDIT OFFICE, FIFTH FLOOR, OR AT THE SPECIAL DESK AT OUR INFORMATION BOOTH ON THE MAIN FLOOR

Sibley, Lindsay & Curr Co.

Shoppers . . .

(Continued From Page 1)
chased this year. These include appliances, home needs and many items of wearing apparel. Despite the increased volume of business which reflects the generally better financial condition of the city at large, price increases which have been long heralded are not yet noticed. Merchants state that this con-

dition is due to the early buying of the majority of stores. Christmas orders are generally placed far in advance and lowest prices obtained. Therefore, while prices are not as low as in the dark depression days of 1932-33 they have not passed the level of the past two years. At any rate, a hundred thousand shoppers can't be wrong. In Rochester it will be a Merry Christmas, all signs point to one of the merriest in a decade.

Alumnae Group To Have Christmas Party At School

The Alumnae Association of Our Lady of Mercy High School have planned a gala Christmas party to be held next Monday evening in the school auditorium. Miss Virginia Wilson, president of the association, is honorary chairman and Miss Mary Louise Geyer is general chairman of the affair.

The entertainment for the evening is being planned by Miss Katherine Doody. At the short business meeting which will precede the party, the committees for the coming card party will be announced.

Rochester Woman Captures Magazine Contest Prize

Mrs. Ruth Northrop of 142 Argo Park has been awarded third prize in Physical Culture Magazine's Mother and Daughter Look Alike Contest. The photograph of Mrs. Northrop, 38, and her daughter, June, 16, won over entries from 28 states and from Canada, according to the publishers of the magazine.

PARENTS TO MEET
The Parent Education Group of School No. 11 will meet next Wednesday at 2 p. m. at the school. Mrs. A. W. Ferris will lead the discussion of "Discipline." Tea will be served following the meeting.

Christmas Party . . .

(Continued From Page 1)

week released a statement setting for the group's aims. Mandell said:

"The Young People's Association is a non-political, non-sectarian group of individuals formed solely to aid in bringing cheer into the homes of the less fortunate at Christmas time. Founded in 1930 by Don Mattaro, it has grown to include public-spirited citizens from all sections of the city giving of their time and money to make these annual Christmas parties possible."

"No one makes a dime out of this affair. Every penny is spent for toys and wearables for the city's needy children."

"The ability to take care of persons such as the one who wrote this letter," said Mandell, displaying a plea for help from a Rochester mother, "gives our

organization all the reward we want."

Division chairmen Samuel Pandino, Anthony Cotroneo, Angelo DiNiere, Joseph Shonker and Richard Fiorella have listed the following contributors up to December 9. The committee requests that any person who has contributed to the party, and whose name is not listed here, to call Main 475.

Charles Kennedy, Estor, W. Brown, D. Certzag's Delicatessen, Sam Lobene, Harold Meisenzahl, P. A. Grimes, Frank J. Messucci, Joseph Mauceri, Mrs. Karl Ebert, Royal Bake Shop, Joseph Cichy, Dr. Charles Maggio, Dr. Silka Scinta, Harry Horning, Paul Fava, Joseph E. Hann, Main-Goodman Liquor Store, Frank Weinberg, George Rocks, Frank Cappellano, Culver Bakery, Fritchard Bros. Dairy, Dr. Michael Crino, Jacob E. Kaufman, Continental Baking Co., Frank F. May Furniture Co., Salvatore M. Lombardo, Flower City Post, Abraham Schulman, Joseph Fritch Jr., Philip Incavo, Herick Lumber Co., Carl Silverhart, Russell Lo Monaco, E. Main Grill, Robert H. Wendt, Edward C. Edeiman, B. A. Speedy, Jack Abramson, Louis Gais, Abe J. Cohen, Albert Isner, Ames Sherron, Mandell's Pharmacy, Joseph Valenti, McKesson Robbins Co., Haskell Marks, The Cutlery, The Enterprise Co., Crusian Club, Red Club, Tricent, Handball Club, Louis Briskin, Sidney Z. Davidson, Rudolph F. Napodano, M. Fiora & Sons, Richard Schuster, Dr. A. J. Bel-

lance, Braun's Electric, North Democratic Club, Magretta Cleaners & Tailors, Dr. Van Horn, Don C. Russo, Dr. A. J. Magnus, Dr. A. L. Benedict, Abe Smallin, Angelo Di Niere, General Ice Cream Co., Dr. Goldenson, Walter S. Forsyth, Frank J. Traynor, Paul Muscarella, Arthur Milanetto, Dominic J. Boncone, Jerome's Ignition Service, Dr. Herbert Growney, Joseph Farbo, Jack Battaglia, Imperial Produce, George H. Pratt, Mrs. M. DiVenozzo, Parsells & Webster Grill, Leo Kuzmanian, Anna T. Brown, Joseph Chast, Quality Restaurants, Hoffman Music Shop, Battal Bros., Elmer K. Smith, Duke's Ice Cream, Walter Baker, A. Joseph Linden, Joseph Sean Co., Valguarnera

Society, W. H. Wentworth, Warren P. Blodgett, William Robinson, V. LaValle, William J. Doyle, Brewery Workers. Next week another list will be published containing the names of all those who become contributors this week. Donations will be accepted at the office of the committee, 1003 Wilder Bldg.; at Station WSAY or at the Rochester Sun, 420 Burke Bldg.

Complete PERMANENTS
Positively NO EXTRAS to Pay
Guaranteed Regular \$5 Value
Nationally RECOGNIZED BRANDS Only
You want to look your best for Christmas. For your own sake have your hair styled where you are sure of finest materials and expert work. You'll be pleased in American Beauty Salon. Evening appointments for your convenience. Main 3309, 101-1/2 Elwood Bldg.
American Beauty Salon 6 State St. With this Ad

To please a lovely lady...

CERTIFIED PERFECT DIAMOND
Five gloriously brilliant diamonds in a modern streamline setting in yellow gold. A ring she'll always treasure.
\$100
2.00 Down
2.00 Weekly

TWO-DIAMOND ELGIN WATCH
A lovely style set off by the brilliance of two fine diamonds. It has the famous Elgin accuracy she'll appreciate.
39.75
1.00 Down
1.00 Weekly

DISTINCTIVE CARMEN BRACELET
Something very new in a flexible yellow gold bracelet, adorned with mother of pearl heart. Any woman will enjoy wearing it.
5.95
50c Down
50c Weekly

NEW MANICURE SET
Beautiful gold-plated kit with all the necessary manicure implements, also gold-plated.
7.95
50c Down
50c Weekly
It Takes Only 3 Minutes for Christmas Credit

RUDOLPH'S
E. MAIN at SOUTH AVE. OPEN EVERY EVENING TILL CHRISTMAS

Smart Rings
That Prove "There's Romance In a Gift of Jewelry"

GIRLS' BIRTHSTONE 6.95
50c Down, 50c Weekly
Dainty new heart-shape style in 10K yellow gold. All birthstones.

LADIES' LOCKET RING 9.95
50c Down, 50c Weekly
Heart-shape with fine diamond set on onyx. Yellow gold.

CAMEO SET 11.95
50c Down, 50c Weekly
Lovely new design cameo pendant with matching cameo ring.

BOYS' BIRTHSTONE 6.95
50c Down, 50c Weekly
Rugged, modern style he'll like. 10K yellow gold. All birthstones.

MEN'S HEMASTEEL 9.95
50c Down, 50c Weekly
Solid gold set with Hemasteel cameo with deep, rich lustre.

MEN'S REVERSIBLE 14.95
50c Down, 50c Weekly
10K yellow gold with diamond-set onyx and cameo reversible top.

Right Down on State Street LAUER'S SALE OF BREAKFAST SETS

The store that always tries to do the right thing at the right time — Lauer's — offers a grand opportunity to buy a gift for the home that will help make Mother's kitchen work a day-in and day-out pleasure. 25 splendid five piece breakfast sets reduced in price from 20 to 40%. Beautiful stainless perfect porcelain tables tops. The finest chromium table bases and chairs. Rich, true toned colors to enliven your kitchen. And every set in A-1 condition. Read the reduced prices listed below and come to Lauer's tomorrow or Saturday to select your breakfast set at a great saving.

Reg. \$59 Blue porcelain chromium extension table and 4 blue and white leatherette padded chromium chairs; 5 pieces \$39.75
Reg. \$39.75 Hairpin leg porcelain top extension table and four padded chromium chairs; choice of colors \$34
Reg. \$49 Lloyd end leaf porcelain top chromium table and 4 chromium chairs; 5 pieces \$29.50
Reg. \$49.75 Bakelite top chromium extension table and 4 padded seat and back chromium chairs; 5 pieces \$37.00
Reg. \$56 Lloyd porcelain top chromium table; two color chromium chairs, choice of red, black or blue with white; 5 pieces \$49.50
Reg. \$44 Red and white porcelain top chromium table and 4 padded back and seat chromium chairs; 5 pieces \$39.75
Reg. \$34 Oyster white solid oak extension table and 4 matching chairs; 5 pieces \$24.50
Reg. \$34 Porcelain top wooden base extension table and 4 padded seat wooden chairs; choice of colors; 5 pieces \$29.75
Reg. \$35 Porcelain top chromium table and 4 padded seat and back chromium chairs; choice of colors; 5 pieces \$19.75
Reg. \$44 Extra large end leaf porcelain top table and 4 padded seat chairs; 5 pieces \$36.50

Lauer's Open Friday and Saturday Evening 'Til 9

SALE!
Regular \$19.75
KNEEHOLE DESK
\$14.75
Exactly As Pictured

Seven large drawers . . . hardwood lined, easy to open . . . A glowing rubbed walnut finish . . . The desk top is large enough for you to spread your papers "helter-skelter" without losing them on the floor. The wide kneehole space will admit any desk chair. Reduced at Lauer's from \$19.75 to \$14.75.

SALE!
Colorful
Comfortable
Regular \$6

MAMMOTH HASSOCKS
The finest hassocks Lauer's have ever placed on sale at this low price. Filled to the brim with resilient cotton felt and Silatex . . . perfectly tailored . . . covered in heavy leatherette that will endure for many years. Your choice of red, wine, green, blue, brown or natural and other colors. Square or round styles. \$3.97

Buy 2 New Royal Vacuum Cleaners
Reg. \$61.90
\$39.95
Both Cleaners

Motor driven revolving brush in both the floor cleaner (made to sell for \$44.95) and the hand cleaner (made to sell for \$16.95). Give double pleasure with two useful, durable Christmas gifts.

Lane Cedar Chest
Fully lined with 3/4" Tennessee aromatic cedar . . . The tray rises automatically when you open the drawer . . . Beautiful burled and pin-stripe walnut exterior . . . A smart, modern cedar chest that usually sells for \$29.50 now on sale at Lauer's for \$23.75.

Beautiful, Useful Gifts For The Home At Lauer's

- DAVENPORTS
- LOUNGE CHAIRS
- BOUDOIR CHAIRS
- OCCASIONAL TABLES
- DESK CHAIRS
- BOOK CASES
- MIRRORS
- RUGS
- DROP LEAF TABLES
- BEDDING
- STUDIO COUCHES
- SLEEP CHAIRS
- BED SPREADS
- CURTAINS
- BLANKETS
- COMFORTERS
- SHEETS
- PILLOW CASES
- TOWELS
- LUNCHEON SETS
- LAMPS
- STOVES
- RADIOS
- REFRIGERATORS
- WASHERS
- IRONERS
- TOASTERS

Open Friday and Saturday Evening 'Til 9 P. M.
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GIFT CENTER
A Handy Place To Shop For Gifts Gathered From All Over The Store

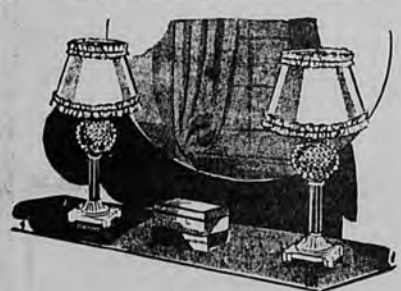
'Cape Cod' Wired Hurricane LAMPS

2 for **1 98**



They're charming reproductions of quaint old New England oil lamps—the "Thousand-Eye" pattern is as old as New England itself. Use them on vanities, mantles, night tables or buffets. 10½ inches tall.

Mail or Phone Orders Filled. Stone 2300



Set of 3 LAMPS

Set Includes 2 Vanity Lamps and 1 Night Table Lamp to Match

All 3 Lamps Complete For **3 95**

These beautiful gift sets include 2 vanity lamps and 1 night table lamp to match—all at only 3.95! Bases are ivory china, columns brass plated, bowls hobnail pressed brass, shades of opaline paper parchment.

EDWARDS—Second Floor

12 CHRISTMAS THOUGHTS
by Edgar A. Guest



Headquarters for Boxed Christmas Cards

Box of 12 Cards **39c**

Especially attractive is this "Fire Side" assortment of 12 Christmas cards — each one different and distinctive.

Box of 12 Cards **79c**

Dicken's "Christmas Greetings"—beautiful cards from the immortal tales of Charles Dickens. 12 cards in each box.

Box of 12 Cards **\$1**

One of our best-selling groups! The greetings on these cards were specially written by the beloved Edgar Guest.

EDWARDS—Street Floor

Christmas SALE

6,000 Men's Quality **Ties**



6,000 of them—and not a "white elephant" in the whole lot! Painstakingly tailored by one of the country's foremost makers. The kind of ties men really like!

3 Special Groups

Reg. 55c & \$1 **39c**

All of them tailored by hand. The selection includes moires, repps, acetates, twills, mogadores and satins.

Reg. \$1 And \$1.50 **69c**

Many from our own better stocks. Silk-worsted combinations.

\$1

This stellar collection includes pure silk satins, grenadines, leather bark satins, paisleys, jacquards, spitt-fields.

EDWARDS—Street Floor

Friday Is Men's Night. Let Edwards "Holly Girls" Help You With Your Gift Problems. Take Special Elevator To 4th Floor

BUY ALL YOUR GIFTS THE EASY WAY OPEN AN EDWARDS 90-DAY CHARGE ACCOUNT

No Down Payment
No Interest to Pay
Pay as follows:

1/3 JAN. 10th 1/3 FEB. 10th 1/3 MAR. 10th

Mail or phone your Application—Stone 2300

Golden Maid CHOCOLATES



Half & Half Chocolates 1 69
5 lb. Box "Golden Maid"

Tempting, delicious candies—as much a part of a Rochester Christmas as Christmas Trees! ½ coated with milk chocolate and ½ coated with dark chocolate—Crispy, chewy, cream nut centers.

Reg. 39c "Symphony Sweet" Home Made Candies **29c** lb.

- * Chocolate Bottom Peanut Caramel Smacks (Milk and Dark)
- * Assorted Cream Filled Sticks (All colors and Flavors)
- * Divinity Nut Fluff (Chocolate, Vanilla, Maple)
- * Assorted Cream Balls Rolled in Chopped Nuts
- * Double Mints
- * Crunchies
- * Old Fashioned Coconut Nut Crisp
- * Chocolate Coated Butter-crunch Squares (Milk and Dark)

Reg. 39c Box Thin Mints **lb. 29c**
Reg. \$1 Chocolate Coated Nut Meats **lb. 69c**
Reg. 29c Old Fashioned Italian Creams **lb. 19c**
Reg. 29c Bridge Mixture **lb. 19c**
Double Dipped Assorted Chocolates **lb. 29c**
Reg. 29c lb. French Creams (30 centers) **lb. 19c**
1-lb. Box Hershey Pure Milk Chocolate **lb. 39c**
Reg. 39c lb. "Red Seal" Peppermint Patties **lb. 29c**

EDWARDS—Street Floor

Book Ends That End Your Christmas Problems of What to Give



Many clever and original designs to choose from. Beautifully carved in famous Syrocco wood. A genuine gift scoop!

Handsome bronze figures mounted on genuine onyx bases. A grand gift idea for that extra-particular person!

Definitely belong in the luxury class. Exquisite in design. Superb in workmanship. Will last a lifetime!

\$1

2 98

\$14

EDWARDS—Street Floor

TRY A NEW **Beautyrest**

for 30 NIGHTS. If You Decide To Keep It Pay Only . . .

39⁵⁰

No Down Payment



The New Beautyrest MATTRESS Has Been Pre-Tested

After strenuous tests, the Beautyrest lasted 3 times as long as any other mattress tested. It survived 489,000 poundings by a 200-lb. roller, without any signs of breaking down. The Beautyrest is now tested every month by the United States Testing Company. Through a special arrangement with Simmons, Edwards offers you a 30-night trial of this famous mattress. Just come to Edwards and select the Beautyrest you prefer. We will deliver it to your home. Sleep on it for 30 nights . . . then, if you are not perfectly satisfied, we will take the mattress back and you will be under no obligation.

NOW Guaranteed for 10 Years

EDWARDS—Seventh Floor

He's Probably Hinting For One Of These

Men's All Wool FLANNEL ROBES

at **5⁹⁵**

An easy-to-wear wraparound style with 3 pockets and sash. Plain colored robes with piped edges. Handsomely tailored throughout. Small, medium, large.

Blue-Maroon-Brown-Green

at **6⁹⁵**

An exceptionally fine gift robe. Fact is, it's been a complete sell-out 3 times this season. Shawl collar style with contrasting collar and cuff. Braid trimming. Small, medium and large sizes.

Blue-Maroon-Brown-Green

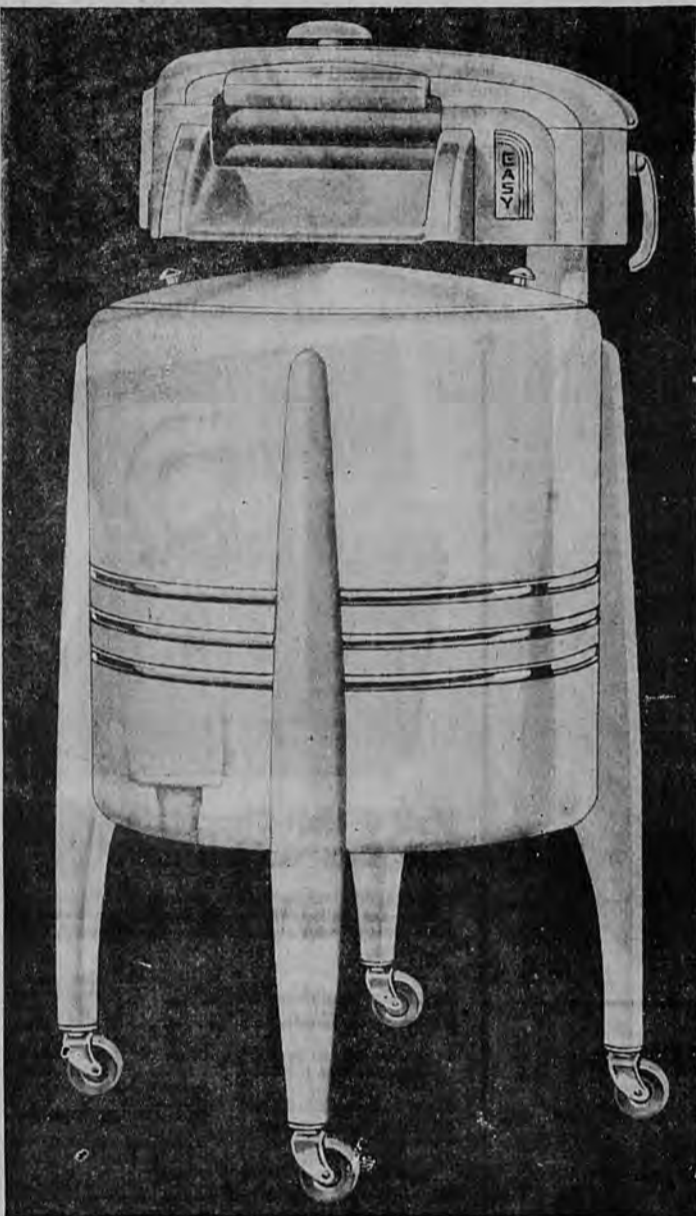


EDWARDS—Street Floor

ROCHESTER'S LARGEST
POPULAR PRICED STORE

Edwards

LOWEST PRICE EVER!



EXCLUSIVELY AT EDWARDS
LATEST 1940 MODEL

EASY

VACUUM CUP WASHERS

\$79.50

AND YOUR OLD WASHER

NO DOWN PAYMENT — ONLY \$1.00 A WEEK
Including small carrying charge.

OVER A MILLION IN USE AT \$155! It's Easy's famous vacuum cup washer at the lowest price ever offered! Packed with DeLuxe features, it's 1940's greatest washer buy.

QUANTITIES STRICTLY LIMITED!
Place Your Order Now For Christmas Delivery

Contract Bridge

By CARLETON HOWARD
Oftentimes a player finds his contract in danger from unfortunate distribution. Instead of abandoning the hand helplessly, he should resort to any possibility which is available, even to allowing the defenders to make an error or two.

Here's one that Merritt Ruhlén recently pulled out of the bag with the assistance of his opponents.

SKT 4 4
HAK 10
DK 5 4
CQ 4

S J 5 5 5
H Q 3 2
D A 2
C 6 5

N H 7 6
S D Q J 8 3
C J 10 9 8 7 3 2

S A Q 10 2
H J 9 8 4
D 10 7
C A K

The bidding:

North East South West
1 Spade Pass 3 Spades Pass
4 Spades Pass Pass

North's opening bid of one spade is probably open to question, but the final contract cannot be criticized. West felt a little happy about it all but was not sufficiently enthusiastic to double. It was well that he didn't in the light of subsequent events.

East opened his top club which was taken with South's King. The Ace of spades was led from Dummy and the bad news was out. Declarer now abandoned the trump suit and then led the Jack of hearts. West did not cover as it was apparent that North must have considerable heart strength for an opening bid. The Jack held and North continued with two more heart tricks. Now he went to Dummy with the Queen of hearts to force Declarer. Instead, he led his remaining diamond which North took with the King.

North was now down to the King and seven of spades and two small diamonds, South held the 10 and deuce of spades, a heart and a diamond while West clutched the Jack, nine and eight of spades and the Queen of hearts. North now led a small diamond on which East played his good Jack and no line of play could give West more than one trump trick. Actually he threw away the Queen of hearts on East's Jack of diamonds but was forced to trump East's next lead of a club.

Mr. Ruhlén simply threw away the heart in Dummy and discarded the fourth diamond from his hand and West faced a combined tenace position which he could not escape. No one else made four spades on this hand but one team did bid game in no trump making four for a top.

The annual Fairport Team of Four Championship was a well

Timely Suggestions

BY
RANDALL GALLERIES

Lamps and shades, 2.50 to \$25.00
Coffee and Cocktail Tables, 12.00 to 75.00
Nests or Tables, 25.00 to 55.00
End Tables and Consoles, 12.00 to 75.00
Benches, Footstools and Occasional Tables in great variety
Decorative Mirrors, 5.00 to 30.00
Reproductions of the Old Masters in Prints and Paintings, 5.00 to 125.00
Pull-up Chairs, in Huesade, Tapestry and Linen, 40.00 to 125.00
Wall Hangings, 25.00 to 75.00
Objects of Art, including a few fine Bronzes. See our recent importation of Hand-Loomed Tapestries, Seats and Backs, also by the yard, prices most reasonable.

We re-cover and restore furniture, furnish materials, gimp and trimmings for your upholsterer.

309 Alexander Street
HIRAM SIBLEY BLDG.

It's
ODENBACH'S

for
Sea Foods

Tempting lobsters, clams, oysters, shrimps, and crabmeat as you like them... At Rochester's famous Oyster Bar.

Lobster DINNER \$1.00
Every Friday

Music and Entertainment During Dinner and Supper
Oyster Bar — Tap Room

game and although the field was smaller than usual, the competition was strong. Eleven teams entered playing a Patton movement. Surprisingly enough, the defending champions won again as Mrs. Murray DeLeeuw, Mrs. Helen Shoecraft, Harold Royer and Gilbert Nusbaum nosed out another Rochester aggregation by one point. Murray DeLeeuw, Truesdale Clarke, Mark Lillich and James Fassanella finished second.

SEMET SOLVAY COKE \$10.20
TON CASH SHOV. OFF.

ALWAYS UNDER COVER **CALL GEN. 586**

Established Over 25 Years **PAYNE & DUNHAM**

YOUR CREDIT IS GOOD WITH GARSON & WOOD

A GIFT FOR YOUR HOME AT CHRISTMAS

WILL KEEP THE HOLIDAY SPIRIT WITH YOU ALL YEAR

Our Store Will Be Open Friday and Saturday From 9 A. M. to 9 P. M.



HASSOCKS

XMAS SPECIAL! **98c**

Give a hassock for comfort! Always an acceptable gift, at Xmas time it will be doubly appreciated. We have the Hassocks pictured, in blue, maroon or green — the contrasting stripe is beige.



only \$39.95
Tone and Performance Far Beyond Its Low Price

A 6 tube Philco combination radio and phonograph. You'll get standard American broadcasts, American and foreign short-wave stations and State Police calls. Plays 10 or 12 inch records. Self starting, noiseless phonograph motor. We'll be glad to demonstrate.

FREE PARKING AT PLAZA STATION OR NEXT DOOR TO OUR STORE WHILE YOU SHOP AT **GARSON & WOOD**



6-Way Junior Lamp

XMAS SPECIAL! **\$7.95**

WITH 100, 200, 300 WATT BULB

Let a new lamp brighten up your room for Xmas! This lovely lamp is regularly \$9.95! With beautifully pleated silk shade, 3 candle lites and reflector lite, you may have ivory or sprayed bronze finish.

TRADE IN YOUR OLD FURNITURE IT HELPS PAY FOR THE NEW

Furniture traded in is re-conditioned and sold in Garson & Wood's Value-Plus Basement.



\$11.95

NEW! Cogswell-Lounge Chair

Here is Garson & Wood's new Cogswell Lounge Chair! With its unusually high button back it's designed for comfort—you can lean your head against it! With hardwood frames and strong, comfortable springs in the seat, it is upholstered in tasteful, long-wearing covers. You may have your choice of wine, blue, green or red at this special price.



\$29.75

Nationally Advertised—Lane Chest
The Gift She REALLY WANTS

Don't have any doubt about it! Every girl wants a lovely Lane Chest for Xmas! Make her happy this year and give her a Lane in which to store her treasures! This chest is of 3/4 inch red cedar, covered with beautifully matched oriental wood and walnut. With the Lane automatic tray and the famous moth-insurance policy, here is a gift that will really be welcomed!

A SALE OF KITCHEN ENSEMBLES



4 PIECES IN ALL
STAINLESS PORCELAIN-TOP CABINET BASE

Just in time for Xmas, Garson & Wood offers you an opportunity to save \$4 on this gleaming white enamel ensemble! It will give you extra space for dishes, linens, pans, spices, etc. There are two utility cabinets, cabinet base and dish cupboard. It is 48 inches across the front and will modernize your kitchen as well as save you extra steps and work.

\$14.95

Regularly \$18.95

Easy Terms — Buy on Garson & Wood's Long Time Budget Payments

Garson & Wood

111 CLINTON AVENUE SOUTH

TELEPHONE MAIN 5103

LINCOLN'S

LINCOLN'S SPECIALIZES IN DOLLS and ANIMALS

WE THINK YOU'LL AGREE THAT LINCOLN'S ARE TOPS
WHEN IT COMES TO GIVE REAL VALUES IN SLIPPERS

WOMEN'S SLIPPERS 69¢



Satins, crepes, soft padded soles and heels. Solid leather soles with Cuban heels, wedgies. Every new conceivable type—all the wanted shades, all new materials, all sizes 4 to 8.



MEN'S IMITATION KID LEATHER EVERETTS \$1

Leather soles and rubber heels. With operas so flexible that you can bend them right in your hands. All sizes, 6-11.



BOYS' SUEDE MOCCASINS 50¢

Flexible leather soles and rubber heels. Brown or black. Sizes 1 to 6. Wears like a shoe with the comfort of a slipper.



MEN'S or WOMEN'S WARM SHEEPSKIN SLEEPERS \$1.15

Thoroughly lined with warm, all-wool, sheepskin that usually sells for a great deal more. Women's sizes 4 to 8. Men's 6 to 11.



WOMEN'S CAPE SKIN BUNNY SLIPPERS \$1.49

Colorful suede bootie style, warmly sheepskin lined slippers for women. Sizes 4-8.

CHILDREN'S EMBROIDERED CREPE DUTCHIES 59¢

Embroidered crepe Dutchie type slippers with rayon quilted lining.



Men's Felt EVERETTS 59¢

Genuine leather tips for extra wear, long-wearing soft padded soles and heels. Plain or figured felts. Sizes 5-11.

OUR DOLLAR ASSORTMENTS ARE THE BEST EVER

Every brand new style
Every wanted color
Felts - Satins - Crepes
Wedgies - We've got 'em

Women's GIFT SLIPPERS \$1

The largest collection of women's style slippers we've ever gotten together.

Christmas time at Lincoln's means it's slipper time, and we've really outdone ourselves this year in getting together hundreds upon hundreds of gift slippers that are bound to please no matter what your size, what style you want, what color you prefer—Lincoln's have it. Size 4 to 8.



FOR WHILE WE HAVE COMPLETE ASSORTMENTS OF GAMES, SLEDS, PRAMS, ETC. WE HAVE SPENT MONTHS OF INTENSIVE SELECTION TO MAKE LINCOLN'S THE REAL LEADERS IN VALUES ON DOLLS and STUFFED ANIMALS ****

LOOK at the BIG CHOICE FOR



Big size panda bear with organdie cover-all apron. 20 inches high. \$1

Fully dressed composition body baby dolls with maribou trimmed bonnet and movable eyes. \$1

20-inch unbreakable Dutch girl doll. \$1

15" soft panda bears. \$1

Composition body baby dolls with organdie dress, panties and bonnet. \$1

16" dressed baby doll with flannel coat, rubber di-dees. Sleeps and cries. \$1

2 tone 16-inch teddy bear with movable eyes. \$1



EXTRA

- She Talks
- She Cries
- She Sleeps



MARIBOU TRIMMED LOVABLE

18 INCHES HIGH

BABY DOLLS \$1.98

Big 18-inch doll with tuning head and moving eyes. Fully dressed — rubber pants, socks, shoes, organdie dress, flannel coat.

SEE LINCOLN'S UNUSUAL ASSORTMENT S OF ANIMALS AND DOLLS at 25c, 50c

DOLL PRAMS are BIGGER and BETTER than EVER



FOLDING QUILTED DELUXE BEACH PRAMS \$4.98

A quilted collapsible doll's pram with rubber-tired wheels, 2 visors and all the fittings — just like very expensive perambulators.

Other DOLL PRAMS - \$1.00 to \$8.98

DOLL'S FOLDING BEACH CARTS \$1



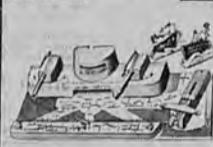
A collapsible doll's beach cart of canvas with rubber-tired wheels. The biggest \$1 value in toys this year!

MOW 'EM DOWN with these DEFENSE TOYS

BIG SIZE Airplane CARRIERS with Flying Planes \$1
16-inch replicas of airplane carriers with 2 catapult planes, two anti-aircraft guns.



COASTAL DEFENSE ARTILLERY FORTS \$1
Two big coastal guns, imitation searchlights, forts and airplanes that actually catapult into the air.



ANTI-AIRCRAFT POM POM GUNS \$1
Big size. Shoots sparks. Telescopic range. Mounted on tripod.



SHOOTING BATTLESHIPS \$1
16-inch battleship mounted with 6 small guns and 2 big guns that actually shoot at targets — plus ammunition.



Don't Buy "Cheap Skates" - You Can Get Good Ones for So Little!

SHOE SKATES \$2.74

Women's White Nickel plated tubular skates. Sizes 2-9.

Men's and Boy's Tubes Black leather tubular hockey skates. Fully lined and strapped for extra comfort. Sizes 5-11.

Children's White Juvenile styles in white or black with the new low type juvenile styl-runner. Sizes 11-3.



IF YOU ARE LOOKING for BETTER VALUES LINCOLN'S BONDED SLIPS at a DOLLAR are the BEST SLIP VALUES IN AMERICA



- Beautiful rayon satins
- Beautiful rayon crepes
- Over 12 styles
- Tailored to fit

Only expert needle work — the finest of materials — the best type of reinforced seams — generously cut — and manufactured according to our exact specifications. With such styling, such beauty, it's little wonder that women proclaim these the best slip value in the country.

\$1.00

LINCOLN'S HAD TO BUY EVERY AVAILABLE GARMENT TO GET THIS SCOOP ON QUALITY UNDERWEAR FOR "BETTER VALUE DAYS"



Famous NON-RUN

SHADOW-STRIPE

Rayon Undies

Every Garment Worth **59c**

39c

You've seen undies like this pictured in the leading fashion magazines, but never at this price! Choice of bloomers, panties, step-ins, elastic bottom or band bottom briefs and vests with adjustable straps.

When It Comes To Aprons LINCOLN'S Are TOPS

- The largest assortment
- Much finer quality

APRONS

- 80 SQUARES
- COVERALLS
- VALENCIAS

25c

Fast color 80 square percales in cover-all, bib styles, 5 panel, 7 panel, tulip and gingham type check aprons. The least expensive yet most acceptable gift we know of.



LINCOLN'S

"you might as well give her the

GIVE HER "Audrey"

Superior FULL FASHIONED FLATTERING

SILK

The SILK HOSIERY THOUSANDS OF WOMEN

"AUDREY" RINGLESS EXTRA SHEER CREPES - CHIFFONS

Compare with hosiery sold any place in the country for \$1.00



IN 2 THREAD

As sheer as a mere cobweb are these 2-thread hose. Dainty and smart for evening and formal wear where sheerness is of prime importance.

IN 3 THREAD

3-thread sheer chiffons for dress and afternoon wear. Extra high twisted silks that wear and look like twice the price. Heels delicately curved to flatter and fit perfectly.

IN 4 THREAD

The utility all-purpose hose. For town, for business and for school wear. They wear like a service weight but have the sheer appearance of 3-thread.

79

• Beautifully full fashioned

If you haven't tried this superior quality of Audrey silk hose, this is your opportunity to get acquainted with the silk hosiery that thousands of women all over know is a better value . . . for Audrey silk hose made by one of the largest in the country.

IT TAKES WEEKS OF SEARCHING TO GET YOU SLIPS OF THIS FINE QUALITY TO SELL AT THIS PRICE

Rayon Satin

SLIPS

at

59c

That should be 79c



A V-lace top slip with a wide lace bottom.

A wide V-lace top in a surplice cross style which many women prefer.

Or, a V-lace surplice style with fagotting.

If you knew the work and time that Lincoln's buyers spend in the markets seeking out such better values as these, then you'd make a beeline to Lincoln's to get at least two of them. Truly these lovely slips won't be on our counters long, they're such a value. Exquisite rayon satins, beautifully tailored and trimmed.



SUEDE CLOTH or CHENILLE **ROBES**

The Suede Cloth **\$2.98**

The Chenilles **\$3.98**

Two distinctive styles to choose from—one with a full zipper front, the other a wrap-around effect. In blue, wine, or dusty pink. 14-20 or 35-44.

Lovely contrasting floral and border effects. In blue and royal, rose beige and wine, white and blue and cherry.

Main St. E. cor. St. Paul

LINCOLN'S

...he the **BEST**"
"Audrey"

MILK HOSE

HANDS OF WOMEN KNOW IS A "BETTER" VALUE

SHEER
ONS

any
.00

9

l fashioned

d this super
ilk hose, this
get acquaint
y that thousan
know is a bett
rey silk hose
largest r

MILLIONS OF WOMEN CAN'T
BE WRONG

Because they continue to come back to
Lincoln's for Audrey Silk Hose . . . They've
worn it . . . tested it . . . tried it and compared
it! Join the millions who "ask for Audrey".



Imagine Buying First Quality
AUDREY CREPES
for as little as

Yes, 59c is a sensationally low price when
you consider the quality, the careful
workmanship, the superior construction,
the beautiful sheer, full-fashioned con-
struction that Audrey crepes give you.
Also 4 thread chiffons and 6 thread
service at the same low price.

59c

An Extra Special
3 Thread CHIFFONS
that are worth at least 69c

Every Pair First Quality
When it comes to better values in hosiery
Lincoln's can give them. Just another ex-
ample of what they mean. All new shades,
all sizes — a knockout of a value at 50c.

50c

"FRUIT OF THE LOOM"

WHAT BETTER NAME DO YOU WANT?

80 Square PERCALE

DRESSES

IN THE GRANDEST NEW ASSORTMENT
YOU EVER SAW IN ANY STORE

Full zippers • All 80 square
Button downs percales
Shirt styles

\$1

at picture 30 outstanding styles to
choose from. Rosebud prints, paislies,
silka dots, checks, dainty florals, mono-
nes — yes, even black and white prints.
You'll hold your breath when you see
such a vast assortment. All sizes, 12-20
and 38-52.



SEERSUCKER NO IRON
WASHABLE
Floral HOUSECOATS

IN FULL ZIPPER or WRAPAROUND STYLES

Smart new stripes and florals in the peren-
nial favorite "seersucker" — the materi-
al that requires no ironing yet always
looks smart.

1.59

Main St. E. cor. St. Paul

MAKE LINCOLN'S your HEADQUARTERS For
Your SWEATERS and SAVE The DIFFERENCE



We have almost ev-
ery conceivable
style that you could
name. Short or long
sleeved cardigans
... sloppy joes with
grosgrain fronts . .
round or crew neck-
lines . . and novelty
weaves.



- SLOPPY JOES
- CARDIGANS
- TYROLEANS
- WORSTED

\$1.98

Careful Shopping of the New York
Markets brings you these top styles
in these last minute fashions



Better
Values in **SWEATERS**

Here again you'll find just what
you're looking for in the latest
style worsted or long sleeve
sweaters. Tyroleans slip-ons, or
simulated hand knits.

\$1

NO MORE - We've got the last ones
Hand made - hand rolled imported

CHINESE
HANKIES

9c

They're hard to get at
any price. Beautiful
hand drawn and ap-
pliqued hankies that
she'll go wild over
... and no one needs
to know that you only
paid 9c for them.



All Imported Linens Are Scarce

No More After These Are Sold

Men's Irish Linen Initialed
HANDKERCHIEFS

3 in a box

69c

You can't get any
more Irish linens to
sell at this price for
all the tea in China.
Beautifully blended.

Fine quality
**INITIALED
HANKIES**

Women's linen
or Men's cotton.

3 for 39c



"Better Value" means more for your money
Famous Makers' Samples — Surplus Stock

WOOL MITTENS

and

GLOVES

47c

- All wool gloves
- Embroidered back mittens

The mittens are solid colors with
embroidered floral backs, and the
gloves are solid colors of red,
navy, black, brown or white.



TAKE A LOOK at these
\$1.00 Leather Back

GLOVES

for **69c** And you'll know
what we mean by
BETTER VALUE

Beautiful imported soft, supple capeskin backs with bengal-
line, long-wearing palms. Certainly a better value at any
price under a dollar.

TAKE A LOOK AT ALL THE NEWEST
**\$1 to \$1.49 STYLES AROUND TOWN AND
THEN COME TO LINCOLN'S AND BUY
THEM IN THIS**

SALE OF BAGS



at
89c

Gifts

Two Things
You'll Appreciate At
MARKS & ABRAMSON

**Dependability and the Utmost
VALUE For Your Money!**

**BUDGET
TERMS
AT NO
EXTRA
CHARGE**

For A Merrier Christmas Choose
From Our Extensive Selection
of Beautiful

**DIAMONDS — WATCHES
CLOCKS — JEWELRY
SILVERWARE**

Dresser Sets, Pen & Pencil Sets
Men's Leather Gifts

Electrical Gifts, Costume Jewelry
RCA and Emerson Radios

HASKELL H. MARKS JACK ABRAMSON

MARKS & ABRAMSON
JEWELERS Established 30 Years OPTICIANS
10 STATE STREET AROUND THE
CORNER FROM MAIN

OUR GUARANTEE:

**YOU'LL SAVE MONEY
AT FLANIGAN'S**

Give HIM A COZY
CHAIR

**2-Pc. MODERN
LIVING ROOM
99.95**

Covered with fine quality velour.
Choice of colors.

Gift LAMPS
LOW PRICED!

Lamps are such bright and happy
gifts—their warm radiance spreads
Yule cheer as does no other home
present!

Lamps are always welcome.
Brighten up someone's
Holiday with an inexpensive,
yet delightful gift
lamp. Make your selection
this evening.

2.75
Up

**5-PIECE CHROME
BREAKFAST SET**

Fully guaranteed. This will
brighten up your kitchen or
breakfast room.
Easy to clean.
Attractive. **29.95**

Gift TABLES
Make a Hit!

Everybody needs
another occasional
table. You'll find
all kinds at all
prices at Flanigan's.

2.50
Up

FLANIGAN'S
337 DRIVING PK. at DEWEY
OPEN EVENINGS TO 9 P. M.
TRADE IN YOUR OLD FURNITURE

AMPLE FREE PARKING ROCHESTER JOBBING HOUSE



SANTA
SAYS:

We're

PACKED with VALUES

SHOP EARLY USE OUR CONVENIENT
LAY-AWAY PLAN

OPEN EVERY
EVENING
'til 9

How to Please

HIM
MEN'S
ALL WOOL

**Mackinaw
COATS**
\$4.98 to \$21

Maybe he wouldn't treat him self to
one of these, but just watch him wear
one if Santa is extra generous! Plaids
and plain colors including genuine
Hudson Bay for several years of com-
fort at work or sports. Sizes 36 to 52.



MEN'S SMART NEW
SPORT
SWEATERS
\$1.98 to \$4.98

Here's the biggest sweater stock
in Western New York, so you
can be sure of getting just what
he wants. Styles for the young
fellow, for more conservative, big
values for all.

Men's Leather or Wool
JACKETS
\$3.48 to \$14.95

You can be sure to pick out
just the type he wants from
this tremendous assortment
of all sorts of combinations of
high grade leather or with
warm wool. Sizes 36 to 54.



Men's 100% Wool
Jersey Coat
SWEATERS
Reg. \$3.98
Value **\$2.48**

Finely tailored in dark colors
for house wear and under a
coat.

FAMOUS "RED HEAD"
**HUNTING
COATS**
Reg. \$5.99
Value **\$3.98**

He'll be proud to own one of
these nationally famous coats.
Waterproof duck, with game
pockets and shell pockets.

MEN'S
Lounge
ABOUTS
1.98

Leather that will wear. Soft and
comfortable for tired feet. — A
great gift for Dad.

Men's Plaid Flannel
SHIRTS
Reg. \$1.19 Value
89c
"Big Yank"

Men's All Wool Red Plaid
Hunting Coats
\$7.98
Reg. \$10 Value

Just what he'll need for
cold weather hunting —
warm all wool plaids, lined
game pockets.

Mens All Wool Buffalo Plaid
SHIRTS **\$3.19**

MEN'S DRESS RUBBERS Reg. \$1.25 Value **89c**

Men's Heavy WORK RUBBERS Reg. \$1.25 Value **98c**

MEN'S LEATHER Moccasins Reg. \$3.00 Value **\$1.79**

MEN'S Fleece-Lined U'Suits Reg. \$1.25 Value **89c**

Men's Genuine ELK
Work SHOES
\$1.98
Reg. \$3.00 Value

MEN'S GLOVES
(for Driving or Dress)
85c to \$2.98

Completely lined for
warmth and comfort. Zip-
pers at ankles for speed in
driving. — Fish-suspender
style for warm tummies.
Sizes 4 to 22.

in the LARGEST STOCK of GIFT
SPORTSWEAR for All the Family

- * ROCHESTER'S LARGEST STOCK OF OUT DOOR APPAREL
- * ROCHESTER'S LARGEST DOWNTOWN BOY'S DEPT.
- * ROCHESTER'S LARGEST WORK CLOTHES DEPARTMENT

Every Item At Low Jobbing Prices!
Largest Selection in Every Size and Price Range

How to Please
HER

Ladies' and Girls' All Wool
CAMPUS COATS
\$4.98 to \$14.95

Choose a gift from this group
and you'll give her years of cozy
comfort. Hudson Bay, reversibles,
plaids, plain woollens, mostly in
the new fingertip length. With
hoods or without. Sizes 12 to 22.

LADIES' 100% Wool SPORT
SWEATERS
A fresh new group
for gift selection. Reg. \$2
Value **89c**

LADIES' FLANNEL Skirts **\$1.69**

Men's — Ladies' — Children's
**TUBE
ICE SKATES**
A very special pur-
chase, so get yours
early. No more of
this low price when
these are gone. Reg. \$4
Value **\$2.98**

LADIES' REG. \$8.00
SKI JACKETS
\$5.98

Think of it — a fur trim-
med hood on a wind-
proof, shower-proof pop-
lin ski jacket, good for
all kinds of sports.
Sizes 14 to 20

LADIES' AND CHILDREN'S
SKI PANTS
\$1.89 to \$4.69

LADIES' AND CHILDREN'S
2 and 3 Pc.
**SNOW
SUITS**
**\$4.98 to
\$12.95**

Rack after rack of
cozy warm snow suits
in all the make your
gift choosing of best
colors and styles — in
real joy. Sizes 4 to 20.

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

Gifts For
BOY
a Real

Boy's
**JIM DANDY
SHIRTS**
Reg. 79c
Value **59c**

Boy's
WARM, FLEECY
**SWEAT
SHIRTS**
Reg. 79c
Value **55c**

Boy's
Lined Corduroy
KNICKERS
Reg. \$2.00
Value **\$1.39**

Genuine Leather
Boy's
BELTS
Reg. 58c
Value **39c**

Boy's
Genuine Broadcloth
PAJAMAS
Reg. \$1.00
Value **69c**

Boy's ALL WOOL
**CAMPUS
COAT**
\$3.98 to \$14.95

Whether you want to spend
\$4 or \$15, you can be sure to
find the best values all along
the price line in this big
group. With hoods or with-
out, lined or unlined, in
plain coatings, plaids or
border stripes. Sizes 8 to 22.

Boy's Combination
JACKETS
LEATHER-
WOOL
Give one of these to a rug-
ged boy! Lots of wear in
the leather body with wool
card sleeves. Knit trim.
Sizes 8 to 12. Reg. \$4.00
Value **\$2.98**

BOYS'
Corduroy SUITS
Warm and practical, these
hard-wearing suits consist
of fully lined zipper jacket
and fully lined knickers.
Sizes 8 to 12. Reg. \$4.00
Value **\$2.39**

ROCHESTER JOBBING HOUSE
159-161 JOSEPH AVE. Cor. Nassau St. STONE
Open 'til 9 Every Evening Unrestricted Parking 2260

Dollar Shower Hits City



Shown above is a typical Western Union crew, leaving the 7UP Bottling plant, armed with crisp, red Dollar Bills for 7UP drinking Rochesterians.

As advertised in last Thursday's SUN, 7UP began, last Monday, an extensive campaign in which Dollar Bills will be presented free to housewives in every section of the city who can produce a 7UP carton and six bottles, full or empty, when the Western Union messenger calls at her door.

Guild Orchestra Plans Second Public Concert

Two major works of famous composers will feature the Christmas Program of the Rochester Music Guild Symphony Orchestra at its second public concert of the season to be presented next Wednesday at 8 P. M. in the main auditorium of Monroe High School. Admission will be free and the public invited.

Featured on the program will be the eight movements of "Nutcracker Suite" and Haydn's "Toy Symphony" of

three movements. Compositions by such popular composers as Wagner, Herbert, Humperdinck and Coleridge-Taylor will be included.

The program is as follows:
March of the Toys... Victor Herbert
Song of the Little Sandmen and Evening Benediction from "Hansel and Gretel"..... Humperdinck
Nutcracker Suite..... Tchaikovsky

1. Miniature Overture
2. Arabian Dance
3. Dance of the Fairy Dragons
4. Russian Dance
5. March
6. Chinese Dance
7. Dance of the Reed-Pipes
8. Waltz of the Flowers

Toy Symphony..... Haydn
Allegro Moderato
Menuetto
Finale Allegro

(Scored for Strings, 3 Flutes, Guitar and Mandolin, and the following toy instruments: Bell Tree, 2 Angels, Cymbals, Castagnets, Tambourine, Cuckoo, Quail, Trumpets, Drums, Rattle, Nightingale.)
Siegfried Idyll..... Wagner
Christmas Overture... Coleridge-Taylor

W.R.C. TO MEET
E. G. Marshall, W. R. C. No. 27, will hold their regular meeting and Christmas Party next Tuesday evening at the City Hall Annex. Members are to bring gifts for the Oxford Home.

CHRISTMAS PARTY
The West Side Ladies' Club will hold their Christmas Party next Tuesday evening at the Lowell Restaurant at 8 p. m. All reservations for this affair must be in before Saturday noon.

GRANTS Toy Circus

Horsman Long Dress Baby Doll
More fun to dress and take out in the carriage! Sleeps, cries. Soft body. 17" tall.
1.00

Delightfully soft, cuddly
Stuffed Animals
Teddy bears, puppies, pussy cats of deep, furry plush! Many with little suits!
59¢

Large, grown-up style!
Child's Rocker
She won't grow out of this in a hurry... the seat is almost a foot square! Maple finish.
1.00

Test your brains and skill!
New Games
Indoor fun for a gang of kids or a roomful of grown-ups! Grants' games cost so little!
10¢ to 25¢ 39¢

Locomotive flashes sparks!
Mechanical Train
Boys! It just tears around! 10 track sections included! Passenger or freight complete.
1.00

Big Choice! Boys' and Girls' Fiction Books
Classics, adventure stories, popular series for both boys and girls! Buys at...
25¢

Mrs. H. L. Bock, Jr., 12 Morgan St.

Grants Eye Stoppers

FOR CHRISTMAS SHOPPERS

See what **25¢** or less buys!

In handsome gift boxes!
Men's & Women's Hankies
Box of 3 **25¢**
White for men, with wide hem, tall colored initials! Lavish embroidery, lace and cut-out work on the women's! Made of soft quality cotton.

For complete nail care!
Manicure Set
Cuticle softener, polish and remover, cotton, emery, etc. ... all neatly boxed!
25¢

Give that dainty lady a
Petal Pillow
Four rows of quadruple rayon satin petals! Rayon fails back! 10" wide! Gift boxed.
25¢

Real swank for sister!
Girls' Handbags
Smart top-handle bags to hold all the important things a little girl collects!
25¢

See what **1.00** or less buys!

Make a friend for life! Give him "Pennleigh"
Men's Shirts
1.00
If he's never worn them before, he'll be converted by New Year's! If he has... he'll admire your good judgment! Sanforized! White, blue, figures. Sizes 14 to 17.

Any man's favorites!
Dress Slippers
Easy on his feet... with flexible, hard leather soles and rubber heels. Sizes 6-11.
1.00

For a regular guy, Boys'
Wearite Shirts
You're got to think of wear AND looks! Nifty, tubest-terns. Sizes 8 - 14½.
69¢

Truly Proportioned "Iris"
Silk Hosiery
A dollar's worth of value! Genuine crepe, finless, newest shades! 2-3-4-7 thread.
79¢

Luxury gift! This is it!
Women's Gowns
Beautiful rayon satin lined with lace, deep flounces, and cut to flatter! In gift box!
1.00

See what **25¢** or less buys!

All ready to wrap!
Boxed Pipes
Filters! Aluminum connections! Real Italian briar inner bowls! The McCoy!
25¢

Choose what HE chooses!
Shirts & Shorts
He likes Wearite! 100% 66 broadcloth, Grippex-fastened! Combed cotton shirt.
25¢

See what **1.00** or less buys!

With mirror lids!
Make Up Boxes
Big enough and deep enough to hold a collection of bottles, powder and things!
59¢

COUPON

This Coupon Is Worth **10c**

Towards Price of Admission To See **"HEIDI"**

EASTMAN THEATRE
Saturday, Dec. 14, 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.

Name: _____
Address: _____
Age: _____

FROM A FAMOUS FIFTH AVE RESTAURANT

CRANBERRY APPLE RELISH
1 pound (4 cups)
Eatmor Cranberries
2 apples, pared and cored
2 oranges 1 lemon
2½ cups sugar

Put cranberries and apples through food chopper. Quarter whole oranges and lemons, remove seeds and put through chopper. Add sugar and blend. Chill in refrigerator a few hours before serving. Make 1½ quart relish. Try it with roast pork or pork chops, with roast goose or duck. Or on a plate with frankfurters and baked beans.

FREE...
Country Recipe Book
300 to 400 American Country Cookery Recipes
1940 Edition
No. 1000000000

Eatmor Cranberries

Grants Gifts FOR THE HOME

Indicator **Iron**
159 Stream-lined for efficiency! Shows the temperature!

Chrome-plated **Toaster**
169 Welcome gift in any home! Black feet and handles!

Electric **Percolator**
112 Want some good coffee? Get her this 7 cup Alumin! Alum!

His Favorite **Smoker**
298 Gift-plated, trimming! Ivory-finish metal. Fine quality!

21" wide! **Hassock**
298 Washable simulated leather covering! Fits in anywhere!

Scatter **Rugs**
249 Persian type in rich, clear colors! Size 3'x5'!

Corner or Wall **What-Not**
50+ Scroll (12 x 12) Maple, walnut, mahogany finishes!

Bath **Hamper**
298 Bench or upright! Mirrored handles! All woven-fibre!

Framed **Mirrors**
198 Upright or round! Beautifully chased gift frames!

Genuine Hardwood **Furniture**
Such a small price for a PERMANENT gift! Alcohol-resistant finish. All types of tables.
198

For a prettier table!
"Briarcliff" Dinnerware
3.98 32-pc. set
Favorite in Grants open stock for years! The formal design is beautifully suited to a fancy turkey dinner!

Grants has a "gift" for smartening up windows!
Curtains
1.00
If it's the living room, choose these stunning lace tailored pairs! Complete lines for bedroom and kitchen too!

Beautifully designed **Boudoir Lamps**
A pair costs so little and looks like such a lot! Bases only. Shaded 20c, 25c.
89¢ each

Handsome pottery base **Table Lamps**
They'll throw light on any gift situation! Each with its specially designed shade!
1.00

You won't find handsomer values!
Occasional Tables
3.98
Sometimes it's weight that counts in furniture, and these are really heavy! Fancy matched veneer! Fancy matched veneer! Fancy matched veneer! Count on using them for years!

W. T. Grant Co.
293 E. MAIN ST. at EAST AVE.
KNOWN FOR VALUES

THRIFTILY PRICED GIFTS FOR EVERYBODY!

See what **50¢** or less buys!

You can't go wrong on
Women's Fine Rayon Undies
39¢
She wears them... that's certain! And she's bound to appreciate the extra nice quality of Grants undies! Tailored, fancy, all sizes!

A dainty, useful gift!
Dainty Apron
Cross bar print with pert, ruffled bottom! Just one of many Grants apron gifts!
39¢

Be the fuzziy! Try Grants'
Men's Ties
Bare to please in patterns and textures! Wool-lined. Resilient construction! Only...
39¢

Maybe now she'll write!
Boxed Stationery
24 large sheets and envelopes, 24 notes! Packed in a tiered, embossed white box!
50¢

Modern, Easel-Back Glass **Photo Frames**
Add your own photograph and make it a gift to be long remembered!
50¢

See what **2.00** or less buys!

For daughter, wife, mother!
Housecoats
1.59
Smart, zipper-front styles in tubfast poplin... many with an 8-yard sweep! Everyone wears them now! Sizes 14-32.

Luxury in every fold!
Women's Slips
Practically made-to-order fit in Grants new 3-length styles! Fancy, tailored. 32-32.
1.00

For a man with taste!
Men's Pajamas
He'll sleep in the fine style he likes! Middy, coat. Broadcloth. New patterns. Sizes A to D.
1.00

Women's Talon-Zipper Felt Bootee
Just made for tired, cold feet! Flexible leather sole. Fleece lined. Sizes 3 to 8.
1.29

Warm as a blanket!
Men's Robes
Nattily tailored with piped trim, cord belt, two big pockets! Figure or plain. Boxed!
1.49

"O-o-o-o! Like Mother's!"
Girls' Housecoats
Zipper! Quilted top! Hood! Gay tubfast cotton! Sizes 3 to 16.
1.00

Already got hands!
Men's Hose
Black socks or half hose! Assortment of 3 pairs for patterns. Handsome, durable!
59¢

Dad's choice! Williams **Shaving Set**
Everything for a luxury shave! Cream, Aqua Velva, blades, talc, dental powder.
50¢

He won't lose these! Men's **Leather Gloves**
He'll be so proud of them, he couldn't mislay them! Lined or dressy types.
1.00

So many! Women's **Boxed Umbrellas**
Such gay colors too! Galahay, rayon and cotton! Prints, plain.
1.00

W. T. Grant Co. KNOWN FOR VALUES 293 E. MAIN ST. AT EAST AVE.

MR. HATT-KESSLER'S SLIPS DOWN EASY, TOO—IT'S SMOOTHNESS SURE AMAZES!

MR. HATT: "JEPPERS! BUT WE'RE SLIPPIN' DOWN THIS HILL AS FAST AS BLAZES—"

SMOOTH AS SILK
but not 'HIGH HAT'

KESSLER'S
AMERICA'S GREATEST WHISKEY VALUE

KESSLER'S PRIVATE BLEND—A BLENDED WHISKEY. 75% Neutral Spirits distilled from Grain. 90 Proof. Julius Kessler Distilling Co., Incorporated, Baltimore, Md.; Lawrenceburg, Indiana.

Cranberry Breakfast Bread is a holiday hot bread all winter long. Pour quick coffee cake batter over 3 tablespoons melted butter, ½ cup sugar and 1½ cups whole raw cranberries spread in the bottom of an 8-inch pan.

FURS

NORTHERN SEAL (Dyed Coney) \$42.50
Reg. \$79.50

DYED SILVER FOX Value \$69.50 \$37.50

CLIFFORD FUR CO.
1283 CLIFFORD AVE., Just off Portland MAIN 474

DOLANS... Where You Buy THE CUTS CHICKEN YOU OF PREFER

Breasts lb. 45c Livers lb. 45c Necks lb. 12½c
Wings lb. 22c Giblets lb. 19c Legs .. lb. 35c

Young Milk Fed FOWL 19c
For Fricassee or Salad

Rib End PORK LOIN 14c
lb.

DOLANS 600 JEFFERSON AVE.
cor. Bartlett Telephone Genesee 1417

BLOUSES
For All Accasions Are Easy To Make

Smart blouses make all the difference in the world if you are watching your budget closely. Team this charming surplice style with afternoon and evening skirts and just see how many flattering comments are made on your chic appearance. The classic shirtwaist style with its tie neckline has a definite purpose. It looks well with daytime sport skirts as well as with suits at all times. Striped lame for dress up and soft silk crepe for more tailored wear.

Style No. 2738 is designed for sizes 14, 16, 36, 38, 40, 42, and 44. Size 36 requires 1½ yards of 39-inch fabric for surplice style; 2½ yards for shirt blouse.

Send FIFTEEN CENTS (15c), (Corin is preferred) for PATTERN. Write plainly your name, address and style number. Be sure to state size you wish. Address Pattern Department, Rochester, Sun, 121 West 19th St., New York, N. Y.

Pitt and Fordham will meet in football again in 1941. And that likely will be the last game between the two.

2738
SIZE 14-44

Movie Guide

All Pictures Listed Now Playing Except As Noted.

*Starts Friday

*Starts Saturday

ROCHESTER — "Philadelphia Story", Cary Grant, Katharine Hepburn, "Callani Sons", Jackie Cooper, Bonita Granville.

PALACE — "The Long Voyage Home", John Wayne, Thomas Mitchell, "A Night At Earl Carroll's", Ken Murray, Brenda and Cobina.

CENTURY — "Lady With Red Hair", Michale Hopkins, Claude Rains, "Pastor Hall", Wilfrid Lawson, Nova Pilbeam.

REGENT — "The Bad, the Ugly", Alice Faye, Betty Grable, "Charter Pilot", Lloyd Nolan, Lynn Bari.

CAPITOL — "Arise, My Love", Claudette Colbert, Ray Milland, "Cherokee Stripe", Richard Dix, Florence Rice.

SHIVERA — "They Knew What They Wanted", Carole Lombard, Charles Laughton, "Men Against The Sky", Richard Dix, Wendie Barry.

DIXIE — "Haunted Honeymoon", Robert Montgomery, Constance Cummings, "Men Against The Sky", Richard Dix, Wendie Barry.

*STATE LIBERTY — "The Parade", Kenny Baker, Frances Langford, "Military Academy", Tommy Kelly, Bobbie Jordan.

*MADISON-MONROE — "I Want A Divorce", Joan Blondell, Dick Powell, "Hidden Gold", William Boyd, Russell Hayden.

*WEBSTER — "Flowing Gold", John Garfield, Pat O'Brien, "The Gay Caballero", Cesar Romero, Sheila Ryan.

*CAMEO — "Golden Pleading", Lew Ayres, Rita Johnson, "Flowing Gold", John Garfield, Pat O'Brien.

*WEST-END — "Golden Pleading", Lew Ayres, Rita Johnson, "Lucky Partners", Ginger Rogers, Ronald Coleman.

GRAND — "They Drive By Night", Ann Sheridan, George Raft, "Hired Wife", Brian Aherne, Rosalind Russell.

*LAKE — "Boom Town", Clark Gable, Claudette Colbert.

*LITTLE — "Charles Dickens" "A Christmas Carol".

XMAS PRESENTS

Both Sears Stores Are Open Until 9:30 p. m. Friday and Saturday Nights



\$3.98 others to \$7.98

Makes a fireside hugger out of an adventurer. Tailored from luxurious new broadcated rayon cloth, advertised in most men's magazines! Rayon satin shawl collar, cuffs, sash and pocket trim. Solid colors, with all over modernistic designs. Small, medium and large sizes. Main Floor, Monroe.

\$4.98 others from \$3.98

All wool flannel lounge; the kind your favorite movie star poses in! Beautifully tailored: Made with shawl type collar, set in sleeves; cut full across shoulders, self belt: Wine, Blue, Maroon, Brown, with contrast trim. Small, medium and large sizes. Main Floor, Monroe.

\$2.98 others up to \$5.98

Warm beacon type blanket robe. Made of the same material as the blankets on your bed! Wrap around type, with shawl collar, has breast and two shawl pockets. Sash cord tie, with fringed ends. Smart color choice. Small, mediums and large sizes. Main Floor, Monroe.

\$1.35 and up to \$2.50

Famous Tra-Points! Equal to those we feel, selling up to \$2. Smart woven and printed patterns, and plenty of wanted whites. Cut to fit, and then sanforized, to insure perfect fit, with maximum shrinkage. All sizes, 14-17; sleeves, 32-35. Main Floor, Monroe.

3 for \$1 and up to 49c Pair

Famous make hose. The maker is one of the foremost (if not the foremost) in the country. Clocks, vertical stripes, wide or narrow stripes. Full fashioned lises, and silk mixtures, rayons and rayon and silk. Sizes 10-12. Main Floor, Monroe.

\$24.75 and up to \$59.95

Bulova 15 jewel. Famous for accuracy. Natural yellow rolled gold plated case, pigskin strap. Also Elgin, Waltham, and other famous makes, \$4.95 to \$59.95. Buy 'em on the Budget Plan. Main Floor, Monroe.

\$1.19 plus usual tax

Carton of 200 cigarettes in holiday wrapper. Lucky Strikes, Old Golds, Camels, Chesterfields, Raleighs, Phillip Morris. Limit, 3 cartons. Main Floor, Monroe.

49c and up to \$7.50

Famous make Pipes, Kaywoodies, Dr. Grabows, Milano, Honey-Bole, and many others. Imported briars, 40 shapes in walnut, rustic and virgin briar. Main floor, Monroe.

\$1 others from 49c

Fine leather and simulated leather wallets and billfolds, Saddle leather sets, billfold and key case, \$3.98. Main Floor, Monroe.

\$2 Old Spice set, shave bowl and tins. Main Floor, Monroe.

\$1 Belt and Buckle. Leather belt in black or brown, with silvered initial. Main Floor, Monroe.

\$1.98 Paris gift set, suspenders and belt. Action back leather suspender, with elasticized back, snap fastener. Leather belt to match. Main Floor, Monroe.

\$2 Swank set with brown or black leather belt, initialed buckle.

Swank Jewelry Main Floor, Monroe

Cameo Key Chain \$1.50
Buckle and Tie Chain \$2
Collar and Tie Set \$2
Initialed Cuff Links \$1.50
Initialed Dress Knife \$3.50

\$10.98 Jackknife 29 inch wardrobe case, usually \$12.95. Big enough to hold three suits, and all accessories. Complete with hanging rack. Basement, Monroe.

\$7.98 Airplane matching case, 3 ply basswood frame. Absorbs travel bumps, rack holds 4 dresses, accessory pockets, plus room for two pair of shoes. 21-inch size. Basement, Monroe.

SEARS

Rochester League

George Angevine got hot on his home alleys in Elm Hall's Rochester League Monday night and carved out a big 671. George's heavy shelling helped Hetzler Coal five to a 3003 total.

Russell had 636. Ray Benzon 626. Lou Crandall 624. Jack Rudiger 607 and Hurwitz 605.

Elm League

Stan Nazimek outrolled his fellow-members of the Elm League last Wednesday night with a good 640.

Team matches: Alexander Smith 1239; W. A. Coffey 1230; Bernard Held 1231; N. N. Linn 1230; Monroe Diner 1230; Hoteling Engineers 1231; McFarlane 1231; Tommy Jenks 1230; 1.

Police No. 2 League

Mickey Roseener's 544 was the best individual total registered in the Police No. 2 League at Genesee Hall last Monday.

Team matches: Joseph 1230; 1. Charlotte 1230; 2. Franklin 1230; 3. Loyal 1230; 4. Exchange 1231; 5. University 1230; 6. Bronson 1231; 7.

BOWLING

There has been considerable controversy in bowling circles about the action of the Classic Committee in basing qualifying handicaps on last year's final average figures. Some bowlers are complaining that it is unfair to expect them to match last year's averages with conditions so different this season, meaning, we imagine, the much-discussed heavier pins that are being used now.

Well, let's see! Monday's Times-Union published a list of the qualifiers for last week and we find that 31 keggers made the grade. That doesn't sound as though the boys were having a great deal of difficulty with the heavy pins.

Here's another interesting note. Seventeen of the 31 qualifiers made the necessary 700 figure by a margin of ten pins or less. In other words, 55% of last week's qualifiers hit the charmed circle by means of a handicap which was fair. Otherwise, their gross scores would have been considerably higher.

Don Hassett brought out a debatable point a week ago Sunday when he wrote of the experience of an alley owner who put up lighter wood and noted an immediate change in the attitude of his bowlers. Many of them felt they were in the groove at last, that their balls were finally beginning to work, etc., but the truth of the matter was that they were throwing their balls the same way but the pin action was different.

Doesn't this indicate that shooting at heavy pins is partly

a mental condition? I have found this to be true, that when light wood is up the delivery is free and easy and when we are shooting at new pins which we know will be tough, the pressure comes on. We are inclined to steer the ball instead of letting it roll naturally to the pocket.

Let's forget about the pins and concentrate on throwing

with Ed Randall

the ball. So many of us are so careful on the golf links to keep our heads down and our backs straight and relaxed, forget that bowling calls for the same careful concentration. We cannot expect the ball is going to do all of the work for us. We must get into the habit of picking a spot to lay the ball and throw it with a smooth unhurried swing and be the pins light or heavy we will find that the law of averages will protect us. By hitting the pocket consistently, we are bound to get enough strikes. Watch a high-average bowler sometime. He doesn't worry about changing his delivery if he gets tapped a few times. He just keeps plugging away at that 1-3 pocket and the strikes take care of themselves.

MILD :: that's the answer to EAGLE'S growing popularity. "Mild" is the word for it. It's a more comfortable whiskey to drink :: smoother... easy-going. And it doesn't wear out its welcome. Insist on National's EAGLE and see if *mild* isn't the word for it!



"Mild"

IS THE WORD FOR IT

National Distillers Products Corp., New York—90 Proof. 60% grain neutral spirits.



IT'S BRANDY AND SODA... with Hildick, of course!

It's a change for the better... Something entirely new! Really different! It's a drink with a long that's unique.

HILDICK APPLE BRANDY

30 PROOF BY

BRANDY AND SODA This Week-end

DISTILLED LIQUORS CORP.

ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

Beautifully Rebuilt... **HOOVER** Plus BRAND NEW Famous Make **HAND CLEANER**

Both For... LIBERAL TRADE-IN ALLOWANCE ON YOUR OLD CLEANER

\$14.95 FULL CASH PRICE EASY TERMS

FULLY GUARANTEED! For the same time as a new Hoover!

If you can't come in—PHONE or write for a FREE Home Demonstration.

PENN VACUUM STORES

30 SOUTH AVE. OPEN EVERY EVENING TILL 9 P. M. STONE 6747

IMPORTANT! ASK US ABOUT THE 3 ADVANTAGES OF BUYING FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!



For the Biggest Gift Values Go Straight to

GAMLER'S NO INTEREST OR CARRYING CHARGES



Store Open Every Evening Till Xmas

SPECIAL! CUCKOO CLOCK \$9.95

Artistically executed popular bird design in synthetic carved wood. A real cuckoo clock that cuckoo on the half hour and hour. Bird emerges from behind door and chirps merrily. American made—guaranteed 24 hour movement operating on chain and weights. No key needed to wind. 3 1/2 inch dial. A most unusual and welcome Christmas gift. Come in early.

25c Week

RONSON LIGHTER

Convenient. Famous make. Very special at this price.

\$1.95

25c A Week

NUT DISH

Handsome crystal with chrome tray and spoon.

8c

WALTHAM SPECIAL KITCHEN CLOCK \$1.98

Reg. \$4.95

SPECIAL! JUDY DOLL \$1.59

She Talks, Opens and Closes Her Eyes, Genuine Horsman Doll \$3.50 Value

R.C.A. \$9.95

Unbelievable tone—distance & performance. Model.

Ladies' Westfield \$10.35

Men's Westfield \$8.95

7 Jewel—Gold Filled

BRIDAL DUETTE WITH FINE DIAMOND \$29.75

Both For

Exquisite, tailored ensemble. Engagement ring with genuine diamond.

Extra Special! Scotty DOG \$1.59

16x22 inches. Real fur, red harness.

\$5 Value

MUSTARD JAR 8c

Beautiful Crystal Spoon and Cover

BON-BON DISH 8c

Beautiful Inexpensive Gift

PHILCO \$9.95

PT25 AC-DC 3 tube Superheterodyne Automatic volume control. Smart brown plastic.

A Great Gift—New SCHICK "Cavalier" Electric SHAVER \$9.75

Years of shaving comfort for him. Also Remington Co. Shavers.

Ronson Masterpiece \$7.95

Combination Lighter and Cigarette Case

10-PIECE IVORY DRESSER SET \$9.95

10 matching pieces in a set that is new as modern as you've ever seen at this special low price.

NEW 3 DIAMOND RING VALUE \$26.50

50c A WEEK

Lovely cutter diamond and 2 genuine side diamonds in an exquisite setting. Available for Christmas. Gold yellow gold.

BULOVA \$24.75

Handsome, new style in the nationally famous Bulova for men.

30c A Week

BULOVA \$24.75

Dainty new Bulova for Her Yellow gold case.

50c A Week

BULOVA \$33.75

A watch any man will enjoy wearing. Bulova quality.

75c A Week

ELGIN \$39.75

She will thrill to this dainty new timepiece. Terms.

75c A Week

8-PC. COCKTAIL SET \$4.95

A beautiful set for your own use or to give as a gift.

25c A WEEK

Richly enameled in two-tone polished monogram shield. 25c DOWN 25c WEEK

BENRUS \$19.75

Natural Gold case with matching link bracelet.

50c A Week

BENRUS \$29.75

In new, yellow gold color with 17 jewel movement.

75c A Week

BENRUS \$29.75

Yellow gold Benrus for the ladies. 17 jewel movement.

75c A Week

ELGIN \$55.00

Style and quality in handsome new Elgin for Him.

\$1.00 A Week

POCKET WATCH SET \$22.50

Elgin 7 jewel gold filled. Complete with knife & chain.

50c A WEEK

EVAN'S CASE \$1.75

Famous Evan Case and Lighter. Combination. Fine gift for lady or gent.

25c A WEEK

OUR LOVELIEST 10 DIAMOND SET \$44.50 \$1 A WEEK

5 diamonds in each of these glorious solid yellow gold 21.68. Special value.

No Charge For Credit

GAMLER'S

CREDIT JEWELERS & OPTICIANS—STORE OPEN EVERY EVENING TILL XMAS

104 E. MAIN ST. cor. N. WATER

Genuine Hematite and Tigrisite. Usual charm & value in this head. Some man's gift. 25c A WEEK

4-PC. PERCOLATOR \$9.95

Cream pitcher, sugar bowl, percolator and tray in gleaming chrome.

25c A WEEK

Get Ready For The Good Time Season

SAVE AT LIVADAS'

Annual Holiday Sale

WINES and LIQUORS

This Sale affords an opportunity TO SAVE MONEY on your Holiday wants . . .
Choose from tremendous stocks of Imported and Domestic Brands!

IT'S ALWAYS LIVADAS FOR GREAT VALUES!

Our Very Best Seller!

SANDY HOLLOW

STRAIGHT RYE WHISKEY

4 Years Old

\$1.79

Full Quart

Compare! \$2.25 Value!

AN OUTSTANDING VALUE!

LONDON'S

ROCK N' BRANDY

That famous cold weather favorite with a base of choice Brandy, skillfully blended with plenty of fresh fruits. You'll be delighted to discover its delicious mellow and smooth taste. This low price enables you to stock up, NOW!

\$1.39

86 PROOF

Full Quart

Compare! \$2 Value!

ONE OF SCOTLAND'S FINEST

KING GEORGE IV

BLENDED SCOTCH WHISKEY

\$2.69

FIFTH

A rare value 100% Scotch Whiskey Distilled, Blended and bottled in Scotland. Compare! \$3.39 Value!

Very Unusual Value! Imported Virgin Islands

BLACK CROSS RUM

Delightfully Mellow

86 PROOF

An extraordinary fine quality rum for your cocktail arrangements.

\$1.69

Fifth

VERY SPECIAL!

Medallion's Private Stock WINES

- Blackberry 3 Full Quarts
- Cherry 3 Full Quarts
- Apricot 3 Full Quarts
- Extra Choice Compare \$1.10

Compare! \$1.50 Value

No Finer Quality! — AT ANY PRICE!

LIVRO GIN

\$1.65

Full Quart 90 Proof

100% Grain Neutral Alcohol

Compare! \$2.45 Value!

No matter how particular you are, you are sure to like this gin . . . for its smooth and mellow, it's made from 100% grain spirits. Please don't judge it by its price. Let your taste be the test. Try it—you'll realize instantly what a sensational value it is! It really assures the connoisseurs of quality gin that there is no finer at any price!

Very Low Price—Very High Quality

Whitney Club

STRAIGHT RYE WHISKEY

85 Proof 5 Years Old

\$1.59

Full Quart

Compare \$2.00 Value

This rye compares in taste with fine bottled whiskeys. Has the flavor of rich old rye—Product of one of America's best distillers. Delicious in cocktails, tall drinks and straight.

If you insist on a very fine Rye Whiskey—this is it at an extremely low price. We want you to try it, we know you'll recognize it's high quality instantly.

Our Famous Brand — And What A Value!

LIVRO RYE WHISKEY

\$2.30

Full Quart 90 Proof

Compare! \$3.25 Value

A real bargain in fine whiskey. Please note it is a full quart — not a fifth. The straight whiskey in this fine product is 100% mellow 4-year old to give it a distinctive flavor, the remaining 10% is pure neutral spirits.

We have sold thousands and thousands of bottles of this rye because of its quality and outstanding low price.

We Have a Complete Stock of Nationally-Known Brands . . . Many of Them In Beautiful Gift Packages!

INCLUDING:

- SEAGRAM'S
- CALVERT'S
- SCIENLEY'S
- HIRAM WALKER
- OLD TAYLOR
- WILSON
- OLD GRAND DAI
- THREE FEATHERS!
- MOUNT VERNON
- OLD OVERHOLT
- FOUR ROSES
- PAUL JONES
- JULIUS KESSLER
- HUBBARD'S
- (Mixed Cocktails)
- MARTIN'S VVO
- BALLANTINES

Registered Brand Straight Bourbon

"PRESIDENT DELUXE" WHISKEY

100 Proof All 4 Years Old

VERY SPECIAL!

\$1.99

Full Quart

Here's an extraordinary price for a quality Bourbon. Full quarts, not fifths at this low price! The product of one of the country's great distillers. Well-rounded in flavor, superb in bouquet. Hundreds of our customers will take this opportunity to stock up now and save!

Compare \$3 Value!

THE FAMOUS FRIARS NEW YORK STATE

CHAMPAGNE

Produced and Bottled by the Old Monastery Co., Inc., Rheims, N. Y.

One of N. Y.'s most popular brands, specially priced! A superb champagne, a great wine of a great vintage year — We honestly believe this is one of the finest domestic Champagnes.

\$1.75

Large 26-Oz. Bottle

BALBOA WINES

YOU'LL WANT THIS CHOICE QUALITY FOR THE HOLIDAYS—AND WHAT A VALUE!

Balboa wines are of assured high quality of character that's distinguished by a magnificent flavor and rare bouquet. Blended by America's foremost vintners from choice California Grapes.

DRY

- Burgundy
- Zinfandel
- Claret
- Barbera
- Chianti
- Rhine
- Sauterne

99c

FULL GALLON

SWEET

- Muscatel
- Sherry
- Port
- Tokay

3 Full Quarts

\$1.10

Alcohol 20% By Volume

\$1.35

FULL GALLON

LIVADAS BROS.

OPEN EVERY NIGHT 'TIL MIDNIGHT

A Name You Can Trust

PHONE STONE 5549

183 MONROE AVE.

N. Y. S. LICENSE L-4229

FREE DELIVERY

8 MORE DAYS TO GET YOUR WEGMANS AUTO TICKETS IN TIME TO WIN A NEW \$930 CHEVROLET FOR XMAS?

If you haven't already started to save Wegmans Auto Tickets . . . it's not too late to start right now, but remember the more tickets you have—the better your chance to win. And Remember, too, to keep the date open for our —

GRAND DRAWING DEC. 23

101 CHANCES TO WIN A \$930 CHEVROLET and 100 BASKETS OF GROCERIES

ALL THIS WEEK-END!

WEGMANS DECEMBER FOOD FESTIVAL

Our Greatest Winter Savings Event Featuring Thousands of Quality Food Bargains in Every Department at all eight stores.

BONELESS ROLLED ROASTS AND

Legs o' Lamb

Tender Lean Juicy Roasts

21c

Rochester's Largest Meat Retailers

HIGHEST GRADE BUTTER

U. S. CERTIFICATE OF QUALITY IN EVERY PACKAGE

NO. 99

LAND O' LAKES BUTTER

Land O' Lakes is made from sweet cream milk from the finest American cows. It's the most delicious butter for table use.

No matter what price you have been accustomed to pay for butter, you can't buy better, fresher butter than Land O' Lakes. Try a pound this week-end.

Wegmans

HOME OWNED FOOD MARKETS

FREE PARKING FOR CUSTOMERS

Annual LIQUOR SALE

CHRISTMAS BEVERAGES

- Hiram Walker Whiskies—All 86 Proof
- 4 YRS. OLD STRAIGHT BOURBON \$1.95 qt.
STRAIGHT RYE 99c pt.—\$1.89 qt.
- 3 YRS. OLD STRAIGHT RYE WHISKEY .. \$1.69 qt.
90 PROOF
- GIN: BENNETT'S No. 10, 90 proof \$1.65 qt.
100% GRAIN NEUTRAL SPIRITS—COMPARE QUALITY AND PRICE
- HILLCROFT BONDED BOURBON, 4 Yrs. Old \$2.19 qt.
BOTTLED UNDER U. S. GOVT. SUPERVISION—REG. \$2.95 VALUE
- SCOTT'S SUPREME SCOTCH WHISKEY .. \$2.89 5th
13 YEARS OLD — BOTTLED IN SCOTLAND
- RUM CARRIBEAN \$1.69 5th
IMPORTED PORTO RICAN RUM OF HIGHEST QUALITY
- ONEIDA WINES \$1.69 gal.
PORT — WHITE PORT — SHERRY — DRY SHERRY — MUSCATEL —
TOKAY — FOR 6 YRS. THE MOST SATISFACTORY WINE
- DRY WINES MANY TYPES 99c
- AMERICAN WINE gal. \$1.29
YOUR CHOICE OF 3 TYPES
- COMPLETE VARIETY TAYLOR'S, WIDMER'S, PLEASANT VALLEY AND
AND OTHER POPULAR WINES

IMMEDIATE
FREE
DELIVERY

Our complete stocks include all
popular brands in Christmas
gift packages. Also, Martins V.
V. O. Scotch, Ballantines 10
yrs. old. All popular imported
Brands. Other Scotch whiskies
6 and 12 years old.

PHONE
GLEN 4152

PARISIAN LIQUOR STORE

1517 LAKE AVENUE

Kodaks Face Graflex In Dusty League

By DON MATTARO

Shattering all early season attendance records, the Rochester Industrial Basketball League opened its season last Thursday at John Marshall High School, to give the large turnout of fans a torrid doublebill of court action. Crowds follow the doubleheaders scheduled last Friday and Saturday nights with enthusiasm to give officials visions of the most prosperous season in history.

Opening week victors were the Rochester Button, International Business Machines, Delco Appliance, Kodak Park, Hawk-Eye and Rochester Products. The initial verdicts deadlocked the six teams for top honors.

Scheduled on tonight's twinbill at John Marshall High hardwoods is the Kodak Park and Graflex encounter. This contest forecasts plenty of leather-thaurny with the Parkers conceding the edge in scoring power. The Bausch and Lomb opposes Defender Photo fives in the wind-up. Beginning with tonight all twinbills will get underway at 7:45 o'clock according to Dusty officials.

WEEK'S SCHEDULE

Tonight at John Marshall High School; Kodak Park vs. Graflex, Bausch and Lomb vs. Defender Photo.

Saturday, December 14, at Kodak Office: Rochester Products vs. Hawk-Eye, Camera Works vs. Graflex Recreation Club.

Tuesday, December 17, at Kodak Office: Camera Works vs. Sibleys, Rochester Button vs. Delco Appliance.

Genesee League

Joe Messerina rapped out one of the best totals scored this year on the Genesee Hall strips when he banged out a big 662 in Monday night's Genesee League.

Team matches: Hatzler Ice (2792) 2, National Tool & Machine (2599) 1; Brooks Beverages (2709) 2, Quilton Chiquon Club (2698) 1; Georsets (2554) 2, Amalco Foundry (2327) 0; Simmonds Press (2486) 2, Kurkash (2197) 0.

Do Your Xmas Shopping With HALF-DOLLARS!

50c Down—50c Week Buys Gifts For Everybody at Union!



Open every evening before Christmas for your saving convenience.

Toys for the Kiddies-50c Down!

BICYCLES \$14⁹⁵ up
TRICYCLES \$2⁴⁵ up
SKATES 89c

DOLLS 98c up



Sailors, Cowboys, Dutch girls, Teddy bears. All soft, big, cuddly. Variety of gay colors.

Jewelry - 50c Down!

SILVERWARE service for 8 ... \$7.95 up
WATCHES Ladies and Men's ... \$7.95 up
CAMEO PINS \$2.95 up
PEARL NECKLACES 79c up
CROSSES—LOCKETS—CHARMS 98c up
COMPACTS 89c up
Diamond & Birthstone Rings .. \$1.89 up



Furniture — Lamps — Appliances

50c Down
50c Week

Mix Master \$12⁹⁵

HASSOCKS 79c up

COFFEE TABLES \$1⁵⁰ up
An excellent gift. Several styles to choose from.

LOUNGE CHAIRS \$24⁵⁰ up

LAMPS 98c up
Floor, table, wall, bridge.

END TABLES ... 98c up
CARD TABLES ... 79c up
SMOKERS ... 98c up
Sessions CLOCKS ... \$2.95 up
Magazine Racks ... \$1.19 up
Cocktail Sets ... \$4.95 up
Breakfast Sets ... \$29.50 up
5-Pc. Chrome DINETTES \$59 up
7-Piece ... \$49 up
Living Room Suites ... \$49 up

Cedar Chests \$15⁹⁵ up
Nationally honored for beauty and quality. Every woman wants one.

Throw Rugs 39c up

OCCASIONAL CHAIRS, \$7.95 Up

Also Washing Machines, Refrigerators, Vacuum Cleaners, Console Radios, etc.

50c Down — 50c Week!

UNION

286 EAST AVE.
EAST AVE. corner UNION. Open Every Eve. 'til Xmas.

Why do it the hard way?



Why stymie yourself with hundreds of not-quite-right gift suggestions!



Why let your feet get trampled on and your temper frayed!



Why punish yourself in the push-and-jostle of holiday shopping crowds!

...when the easy way is just around the corner

SHOW us a man who won't have a sparkle in his eye when he finds a bottle of Four Roses under his Christmas tree! For everybody knows what a special whiskey—a very special whiskey—it is.

So, make haste to your nearest package store and get some Four Roses—in its distinguished new bottle—for every name on your gift list. And while you're there, make sure to lay in a goodly supply for your own holiday entertaining.

Four Roses

America's finest gift whiskey

Famous Egg-Nog Recipe

Year after year, Four Roses Egg-Nog has become more and more a Christmas tradition. You'll find the famous recipe right on the Christmas package. Be sure to try it!

\$1.98 | **\$3.10**
A PINT | 4/3 MART



BLEND OF STRAIGHT WHISKIES—50 PROOF. FRANKFORT DISTILLERIES, INC., LOUISVILLE & BALTIMORE

TOWN TALK
DOROTHY: Everyone in town knew about your mother, everyone except you. You can blame them for thinking you were the same. Read "M. Mother's Reputation" in the January True Story Magazine or sale at all newsstands.

RUGS 9x12 \$1.00
CLEANED and STEAMED
Rugs, Stained, Cleaned, Washed,
Sized, Mott, Damp and
Germ-proofed \$3.00
ELTER CO. Est. 1872
Glenwood 3466 - 44 Arthur St.

The Christmas Gift She Will Remember
FULLER BRISTLECOMB \$2.39
ORDER EARLY
FULLER BRUSH CO.
595 Temple Bldg.,
STONE 1406

AUTO INSURANCE
No Coolest
No Bother
No Hassle
Complete coverage on
Liability, Property
Damage, Fire, Theft
and Collision. For de-
tails phone:
STONE 557
BUDGET PROTECTION
1444 Lincoln Alliance Bank Bldg.
Established 1916

NEVER KNEW 4¢ A DAY WOULD BUY SO MUCH HOT WATER!



HEAT WATER THE CHEAP WAY—the Duo-Therm uses only low cost fuel oil! No gas! No electricity! 4¢ a day gives the average family all the hot water they can use... with full-automatic convenience!

DUO-THERM
AUTOMATIC OIL BURNING WATER HEATER

SAVE UP TO 50% on hot water bills! Thousands have—by switching over to this more economical, better way to heat water. Eliminates headaches over high gas and electric bills. And—these Duo-Therm's have larger capacities—heat water faster—you get more hot water—whenever you want it. Can be used anywhere! Pay out of savings—on easy terms.

See These Duo-Therm Dealers
BAREHAM & McFARLAND
136 NORTH STREET
ELCAR HEATING & APPLIANCE
834 DEWEY AVE.
DEAN PLUMBING CO
270 HAYWARD AVE.
REDEKER BROS.
2154 E. MAIN
H. SIEBERT SONS
ST. PAUL & ANDREWS
GEO. LONG HARDWARE
SEA BREEZE, N. Y.
METZGER & BRAYER CO.
485 LEVEL LANE
ALHART ELECTRICAL CO.
1149 CULVER RD.
CARL LOTZ
865 JOSEPH AVE.
DAVID BIERBRAUER
CHILL AVE.
WM. A. MCCORMICK
4 LAKE AVE.

Give GREEN RIVER the whiskey 9 OUT OF 10 LIKE



*110,533 out of a total of 124,193 people (9 out of 10) who tasted Green River, liked it. Hence our claim that it is AMERICA'S SMOOTHEST WHISKEY

HURRY! ORDER YOURS TODAY

GREEN RIVER GIN IS BIG VALUE, TOO!

Genesee Ladies League
Edna Smith and Rose Hilbert divided top honors in last Monday night's Genesee Ladies League with 575 each.
Dot Hartleben had 552, Dot Jartin 541, Belle DeConinck 34, Lillian Biel 519, Helen Biel 10, Keithell Brown 506, Alice Ainsworth 503, Flo Satter 503 and Mary Finzer 501.
Team matches: Pure Quill (2603), 2, Soudi Spaghetti (2494), 0; Ross Hart Tavern (2319), 2, Miller Beverages (2241), 0; Cool Chevrolet (2411), 2, Genesee (2364), 1; Sherwin-Williams (2359), 2; Lincoln Printing (2220), 1.

Fanatic League
Dick Heberling's 611 was the best individual total in last Wednesday's Fanatic League at Elm Hall.
Team matches: Avery Restaurant (2571), 2, Big Elm Cigar (2509), 1; Sloan & Son (2412), 3 by forfeit; Faded's Sarrarium (2429), 2, Klee Cigars (2281), 1; Regent Parkside (2393), 2, Sweeney's Diner (2279), 0.

Keep False Teeth Purified Says Dr. Sherwin
Don't brush your false teeth or dental plates—you can't purify them that way—you can't even clean them properly that way.
Keep up with the times—get today a generous 30 cent bottle of Stera-Klen—give your plate a bath as directed, and after the first bath your false teeth will start to sparkle with purity and cleanliness—will so glisten with beauty that you'll be proud of them. Your mouth will feel much better—rejuvenated.
Just a little Stera-Klen in a half glass of water and all slimy mucin stains and milkiness begin to go—its amazing—lasts for weeks—30 cents—all drug stores.

Gas & Electric League
Jack Bloom blossomed out with a big 658 for top individual honors in last Tuesday's Gas & Electric League at Elm Hall. Phil Gropp had 619 and Charlie Bond 606.

INDIGESTION
may affect the Heart
Can trap in the stomach or gut may act like a bar-trap on the heart. As the first sign of indigestion smart men and women, closed on Hill and Tablets to get free. See inactive but needs of the future bring medicine known for indigestion. If the pills, double count, were, but, better, from little to us and receive DOUBLE Money Back, 25c.

FAY'S WAVE SHOP PRESENTS
The Excitingly Different
POMPADOUR PERMANENT
Shampoo 50c \$1.50 WITH THIS AD
419 Jefferson Av.
Wash or without Appointment

RUINED
JANE: Army life ruined your parents' marriage. Are you going to let the same thing happen to you? Read the amazing inside story of Army post life in "Confessions of an Army Wife" in the January True Story Magazine, now on sale.

CONSTITIATION CAN COME FROM A BAD-ACTING LIVER
When the liver gets stubborn, as it often does in temporary constipation, you need something more than ordinary laxative aid. Beechams Pills, besides being a purely vegetable laxative that helps produce a pleasant, thorough movement, also helps stimulate the flow of bile from the liver. It is this bile that acts on intestinal wastes and helps bring real relief from irregular elimination. Buy Beechams Pills at your druggist's—10¢, 25¢, 50¢.

Blessed Relief... FOR DIFFICULT DAYS
CHI-CHESS-TERS DIAMOND BRAND PILLS
CHI-CHESS-TERS PILLS are helping thousands of women "keep their heads" through the "Month of Months" League. Why don't you try them to relieve symptomatic periodic pain and discomfort. Absolutely safe to take as 50¢ strength. Contains no habit-forming drugs or narcotics, and up used beneficially for over 35 years.

ACT NOW AND SAVE
Prices Go Up Next Week ON MILLER'S GUARANTEED
COAL SPECIAL
"SPECIAL" STOVE, EGG AND NUT... \$10.95
PEA... \$9.05
ARDEAN R. MILLER
PHONE GEN. 20 500 WEST AVE.

DAW'S ARE GIVING AWAY
Absolutely **FREE**
This Beautiful New 1941 **OLDSMOBILE SEDAN**



DAW'S ORIGINAL CUT-RATE DRUGS

OPPOSITE TEMPLE THEATER 56 CLINTON AV. & MAIN ST. E.
CORNER AQUEDUCT 31 MAIN ST. E.
1 DOOR FROM STILLSON 353 MAIN ST. N.
CORNER DEWEY 452 RIDGE RD. W.
AT BULL'S HEAD 880 MAIN ST. W.
JUST OFF MAIN 473 W. N. GOODMAN
NEAR GOODMAN 539 MONROE AV.

HERE'S HOW:
With every purchase at all DAW'S DRUG STORES you get FREE tickets. Deposit them in the box. Then on Monday, December 23 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.
THE MORE TICKETS YOU HAVE—GREATER YOUR CHANCE TO WIN

PRICES TODAY THRU SATURDAY

WITH THIS COUPON **CHRISTMAS Greeting Cards** 21 Beautifully colored cards—No two alike, many exclusive designs and verses. Complete with envelopes. (Limit 3 Boxes) **19c**

ELECTRIC WREATHS 21c
Red Wreaths—torch type bulb. Complete with cord and plug. **9c 3 for 25c**

BELL ACORN CANDLE WREATHS

ICICLES, TINSEL, RIBBONS, TWINES, SEALS, etc. 8c 3 for 23c

TREE LIGHTS Set of 8 vari-colored ornamental lights. **29c** EXTRA BULBS 2 for 5c 10 for 23c

25c Size **Carbona Cleaner** 14c

WITH THIS COUPON **Apple Blossom Talc. Powder** 1-Lb. Can Reg. 50c **19c** (Limit 2)

Gifts She'd Like...
CUTEX Manicure Sets from 25c
DEVILBISS Perfume Atomizers from 25c
Compacts & Vanities Large Assortment from 49c
TOILET WATERS And Cologne from 39c
YARDLEY'S Lavender Toiletries from 55c
STATIONERY In Gift Boxes from 43c

WITH THIS COUPON **WOODBURY'S Shave Cream** Large 35c Size **11c** (Limit 2)

Reg. Size **Stork Castile Soap** 6c

Bot. of 100 **Aspirin Tablets** 6c

WITH THIS COUPON **RINSO** Large Box **14c** (Limit 1)

Gifts He'd Like...
SHAVE BRUSHES Large Assortment from 69c
GILLETTE RAZOR Sets, All Types from 98c
EASTMAN CAMERAS All Models from 79c
SHAVE BOWLS Lavender Type, 75c value 39c
BILL FOLDS Large Assortment from 29c
CIGAR LIGHTERS Table Models from 89c
POLAROID Glasses \$1.95

WITH THIS COUPON **GRAPE JUICE** 35c Pint **14c** (Limit 2)

Pt. Size **Rubbing Alcohol** 8c

5c Boxes **Ludens Cough Drops** 2 for 5c

WITH THIS COUPON **TISSUE PAPER** FOR GIFT WRAPPING White • Red • Green • Blue • Halley Regular 10c Rolls **2 for 13c** (Limit 4)

FOR CHRISTMAS BAKING
Oil of Anise (1 oz.) 19c
Harshorn Cubes, 1 oz. 9c (AMMONIUM CARBONATE)

WITH THIS COUPON **LAXATIVE QUININE Cold Tablets** Regular 30c size **9c** (Limit 2 Boxes)

35c Size **Syrup Of Figs** 18c

35c Size **Vicks Vapo-Rub** 27c

DETECTO BATH-ROOM SCALES WEIGHS UP TO 250 LBS. GUARANTEED 5 YEARS Reg. \$2.50 Val. **\$1.79** IN ALL BATHROOM COLORS

Gifts For Smokers
Christmas Wrapped **59c**

CIGARETTES \$1.39 All Taxes Paid
Kools — Luckies — Camels — Chesterfields — Raleighs — Phillip Morris — Old Gold

Pkg. of 4 **Probak Junior Blades** 3c

4 Ozs. **Sedatole Syrup** For Coughs **44c**

ELECTRIC SANDWICH GRILL Toasts sandwiches, fries, can be used for making two-deckers. Nickled with black trim. **98c** OTHERS TO \$2.29

CIGARS R. C. D. Co. Box of 25 Garcia Grande 99c Harvesters La Arores Habanellos 44c, etc. BOX OF 50 \$1.95 (The CIGARS (Most Brands) Box of 25 \$1.89 \$3.77 Box of 50)

TOBACCOS Dills... lb. 72c—Granger... lb. 69c Velvet... lb. 72c—Model... lb. 69c Prince Albert... lb. 72c Half and Half... lb. 72c Union Leader... (14 oz.) 59c Geo. Washington... lb. 59c Briggs (Cannister)... \$1.17 Edgeworth... lb. 72c Old Briar... lb. \$1.13 Blue Boar... lb. \$1.68

Box of 14 **TREET Blades** 25c

75c Size **Vapex Inhalent** 59c

Ever-Ready Shaving Brush Famous Everready Shaving Brush with pure bristles set in rubber. Catalin handles with brush holder to match. Reg. \$1.50 Value **69c**

TOBACCO POUCHES Hundreds to choose from. Priced From **29c**

BRIGGS TOBACCO IS WOODEN HUMIDOR REG Full Pound \$1.59

25c Size **Cuticura Ointment** 14c

Elm Ladies League

Team matches in last Thursday's Elm Ladies League: Bernard Held (2106) 3, Perry Florists (1760) 0; Butch Martins (2270) 2, Cobbs Hill Grill (2118) 1; Hensler Jewelers (2317) 3,

Moose Club (2130) 0; Ryan Carting Co. (2377) 3, Caruso Restaurant (2072) 0.

In twenty years of college coaching Jock Sutherland sent 22 of his boys to the All-American.

Di Carlo To Tackle N. Y. Puncher In Elks Main Go

Heading a four-man team coming from New York next Monday is Joe Johnson, 150 lb. negro who will try to stop Tony DiCarlo in his comeback march at the Elks club weekly amateur fight show.

DiCarlo, who last season was considered nearing the end of the trail, chalked up another victory this week when he trounced Melvin Hawkins dusky Syracuse battler.

Johnson is said to be tough and willing to mix it.

With Johnson will come a man unique in at least one respect. He is Gus Levine, the only genuine Jewish-Negro fighter in the world. You never heard of one? Well, neither did we, but he is nevertheless. His opponent, as well as that of Albert Aello, 140 lb., third man of the metropolis team, will be announced later this week by John Burba, director of bouts.

Fourth man of the team is Sidney Lemko who is matched with Rochester's Kobay Paul for a five round session.

In a 3-round special bout which may steal the spotlight, Frankie "Bad Boy" Clark, of Mt. Morris, will face Ed "Dynamite" Johnson of Rochester in a rubber match. Each has one victory over the other to date. Plenty of action is promised in this bout.

Henry Armstrong lost his welterweight crown to the twentieth challenger, Fritz Zivic.

Moose Men's League

Vern Brumber rolled 646 for the best individual total in the Moose Men's League last Monday night.

Lou LaToy had 611, Sax Smith 607, Harley Meyers 606 and Don McIntyre 605.

In the team matches Harmin Jewelers took two from Wood's Hydraulics, Wilder Motors won two from the Brewster-Abrams and Proker two from Rochester Trucking Service, Kitamiller Music won all three from Pike Heating, Rochester Provision took two from Simmons Motors and Harry's Auto Class swept all three games from the Four Bells.

IF HE BOWLS We Have The Gifts



A Bowling Ball Bored To His Measure
Make His Christmas A Merry One



The GUARANTEED Ball. Custom Bored in size. \$15.95
EASY PAYMENT PLAN BAGS-SHOES
M. A. LUSCHER
117 NORTH STREET

If YOU prefer the finest in men's wear the place to get it is

IRWIN'S SHOP

4 Seneca Arcade
Successor to Tucker

DISTINCTIVE HABERDASHERY

• SHIRTS • TIES • SOCKS • PAJAMAS
• MUFFLERS ETC. — GIFT BOXES

HOLIDAY SPECIALS "BUY BETTER BUYS"

at **RAYMOND'S**
Finest materials and up-to-the-minute styling in

MENS SUITS OVERCOATS \$12.85

Some quality that sells for 3 TIMES as much elsewhere.

RAYMOND'S
71 E. MAIN • The House of 2 Trouser Suits
Open Fri. and Sat. Nights

BLACK DIAMOND LEHIGH COAL

A Favorite FUEL With Folks Who Want The BEST!

PHONE GENESEE 7800

NUT-EGG \$10.95
or STOVE TON

PEA \$9.10 RICE \$6.85
BUCKWHEAT \$7.85
COKE \$9.95
Store or Nut

Cash Prices Per Ton Shoveled Off

BLACK DIAMOND COAL CO.
Office & Yard — 190 YORK STREET

SINUS Sufferers

Get Relief This Quick Easy Way

USE **MAID'S NOSE SPRAY**
Results guaranteed or your money refunded. No case too chronic for MAID'S NOSE SPRAY...
Protect your family from Colds, Sinus, Flu, Catarrh, etc. Spray nose daily with MAID'S NOSE SPRAY

ON SALE AT ALL LEADING DRUG STORES

UNCONVENTIONAL

EMMIE You went with Jim on his conditions. When he tires of you where can you turn. Your sister's husband will never let you return to their home. Will Ed take you back? How can a woman who throws conventions to the wind find happiness? Read "To the Ends of the Earth" in the January True Story now on sale.

Skating is a comparatively new sport in this country, but judged by its 1 1/2 million adherents, few can equal it in popularity.

OLD OVERHOLT
AMERICA'S MOST POPULAR BOTTLED IN BOND

It must be good... so many people like it!

100 PROOF

OLD OVERHOLT WHISKEY \$2.55
4.5 Qt. (25.86¢)
1.59 (1.66¢)

Where To Go For Entertainment!

PARTIES AT CARPENTER'S HALL
113 No. Fitzhugh
Thursday — 8:30 P. M.
SUNDAY — 2:30 P. M.
Admission 20c

BINGO PARTIES at BEELEY'S
Mon., Tues., Fri., Sat.
at 8:15 P. M.
Sunday at 2:30 P. M.
142 GENESEE ST. in REAR

BINGO PLYMOUTH CHURCH HALL
Plymouth Ave. at Troup
25 DOOR PRIZES
Admission 20c
Every Sat. 8:30 P. M.
\$90 JACKPOT

PARTIES UNION LEAGUE HALL
Sunday and Monday,
8:15 P. M.
Wednesday and Saturday,
1:30 P. M.
290 Gregory, at South Ave.

BINGO AT CHILI RECREATION HALL
509 CHILI AVE.

BIGGEST PRIZES Paid for seating capacity — 400 persons.
MON., TUES., THURS., FRI., SAT. — 8:15
TUES., WED., SAT., 1:30 P. M.
NO PRIZE UNDER \$5
DOOR PRIZES AT EVERY GAME

BINGO GLIDE HALL
SUN. 8:15 P. M. Glide & Corner
Entertainment & Door Prizes
Jay St.

PARTIES AT Capitol Theatre Hall
55 ON EACH GAME
85 W. MAIN ST.
WED. and SUN. 8:15 P. M.

19th Ward Clubhouse
257 HAWLEY
Thursday 8:15
Admission 20c
Jackpot Game Thursday

HOLLYWOOD BINGO NOW! 25 GAMES EACH NIGHT!

WED \$305 THU \$359 FRI \$359 SAT \$359

We Present **\$1,382.00** IN PRIZES EACH WEEK INCLUDING JACKPOT

SPECIAL—Souvenir Nite every Wed. Remember—our admission remains the same—25c—we pay the tax. Doors open 7 P. M. Games 8 P. M.

35 Pullman Ave. off Lake at Ridge

DE LUXE BINGO
EVERY MONDAY NIGHT — WATCH US GROW

MORE THAN **\$800** CASH PRIZES

Dancing to **RAY FAGAN'S ORCH.**
Bingo 8:30 to 10:30 P. M.
35 Door Prizes
K of C AUDITORIUM
CHESTNUT ST.

BERGHASH HOLIDAY LIQUOR SPECIALS

FREE DELIVERY PHONE MAIN 786

PRICES GUARANTEED THIS WEEK ONLY

L'HERMITAGE WINES
Produced and Bottled at the Winery in California.
59¢ Full Quart
2 Qts. \$1

100 Proof STRAIGHT BOURBON WHISKEY
Under U. S. Government Supervision
Compare To Any \$3.35 Value Quality Whiskey At A Very Low Price.
\$2.19 Full Quart

OUR OUTSTANDING 4 YEAR OLD WHISKEY VALUE CREAM O'GRAIN
Rochester's Best Buy For Price and Quality!
\$1.89 Full Quart

90 PROOF London Inn Distilled Dry GIN
This Gin is distilled according to an Old English recipe.
A \$1.75 VALUE!
\$1.29 4.5 Quart

NORMANDIN RESERVE COGNAC
Cognac Fine Champagne Produced In France
A \$6.50 VALUE
\$4.89 4.5 Quart
Thurs., Fri., Sat. Only

Imported West Indies RUM
RON CORONA SUPERIOR GOLD LABEL
Compare \$2.25 Value
\$1.49 Full Quart

100% PURE CALIFORNIA WINE CHATEAU BRISAC
Compare To \$2.25 Value Buy Several Gallons At This Low Price
\$1.49 FULL GALLON
THURS., FRI. and SAT. ONLY

AMERICAN DRY OR SWEET NUYENS Vermont
Prepared Under Nuyens & Co. Exclusive Formula Not Contents 1 1/2 Quart
84¢

100% SCOTCH Whiskies "Queen" "Victoria"
A \$3.25 Value A Choice Blend of Highland Whiskies
\$2.54 4.5 Quart

BOTTLED IN BOND KENTUCKY BOURBON
Compare \$2.70 Value
This whiskey is distilled from fully ripened and matured grains.
\$1.99 Full Quart

BOTTLED IN BOND CALIFORNIA PEACH BRANDY
Under U. S. Government Supervision
Compare \$2.25 Value
\$1.50 4.5 Quart

WESTMINSTER The Very Finest DISTILLED DRY GIN
90 Proof
Distilled From 100% Grain Neutral Spirits
\$1.65 Full Quart

HOSTESS California SWEET WINES
Every Drop 100% Pure
Choice: PORT \$1.25 Full Gallon
SHERRY
MUSCATEL
TOKAY
White Port

PINE BROOK 4-YEAR-OLD Straight Whiskey
86 PROOF
A Uniform Whiskey of Superior Quality. Mellow Flavor And Fine Bouquet
\$1.95 Full Quart

BERGHASH
124 CLINTON AVE. S. MAIN 786
NEXT TO LOEW'S ROCHESTER THEATER
FREE PARKING OPPOSITE OUR STORE

Buonomo League

Gamrod-Harman and Ruby Plumbers split honors in Monday night's Buonomo League. The wallpaper boys really went to town with three excellent games of 1094, 1054 and 1015 for 3163, while the plumbers banged out 3134, starting slowly with 921 then accelerating to a great big 1158 and ending with a good 1055. Connie Liese won individual honors with his good 682.

Les Laemlein had 668, Gunner Burke 666, Doc Rapp 650, Hank Utter 649, Russ Thomas 647, Earl Steeves 642, Frank Ohlau 641, Charlie Hoffmeier 637, Dan Marcille 636, Tony Buonomo 636, Bill Irwin 634, Leo Eckert 633, Sam Vaccaro 633, Herb Scheuch 631, Abberger 624, Bender 622, Ed Doyle 621, Bob Streib 619, Joe Lusardy 617, Milt Meyers 615, Sanger 615, Doc Brown 609, Don Crombie 607, Lou Martell 607, Carl Sillato 605, McGill 604, Harold Servis 601 and Harry Spielmacher 600.

UNSELFISH

NONA: Racing is Stan's first love. You know he will never be happy away from the track and you will never know peace while he is racing. Your unselfishness is a lesson to every woman who loves. Read "Courage to Love" in the January True Story on sale at all newsstands.

What is different about LIQUEUR Scotch?



Every drop of Martin's is special "liqueur" Scotch—the label tells you so. And "liqueur" Scotch means the very pick of choice, mellow Scotch whiskies.

Martin's is also 88 proof instead of the usual 86.8 ... goes a little farther.

Martin's sells for no more than most brands. Next time, call for Martin's and enjoy Scotch of "liqueur" quality at no extra cost.

"Scotch is good ... Liqueur Scotch is better"

CALL FOR MARTIN'S

THE LIQUEUR SCOTCH



88 PROOF - BLENDED SCOTCH WHISKY Imported by McKESSON & ROBBINS, INC., N.Y.

NUSBAUM'S
Apparel Dept. Store



Beautiful, practical gifts are always appreciated. Nusbaum's have wide selections in gifts for every member of the family—at REAL savings, too, because every nickel saved in their low rent location is passed along to you.

GIFTS for LADIES'

Gowns, Slips, Pajamas

Lots of color and style in these inexpensive and welcome gifts.

GIFT BAGS \$1
Every woman loves a new hand bag. Give one from Nusbaum's large assortment of smart, good looking gift bags.

Sweaters \$1
Fluffy-warm. All sizes, many exciting colors.

Quilted Robes \$3.95
Beautiful quilted robe with robe A will wrap you in cozy comfort. Sizes 12 to 32. OTHERS \$4.35 TO \$5.95

GIFTS for Girls' - Misses'

DRESSES \$1.95
Something she can put right on and wear! Lovely styles in silks, velvets, wool and other novelty fabrics. Sizes 12-16, 16-18. Others \$2.00 to \$3.00.

Sweaters \$1
All weights-colors-styles. An inexpensive gift she can wear all winter. Sizes 12-16.

SKIRTS \$1.95
Warm, stylish. Plenty of selection. Sizes 12-14, 14-16.

SKATING SET \$3.95
Quilted hooded jackets with flannel or velvet skirts. Sweater little numbers. Others \$4.95 & \$5.95.

GIFTS for Boys'

Gift to please every boy!! Our Complete Boys Department has a gift to suit every one... at the prices you like to pay...

ROBES \$1.95
He'll appreciate this on cold mornings. Choice of colors. Sizes 4 to 18. Others \$1 to \$2.95.

SWEATERS \$1.95
Good looking and sturdy. Plenty of long wear in these. Sizes 12-18. Others \$1 to \$2.95.

SHIRTS .79c
Novelty flannel or dress, sporty. Durable. One of our finest values.

WOOL SLACKS \$1.95
Slacks or long pants. Sewed to go with that sweater for active out-of-door play. Sizes 8-18.

STORE HOURS
Open Every Eve. to 9 P. M.
Friday 9 A. M. to 5 P. M.
Saturday Evenings 5 P. M. to 10 P. M.

HARRIS NUSBAUM
221-229 Joseph Avenue

WITH COUPON
PALMOLIVE SOAP
3 for 11c
LIMIT 3
KEY DRUG

WITH COUPON
Paper Napkins
Pkg. 50
Reg. 10c
Limit 2
2 for 7c
KEY DRUG

WITH COUPON
5c Baby Ruth Bar AND 5c Butterfinger Bar
10c Value
BOTH FOR 4c
LIMIT 8
KEY DRUG

WITH COUPON
Hair Curlers
Reg. 5c
3 for 7c
LIMIT 6
KEY DRUG

XMAS TREE LIGHT BULBS
6 for 25c
MAZDA

Box 21
Xmas Cards
50c Val.
19c

XMAS Wrappings, Twines, Tinsel, etc.
Reg. 10c
8c-3 for 23c

Hind's Honey And Almond Cream
50c Size
2 for 40c

Georgia, Thin Shell PECANS
21c lb.
30c Value

Guaranteed 5 Years!
DETECTO SCALE
Weights to 250 lbs. All bath-room colors.
\$2.39
Reg. \$3.50

PERSONAL PERFUME BAR
Three 3-dram bottles under lock and key. Beautiful lacquer gilt finish.
98c

Seneca ELECTRIC HEAT PADS
Simple 3 Heat Control
Double Safety Thermostat on Each Heat
Costs Only 1/2c Per Hour To Operate
Safe Uniform Heat for Relief of Pain or Chill
Reg. \$2.50
\$1.39

470 N. Goodman near Main
KEY
92 E. Main near Water
1861 Monroe near Winton
ROCHESTER'S MODERN CUT RATE DRUG STORES
457 Ridge Rd. W. near Dewey

Gifts
Thursdry, Friday, Saturday, Sunday
Large Selections of Nationally Famous Brands in Toiletries, Gift Sets, Smokers Supplies, Kodaks, Candy etc., at lowest prices.

Gifts He'd Like
Eastman Cameras 79c to \$50
Old Spice Shaving \$1 to \$5
Sets 1 to \$5
Yardley Shaving \$1 to \$5
Sets 1 to \$5
Tobacco 29c up
and Pouches 49c up

Gifts She'd Like
Yardley Lavender \$1-\$1.15
Sets 1 to \$1.15
CUTEX Manicure Sets 25c to \$5.00
MAX FACTOR Make Up Sets \$1 to \$8.55
Evening In Paris SETS 55c to \$15
April Shower Sets 28c to \$5.00

XMAS CANDY SALE!
5 POUND BOX ASSORTED CHOCOLATES
Christmas Wrapped \$1.50 Value
79c
Cream and chewy, nut centers covered with thick chocolate!

Miniature Chocolates 1b. box 23c
Chocolate Covered Cherries 1b. box 21c
Choc. Peppermint Patties 1b. box 19c
Whitman's Ass't'd Chocolates 1b. box \$1.00

JUMBO STYFFED TOYS
YOUR CHOICE OF Monkey Teddy Bear 89c
\$1.50 Value

LB. TOBACCOS AT LOWEST PRICES!
XMAS WRAPPED!
PRINCE ALBERT 72c
GRANGER 69c
G. WASHINGTON 59c
MODEL 69c
VELVET 72c
EDGEWORTH \$1.01
U. LEADER 14 oz. 59c
BLUE BOAR \$1.69
RALEIGH 72c
HALF & HALF 72c

INGRAHAM WRIST WATCH
Reg. \$2.50 ... \$1.79

EVEREADY ELECTRIC TABLE BROILER
Guaranteed 5 Years!
Its extremely modern and handsome design, plus the sparkle of highly polished chrome, makes the Electric Broiler a beautiful table adjunct. Flavor and food juices are "sealed in" by the domed top. Thus, you are assured of better cooking results with less effort and care on your part. Since each individual part is made with extreme care our Electric Broiler (with ordinary precautions) remains new looking and efficient through years of daily use.
Reg. \$5.00
\$2.98

DESK LAMP AND GUARANTEED FOUNTAIN PEN
Plastic base with walnut finish, two grooves for pens, clips, etc. The fountain pen has a stainless steel smooth writing point.
98c
\$1.75 Value

TAMPAX IN THREE SIZES
MODERN sanitary protection for monthly use... no belts, no pins, no odor, no chafing... Traveling or home use... Available in Regular, Super, Junior sizes.
NEW LOW PRICE, 29c MONTH'S SUPPLY
Introductory package - 20¢

YARDLEY SPECIAL FOR GENTLEMEN
Shaving Bowl and Yardley Crystallized Brillantine
\$1.55 Value Both For \$1.00

Real Gift Value WILLIAMS GIFT SET
\$89c

WITH COUPON
Sweetheart SOAP
3 for 11c
LIMIT 3
KEY DRUG

WITH COUPON
SANITARY NAPKINS
Box 12
Limit 2
9c
KEY DRUG

WITH COUPON
KITCHEN CHARM WAX PAPER
Extra Heavy 125 Ft. Limit 2
11c
KEY DRUG

WITH COUPON
Pot Cleaners
Large Size 5 for 11c
LIMIT 10
KEY DRUG

Colgate Brushless SHAVING CREAM
25c size
2 for 26c

Medium Size
IVORY Soap
3 for 14c

100 Pack
Stationery
50 Sheets—50 Envelopes All For 11c

TOY Geography BLOCKS
36 Val. 13c While They Last

LARGE ASSORTMENT Xmas Cards
at lowest prices.

YARDLEY SPECIAL FOR GENTLEMEN
Shaving Bowl and Yardley Crystallized Brillantine
\$1.55 Value Both For \$1.00

Real Gift Value WILLIAMS GIFT SET
\$89c

Real Gift Value WILLIAMS GIFT SET
\$89c

Real Gift Value WILLIAMS GIFT SET
\$89c

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Delivered Every Thursday

FOURTH YEAR—No. 8

ROCHESTER, N. Y., THURSDAY, DECEMBER 19, 1940

To 75,200 Rochester Homes

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

CHRISTMAS GIFT SHOPPERS

Contained in this issue of The Sun, Rochester's Shopping News, is a complete gift list to aid you in making your selections. Leading merchants tell you of their "best buys". Shop every page. We suggest you sit down now and make up your gift list right from these advertisements. They will show you the way to greater values.

Then, be sure that next week's issue of The Sun receives your attention. Rochester's leading stores will make important announcements concerning their "after-Christmas" clearances and year-end sales. The next issue will be delivered to your home, as usual, next Thursday afternoon.

Meanwhile, The Sun, and members of its staff take this opportunity to extend best wishes to its thousands of readers. May your Christmas be a merry one and may the new year bring you its full quota of joy, happiness and prosperity.



Members of the staff, as well as officers of the Rochester Sun are mourning the passing of Frank Bradshaw Kelly, vice-president and director of Rochester's Shopping News. His untimely death early Wednesday morning casts a shadow of sorrow on this publication's successes during the past three years. Kelly, conceded to be one of the nation's outstanding slogan creators was, in no small measure, responsible for the Sun's meteoric rise. His quick wit and jovial disposition made him a conferee to be loved as well as respected.

Holiday Buying Volume Hits New High Total

Roaring on the expected Saturday peak, Christmas buying reached avalanche proportions in Rochester this week.

Extra evening shopping hours and the warning "Only four more shopping days to Christmas" were having their effect in boosting sales totals to new highs in many of the city's retail stores.

Santa Claus and his many representatives in the stores wore a bit of haggard look which was slated to increase materially after the week-end onslaught. From the looks of the stores' interiors everybody has set out to purchase everything asked of Santa, and then a few extras besides.

More than one reason is being given by the city's retail leaders for the enormous Christmas buying volume. Of course, they maintain, employment has increased and confidence in future payroll enlargements have had their effect in opening up spending. Then too, it is evident from the stores' advertisements, windows and counter displays that assortments of suitable gifts were never wider nor values greater. In fact, with the American-made goods dominating counters, never before have so many quality gifts been offered at such extremely low prices.

A perusal of this issue of The Sun offers ample proof of the shopping opportunities leading Rochester merchants are offering for this great buying week-end.

Community Choir To Broadcast Christmas Carols

The Community Choir of Rochester, under the direction of C. M. Maquelin, will give the second of its series of Christmas broadcasts direct from Edgerton Park over Station WHEC next Monday, at 10:30 p. m. The program will consist of favorite Christmas carols and other appropriate Christmas music.



When the average person speaks of the Christmas rush, he means the hurry incidental to gift shopping. But to employees of at least two local institutions the meaning goes much deeper. At the left is postal employee Albert Sprague working his way out of a "mountain-sized" pile of packages awaiting delivery at the Main Post Office. In the other photo checkers and sorters of the City Delivery Co. carry on their task of receiving and delivering tens of thousands of packages to all parts of the city and county.



Commenting on the tremendous output, both Charles J. Fleckenstein assistant postmaster and Martin Roessel, president of the City Delivery Co., had the same thought in mind. Said they: "You haven't seen anything yet. Just wait until NEXT week."

Lincoln Stores Announce Employees Bonus

Salary bonuses, ranging up to two full week's salary will be paid to employees of The Lincoln Stores, according to Arthur W. Kane, manager of the Rochester unit.

John W. Kapples, treasurer of the firm, announces that every employee, including sales girls, office assistants and stock room employees will share in the annual bonus.

Bonus To Be Given W. T. Grant Employees

The W. T. Grant Company will share with its employees part of its profits for the year 1940. This company operates 493 popular priced department stores throughout the country.

John E. Foster, personnel director, states that a total of more than 14,000 full-time and part-time regular employees, who have been with the company for at least six months, will participate in the bonus.

NO BETTER
Whiskey
IN ANY
BOTTLE

WILSON "THAT'S ALL" BLENDED WHISKEY
Wilson Distilling Co., Inc., Bristol, Pa.

Lauer's Sell 12 Suites... And You Save \$61

ALL 6 PIECES

Reg. \$149 Value

\$88

6 PIECES

A Perfect Gift!

Pay Next Year, Budget Terms

ON SALE NOW AT LAUER'S

Beautifully Upholstered IN FABRICS of QUALITY and RICH COLOR

All These LARGE SOFA TWO PILLOWS LOUNGE CHAIR and the RECLINING CLUB CHAIR with MATCHING OTTOMAN

ALWAYS APPRECIATED

Gifts for the Home

ON SALE AT LAUER'S

Open Tonight, Friday And Saturday 'Til 9

DUNCAN PHYFE MAHOGANY

9-Pc. Dining Room Suite

It sells regularly for \$149, but Lauer's have reduced the price to save you \$29, now, just in time for the holidays. You get the table, buffet, china, and six chairs—all 9 pieces for \$129. A splendid thought for holiday giving.

\$129

MODERN IN BLOND WOODS

Reduced from \$149, this modern group is also available in beautifully burlled American walnut. Note the wooden drawer pulls... extra large, flawless plate glass mirrors... gracefully curved drawer fronts. And remember, you save \$30 on each suite at Lauer's. Bed (full or twin size), chest, vanity and dresser—4 pieces—\$168. Bench, \$9.50.

OPEN TONIGHT, FRIDAY AND SATURDAY 'TIL 9

Buy a "Chip in" Christmas Gift for the Family At Lauer's. Pay No Money Until Next Year

Beautiful Useful Gifts For The Home At Lauer's

- Davenport
- Lounge Chairs
- Boudoir Chairs
- Occasional Tables
- Desks
- Desk Chairs
- Book Cases
- Mirrors
- Rugs
- Drop Leaf Tables
- Cedar Chests
- Smoking Stands
- Hassocks
- Bedding
- Studio Couches
- Sleep Chairs
- Bed Spreads
- Blankets
- Comforters
- Bed Linens
- Curtains
- Draperies
- Towels
- Luncheon Sets
- Stoves
- Radios
- Refrigerators
- Washers
- Ironers
- Vacuum Cleaners
- Toasters
- Breakfast Sets

LAUER'S
50 STATE ST.

Do You Need A Loan For Xmas Purchases?

Our Low Rates Will Save You Considerable Money!



IT COSTS YOU ONLY \$6.84 TO BORROW \$101.16

Repayable In Twelve Monthly Installments

Genesee Valley Trust Company

EXCHANGE AND BROAD
The Bank of Personal Service

LOANS OF \$100 TO \$2,500 FOR ALL PURPOSES

Member of F.D.I.C.

FREE PARKING AT 101 EXCHANGE ST.

Hubbell Class Members To Honor Founder

A Memorial Service will be held in Mt. Hope Cemetery next Sunday at 9:45 a. m. at the grave of Walter S. Hubbell, founder and former teacher of the Hubbell Class of the First Baptist Church. Two grandsons of the late Mr. Hubbell, Lyndon H. Wells Jr. and Herbert R. Lewis Jr., will place a wreath on the tomb.

All members of the class, church and friends are cordially invited to attend the service. The committee in charge of the service is:

For the church: George H. Salisbury, chairman; Louis S. Foulkes, Henry D. Shedd and John W. Remington.

For the class: Edward L. Stickney, chairman; Leonard H. Henderson and D. S. Sutherland.

Cut Price Coupon Offered Sun Readers For 'Hansel And Gretel' Performance

Ballet and opera on the same program.

That is the holiday offering of the Rochester Civic Music Association on Saturday afternoon and evening, December 28, at the Eastman Theatre.

The opera will be the ever popular "Hansel and Gretel" while the ballet is to be the Debussy "Box of Toys."

And as a special holiday treat, The Sun has arranged with officers of the Civic Music Association, to offer reduced prices to Sun readers. Clip out the special reduced price coupon in this issue and you may purchase a regular \$1 or \$1.25 orchestra

Geraldine Moore and Jayne Somerville.

Featured in the ballet, "Box of Toys," will be members of the Thelma Biracree group, as well as charting the choreography. This will be the first known presentation in Rochester of this ballet.

The cast includes White Doll, Daurice; Pink Doll, Margie Whitford; Blue Doll, Joy Curtis; Pierrot, Vivien Landrock; Harlequin, Ruth Clark; Polichinelle, Earl Kage; Two Dolls, Marjorie MacElwain and Dorothy Tobin; Soldiers, Doris Brown, Herbert Le Frois, Marjorie Lanni and Ruth Field.

Costumes for the two productions are fashioned by Alice Couch and the scenery by Clarence Hall.

Lodge Plans Annual Banquet For January

Annual banquet of the Fellowship of the Sons and Daughters of St. George will be held on Saturday, January 11, at the Green Gables on Oxford St. at 6:30 p. m.

The committee on arrangements includes Reuben Heffer, chairman; Thomas Thompson, James Taylor, Ernest Skinner, Andrew J. Gebro, Mrs. Andrew Gebro, Mrs. Dora Heffer, Mrs. Lydia Thompson, Mrs. James Taylor, and Mrs. Annie Belcher.

There will be a short meeting following the banquet at which the following newly elected officers will officiate: James E. Skinner, chairman; Mrs. Lillian Gent, vice-chairman; Mrs. Andrew Gebro, recording secretary; Mrs. John V. Jones, financial secretary; Reuben Heffer, treasurer; Harold T. Jenkinson, publicity agent; Andrew Gebro, trustee; Mrs.

Alexander Johnson, trustee; and James Taylor, trustee. These officers will serve for one year.

EASTMAN THEATRE — DEC. 28

Matinee and Evening
SPECIAL HOLIDAY DOUBLE BILL
The Humperdinck Opera

'HANSEL and GRETEL'

Plus The Debussy Ballet
'BOX of TOYS'

SEATS (Both Performances) 150c, 75c, 51c, \$1.25 & \$1.50
See Special SUN Offer For This Attraction On This Page

MARKS & ABRAMSON

Dependable Jewelers
For Thirty Years

Where You Buy With Complete Confidence

Budget Terms at No Extra Charge



Outstanding Values In

Diamonds - Watches
Jewelry - Clocks
Silverware

DRESSER SETS
In Big Variety
Beautiful Gift Boxes \$2.98 up

Pen and Pencil Sets—Men's Leather Gifts—Electrical Gifts—Costume Jewelry—RCA and Emerson Radios.

OPEN EVERY EVENING 'TIL XMAS

Gifts Wrapped in Fancy Paper and Ribbon, Free, and Delivered, Upon Request

HASKELL H. MARKS

JACK ABRAMSON

MARKS & ABRAMSON

Opticians Established 30 Years Jewelers

10 STATE STREET

AROUND THE CORNER FROM MAIN

for your Knight

... may he enjoy many luxurious evenings at home



For plain or fancy loafing, this warm-as-toast flannel, Robetakes the cake. It's all wool, in colors that'll blend perfectly with his favorite easy-chair—saddle brown, hunter green, rich maroon, middle blue. Bond's easy-to-take price is

\$4.95

Can't you see his eyes sparkle as he unfolds this magnificent, silky "relaxer". Broad lustrous stripes, satin-finish collar and cuffs, add a climaxing touch of luxury. A real robe that "looks like a million". At Bond's, it's only

\$5.95

Charge it—no extra charge!

BOND CLOTHES

133 EAST MAIN
14 SOUTH AVE.

CHRISTMAS STORE HOURS
Open Tonight, Friday, Saturday and Monday Until 9 P. M.

COUPON

This Coupon Is Worth

25c

Towards Price of Admission To See The Opera

"Hansel and Gretel" Plus the Ballet "Box of Toys"

EASTMAN THEATRE
Saturday Afternoon, Dec. 28, 1940, 2:30 P.M.
(This offer good for Matinee Only)

Present this coupon at theatre box office when purchasing ticket. Good for 25c reduction on any orchestra seat in the theatre this performance only.
Name
Address

seat for the matinee performance at a 25 cent reduction. The coupon may be used either for adults or children. Simply present at the theatre box office when making your ticket purchase.

Two talented American singers will play the title roles in the opera—Georgia Standing as Hansel and Margaret Codd as Gretel.

Others in the opera cast, which will be directed musically by Guy Fraser Harrison and on the stage by Nicholas Konraty, will be Arlene Hershey as the mother; Leroy Morlock as the father; Marie Paradiso as the witch; Edna Vaivoda-Bonne as the Dew Fairy and King Bradburn as the Sandman.

Incidental dances in the opera will be performed by a group directed by Lorraine Abert that includes Anne Marie Hery, Rose La Ferrara.

Christmas Dance, New Years Party Planned By "Y" Group

Young people of Rochester are invited to usher in the holiday season at a Christmas dance, Saturday in the Central YMCA in Gibbs Street.

Christmas greens and a Santa Claus will make the dance a festive occasion. In charge of decorations is a committee of which Miss Ernestine Ruhe is chairman. Young people are invited to come as stags or in couples.

Members of the "Mixer" committee are co-operating with other youth groups in sponsoring the Youth New Year's Eve Party at the Chamber of Commerce. These include the YM-YW Council, the Youth Council and the Youth Federation.

Movie Guide

All Pictures Listed Now Playing Except As Noted:
*Starts Friday
*Starts Saturday
ROCHESTER—"Dr. Kidnapper's Crisis", Law Ates, Lavina Day, "Bullfinch", Frank Morgan.
PALACE—"Moon Over Burma", Dorothy Lamour, Robert Preston, "Christmas in July", Dick Powell, Ellen Drew.
CENTURY—"Trail of the Vigilantes", Franchot Tone, Warren William, "You'll Be Served", Jane Withers.
REGENT—"Tin Pan Alley", Alice Faye, Betty Grable, "Charter Pilot", Lloyd Nolan, Freda Darr.
"RIVERA"—"Night Train", Margaret Lockwood, Rex Harrison, "Melody and Moonlight", Johnny Downs, Vera Vague.
"DIXIE"—"Night Train", Margaret Lockwood, Rex Harrison, "Ride Tenderfoot, Ride", Gene Autry, Smiles Burnette.
*STATE—"They Knew What They Wanted", Charles Laughton, Carole Lombard, "Men Against The Sky", Richard Dix, Wendy Barrie.
*LIBERTY—"Men Against The Sky", Richard Dix, Wendy Barrie, "Haunted Honeycomb", Robert Montgomery, Claude Rains.
*MADISON-MONROE—"Sky Murder", Walter Pidgeon, Donald Meek, "May", Nan Grey, Tim Brown.
*WEBSTER—"River's End", Dennis Morgan, Elizabeth Taylor, "Blonde Heaven", "Servant Trouble", Penny Singleton, Arthur Lake.
*CAMEO—"I Want A Divorce", Joan Blondell, Dick Powell, "Earl of Puddingstone", Cleason Family.
*WEST-END—"Piping Gold", Pat O'Brien, John Garfield, "I Want A Divorce", Joan Blondell, Dick Powell.
GRAND—"Sea Hawk", Errol Flynn, Brenda Marshall, "Argentine Nights", Rita Hayworth, Andrew Sisters.
*LAKE—"Lucky Partners", Ginger Rogers, Ronald Coleman, "The Return of Frank James", Henry Fonda, Jackie Cooper.

TWELVE CORNERS LINCOLN-ALLIANCE OFFICE

To Be Opened December 19th

— will serve a rapidly growing community.

Brighton's population is 14,000. In fifteen years land values have increased from \$8,168,915 to \$27,786,285. During the last five years over 900 new homes have been built, aggregating in value \$6,786,435.

A new commercial center is developing at the intersection of Monroe, Winton and Elmwood Avenues (Twelve Corners) to serve this growing community.

Through our new Twelve Corners Office we are proud to have a part in this commercial development. Under management of Roy Vance the office will be a convenient financial service store for the business of the neighborhood.

It is the tenth Lincoln-Alliance office.

LINCOLN-ALLIANCE BANK AND TRUST COMPANY

183 MAIN STREET EAST

33 EXCHANGE ST.
1495 LAKE AVENUE
886 MAIN STREET WEST

460 NORTH GOODMAN ST.
560 MONROE AVENUE
520 PORTLAND AVENUE

1853 MONROE AVE.
NEWARK, N. Y.
BROCKPORT, N. Y.

Member Federal Deposit Insurance Corporation

Member Federal Reserve System

EDWARDS BARGAIN BASEMENT

LOWEST PRICES ALWAYS EVERY DAY A BARGAIN DAY SHOP DOWNSTAIRS AND SAVE

SHOP FRIDAY and SATURDAY 9:30 A. M. to 9 P. M.



EXTRA QUALITY GIFT SHIRTS and PAJAMAS

SHIRTS . . . woven fancies in every pattern and color. Plenty of whites. Size 14 to 17. **\$1** PAJAMAS . . . striped broadcloth in coat or middy style. Elastic waist. Size A, B, C, D.

RICH LOOKING SCRANTON Lace Curtains

Gift Dollar Days **\$1** Pr. Four novelty designs. 2 yds. 15 inches long. 36 inches wide. Ready to hang.

Make Your Dollars Do Double Duty



Gift DOLLAR DAYS

Open An Edwards 90-Day Charge

Shop With Edwards Handy Credit Coupon Books

2 HOURS FREE PARKING With a Purchase of \$1 or More



MISSES and WOMEN'S WOOL GIFT SWEATERS

A wide range of beautiful styles with embroidery trims. Slip-on or cardigan style. Short sleeves. Button-down-the-front styles. Fancy knit. Pastel colors. Sizes 34 to 40. **\$1**

GIRL'S RAYON GIFT UNDIE SETS

Beautiful rayon crepe and rayon satin pantie and slip sets. Lace and tailored. **\$1** Set

<p>Women's Corduroy SCUFFIES \$1 Leather soles. Blue, wine and rose. Many other styles to choose from.</p>	<p>Rayon Damask Sets \$1 1 tablecloth 50x50 . . . 6 napkins 12x12. Pastel colors. Gift boxed.</p>	<p>Rayon Taffeta PILLOWS 4 for \$1 Splendid assortment of dainty designs in green, wine, blue, gold.</p>	<p>Child's Knee High RIBBED SOCKS 5 pr. \$1 Mercerized cotton with novelty garter cuff tops. Navy, brown and colors.</p>	<p>Women's Rayon SATIN PANTIES 2 for \$1 Tailored with embroidery and lace trim. Lastest waist. Medium and large.</p>	<p>Cannon 1st Quality TOWELS 5 for \$1 Size 22x44. Double thread. Wide colored borders of rose, blue, green, gold.</p>	<p>42x36 Embroidered PILLOW CASES 2 for \$1 2 pillow cases in 4 designs. Appenzel work. Gift boxed.</p>	<p>Men's Handmade NECKTIES 3 for \$1 Made from sample ends of regular 55c fabrics. Patterns, stripes, checks.</p>
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To get 'In the Groove' ROLL YOUR OWN BRUNSWICK MINERALITE BALL

A Real Christmas Value **15.95**

You'll roll a better game with your own genuine Brunswick Mineralite. Let us measure your individual grip on our new Brunswick measuring ball. We'll have it custom-bored to fit your hand! Buy a Gift Certificate that entitles the holder to a bowling ball . . . they make a grand gift item.

Liquid Center Tough Cover Golf Ball

3 for \$1

Free replacement on any ball that cuts through the cover. Long flight . . . true putting. 3 in tube cellophane wrapped.

A Joy For Yourself—A Natural For Gifts WOMEN'S FULL FASHIONED PURE SILK STOCKINGS

Irregulars of Higher Priced Silk Stockings



Special For Dollar Days **2 pairs \$1**

- All Sizes 8½ to 10½
- New Winter Shades

A super Dollar Day gift special! Beautifully sheer and ringless chiffons and service weights. All the newest colors for day or night. Irregularities will not affect their wear and are hardly noticeable. Put aside several pairs for Christmas gifts and for your own wardrobe too!



Special! Boy's and Girl's HOCKEY SKATES

Boy's Sizes 1 to 12 **2.98** Girl's Sizes 1 to 9

Juvenile Skates Sizes 8 to 2

The sporting thing to say "Merry Christmas" to the outdoor boy or girl. Topgrain leather uppers, oak bend soles, built-in webbing for support, steel shank in arches, nickel plated hollow ground blades. Girl's in White with PLAID LINING. Boy's in Black.

Sheriff's Office Reports County Crime Increase

An 81 per cent increase in arrests in the face of a 46 per cent increase in criminal complaints was the November record chalked up by Monroe County's co-operating police forces.

This is revealed in Sheriff Albert W. Skinner's monthly consolidated crime report compiled from the records of the sheriff's patrols and the police forces of ten towns and villages working under the sheriff's co-operative set-up.

The report shows 92 crime complaints of which 56 were cleared by 58 arrests last month as compared with 63 crime complaints of which 37 were cleared by 26 arrests in November 1939.

Traffic arrests for the month totalled 50 as against 26 in the corresponding month of 1939.

Increase in crime complaints was attributed directly to the crimes against property classification. The report shows an increase from 17 to 36 petit larcenies while all complaints in this category jumped from 32 to 55. Arrests likewise increased from 8 to 23.

Christmas Social On St. Patrick's Parish Calendar

Joining in the round of Christmas activity, St. Patrick's Parish will sponsor a Christmas social, Friday, December 27, in the parish hall.

Parishioners will enjoy old-fashioned dancing as well as modern dancing, while others may find interest in cards.

Rev. Leo C. Mooney, pastor, is general chairman of the affair and will be assisted by Miss Corrine Gilmore and Miss Marcella Sigler as co-chairmen.

Hostesses include: Mesdames John Herlihy, Myron Morphy, Christopher Delanty and the Misses Mary Ranalletta and Marcella Sigler.

Refreshments will be served by Mrs. Charles Kast and the Misses Naomi Nash, Madolyn Dougherty, Catherine Balling and Ethel Barry.

Lincoln-Alliance Opens New Bank Office At Twelve Corners

The Lincoln-Alliance Bank and Trust Company were to open a new bank office today at 1853 Monroe Avenue, according to an announcement by Raymond N. Ball, President.



"A new commercial center is rapidly developing at the intersection of Monroe Avenue, Winton Road and Elmwood Avenue. We believe we are providing a needed service by opening a new bank office in this growing community," said Ball, in commenting on the opening.

This new Twelve Corners Office will bring the number of Lincoln-Alliance bank offices in Rochester and vicinity to a total of ten.

Roy Vance, who has been with the company for a number of years, has been appointed manager of the new office.

Both SEARS ROEBUCK AND CO.

Open till 9:30 P. M.

Thursday Friday Saturday & Monday

Close At 6 P. M.

Tuesday Dec. 24.

Service Station

Open Daily Till

10:30 P. M.

Excepting Sunday

Closes at 6

Closes at 6 P. M.

Dec. 24 — Closed

All Day Christmas.

Sears

BOTH SEARS STORES are open until 9:30
THURSDAY, FRIDAY, SATURDAY AND MONDAY. CLOSE AT 6 P. M. TUESDAY

\$2 Fabrics! \$2 Styles!
priced to save you 1/2!
Troy Made Shirts
and comparable quality Pajamas

Smack in the midst of the holiday season... when wrappings and tinsel create a new kind of store... we crack through with one of our "more for your money" buys... to prove to you that despite the wreaths and holly... we're still the money saving Sears Roebuck and Co.! we are during the other fifty-one weeks of the year! This event is unusual... not only that is amazing... even to us... and we've been amazing the people of America for fifty-four years! In the group you'll find whites, high count broadcloths, and woven patterns in practically every pattern imaginable. All sizes. (Pajamas are in three styles, sizes A-E). Main Floor, Monroe.

★ \$1.65 VALUE TRU-POINTS SHIRTS, \$1.35
★ \$1.95 VALUE ROYAL ASCOT SHIRTS, \$1.55

\$1.50 quality NECKWEAR
★ hand tailored

\$1

Not the usual Xmas ties—these are a hand selected group of fabrics, patterns, regularly valued at \$1.50! All wool lined, the kind that snaps them back into perfect shape, after untying! Gift boxed, if desired. Main Floor, Monroe.

2 for \$1

A glittering display of colors in hand woven fabrics—lined with wool—so that they re-shape after wearing. Tailored by hand! Gift boxed, no extra charge.

39c

Our own "Fashion Towers" label marks these as regular 55c values! Hand tailored in one of America's best known factories, for Sears! Lined with wool, constructed so that they snap back to perfect shape, after wearing!

\$2.98

Warm Beacon type blanket robes, wrap around type, with shawl collar. Has breast and two side pockets, sash cord tie with fringed ends. Small, medium and large sizes.

\$3.98

Makes a fireside boggler out of an adventurer. Tailored from luxurious new broadened rayon cloth. Rayon satin shawl collar, cuffs, and pocket and sash trim. Solid colors with all over modernistic designs. Small, medium and large sizes.

\$4.98

All wool flannel lounge, beautifully tailored, made with shawl type collar, set in sleeves, cut full across shoulders, self belt. Wine, Blue, and Maroon or Brown with contrast trim. Small, medium and large sizes.

AN OLD BOND

Between Friends

You can pay no higher tribute to your guests than to serve them with Mount Vernon, the "patrician of American ryes." For this superb whiskey is rich in tradition and delicate in flavor—truly, the "bond of friendship."

2.69 1.69
4.5 QUART (12.6 gal.) FINE (16 gal.)

Mount Vernon
Straight Rye Whiskey

100 PROOF

Mount Vernon
BOTTLED IN BOND
Straight Rye Whiskey

COPYRIGHT 1940 NATIONAL DISTILLERS' PRODUCTS COMPANY, N. Y.

TENSHUN! XMAS BELLES
If you need help in making a selection from your Christmas list—ask for Miss-Rowe—she knows "all about men." How—we don't know—but call her for suggestions! Sone 2514.

Rayon
semble
and fu
matchi
Opaline
fearose
prints.
type la
12 to 20

Gift Robes

Beautiful and Practical To Warm
the Heart of Every Girl and
Woman on Your List!

\$1.00 to \$4.69

Store Open Till 9 P. M.
Thursday, Friday & Saturday



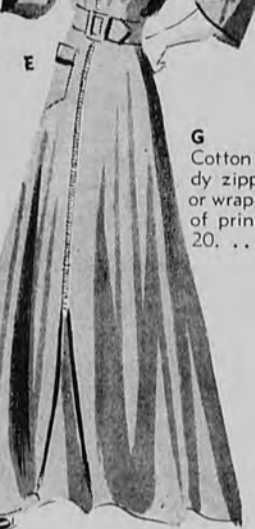
A
Beacon blanket robe
with rayon cord
trim. Sizes 12 to
20. 2.99

B
Basque waist girls'
cotton house coat
in beautiful colors
and prints. Sizes
4 to 14. 1.09



C
Children's blanket robe
with shawl collar and
rayon cord trim. Sizes
4 to 14. 1.00

D
Twin dot Quilted
Cotton with wide
sweep. Four color
combinations. 14-
20. 3.99



E
Rayon suede zipper
front or wrap-around
in wine or blue.
Sizes 14 to 20. 2.99

F
Corduroy wrap-
around with revers
and handy pocket.
14-20 4.69



G
Cotton prints with han-
dy zipper front closing
or wrap-around. Variety
of prints. Sizes 14 to
20. 1.99

aisle 12

Lovely Lingerie

From a Wide Assortment Sure to Please!
You'll Be Thrilled to See What You Save!

\$1.69 to \$3.94



Rayon Satin En-
semble of gown
and full length
matching coat.
Opaline, blue,
tearose or floral
prints. Alencon
type lace. Sizes
12 to 20. 3.94

Lavish with lace and beyond your Christmas dreams of gifts you like to give at prices you can afford. We sketch just three beautiful numbers from our glorious selection of Christmas lingerie, especially for her. Every one a gift of luxury at your price.

Rayon Satin Slip in tearose or white. Lavish with lace. Sizes 32 to 40. 1.69

Matching Gown ... 1.98



aisle 10—Center



Cap sleeve rayon satin
Gown in tearose, white
or blue. Beautifully lace
trimmed. 1.98

Matching Slip 1.69

Christmas SLIPPERS

59¢ to \$1.00

Solve your Christmas problem for every member of the whole family with slippers! See our prize collection for men, women and children. Every pair chuck full of the spirit of Christmas and full of comfort for everyone of the 365 days of the entire year.



Women's Felt Everett
with soft padded sole
and spring heel. Oxford
blue, maroon or orchid.
79c

Women's Quilted
Rayon Satin with
quilted lining. Soft
sole; spring heel.
Black, blue, Burgun-
dy. 1.00



aisle 7

The Big Basement
SIBLEY, LINDSAY & CURR CO

Telephone Stone 6500

QUICK COFFEE CAKES
Good beginnings make good endings, so start the day with Apple Coffee Cake for breakfast. Apple slices sprinkled with

brown sugar and cinnamon and baked on top of quick coffee cake batter are a taste-worthy way of using winter's abundance of apples.

THE YOUNG MAN who brings the Rochester Sun to your door every Thursday lives in your neighborhood. He tries to please. Does he?

GOODYEAR'S Annual PRE-CHRISTMAS SALE RAINCOATS SPORTSWEAR

Some of our best gift values especially timed for the Christmas season... at bona fide...

REDUCTIONS of 10% to 20%



Men's - Young Men's Reversibles
NOW 15% OFF

Reg. 9.95	NOW 8.45
12.95	11.00
16.95	14.40
19.95	16.75

Women's and Misses' SKI SUITS 10% OFF

Reg. 10.95	NOW 9.95
12.95	11.65

MEN'S & WOMEN'S LEATHER-WOOL-SUEDE SPORT JACKETS 10% OFF

Reg. 4.95	NOW \$4.45	Reg. 12.95	NOW \$11.65
6.95	6.25	14.95	13.45
8.95	8.05	10.95	\$9.90

Men's or Women's Cravenetted RAINCOATS 15% OFF

Reg. 5.75	NOW \$4.85
9.95	8.45
12.95	10.95
16.95	14.40

Rubberized RAINCOATS and RAINCAPES for Misses, Women and Children

Reg. 1.99	NOW \$1.59
2.99	2.39
3.99	3.19
4.99	3.99
5.99	4.79

Now 20% OFF SKI PANTS

Reg. 2.99	NOW \$2.39
3.99	3.19
3.99	3.59
4.99	4.49

OPEN EVERY NITE This Week



Womens'-Girls' Misses'

Reversibles Now 15% OFF

Reg. 7.95	NOW \$6.75
10.95	9.45
14.95	12.95
19.75	16.75

House of Coats
Goodyear's
75-77 E. MAIN

Free Parking 5 South Water St.



Checking over gift samples to be presented to attendants at the annual Needy Children's Christmas Party is Joseph Ciaraldi, assistant manager of Bond Clothes Store and head of the party's Toy Committee. Aiding in the checkup is B. A. Speedy, who heads the Welfare Committee

Sponsors of Needy Children's Party Make Fund Appeal

Despite the fact that sponsors of the city-wide Needy Children's Christmas Party were still short of their goal in obtaining funds to finance the affair indications this week were that the party, which will be staged in Convention Hall on Sunday afternoon will be an artistic success, even though some of the youngsters are going to have to go without new mittens, or some other article of wearing apparel.

tion, sponsors of the affair lack an organization to make an outstanding city-wide appeal for fund. It is said that they have had to depend almost solely on the generosity of personal friends and the members of the committee themselves who have given more than 30 per cent of the quota.

Stocks of toys, games and candies were completed this week and it is expected that more than 1500 children who have already been invited to the party will each receive their full quota. But the clothing situation, at latest reports, hinges greatly upon the aid which public-spirited citizens can give between now and party time.

Donations will be received and full information of the sponsoring group given to anyone who will contact the Young People's Association at their headquarters, 1003 Wilder Bldg.

Following is a list of donors not included in the list published last week in The Sun:

- Dr. Goldstein, Herb Schaffer, Ball Shoe Repair, Dr. Walter C. Allen, David A. Duley, Ben & John Provenzano, Theta Phi, Anthony D'Onofrio, High Quality Coal & Coke Co., Joseph Pulvino, John Grand, Thomas G. Presutti, L. Benedict Miller, Christopher H. D'Amadio, George E. Masters, Anthony V. Cotroneo, Peter P. Ferrari, Liebschutz, Curran & Sutton, Paul E. McVannara, Leonard D. Maratotti, Joseph Gotkin, My Mandell, Joseph V. Ciaraldi, Guy Catali, Frank Lipani, Tom Ciaraldi, Victor Tomaselli, Cable Wridmer, Berger-Kellegen Co., Roberto Bros., Lapani Bakery, Joe Deuba, John Kern, William Cahill, C. DiSava, K. Pallot, Empire Photo Engravers, I. P. Savini, Giorgio Shoe Repair Shop, Joseph Santier, Dr. Grover, S. Russo, Maxwell I. Snider, Goldman, E. Albert, Citizens Club, Joseph Nalora, Selected Fuel, Samuel Berger, V. A. Bird, Martin Van Dussen, Margaret Savata.

Last-minute Christmas shoppers...



WRITE down the name of every man on your gift list...



RUN to your nearest package store...



SAY to the dealer, "Four Roses for all!"

Here's the last word in a gift for men!

Four Roses
America's finest gift whiskey
A blend of straight whiskies—90 proof.

Famous Egg-Nog Recipe
Year after year, Four Roses Egg-Nog has become more and more a Christmas tradition. You'll find the famous recipe right on the Christmas package. Be sure to try it!

\$1.98 A PINT | \$3.10 4/5 QUART

FRANKFORT DISTILLERIES, INCORPORATED, LOUISVILLE & BALTIMORE

IF HE BOWLS
We Have The Gifts
for HIM!
A Bowling Ball Bored To His Measure
Make His Christmas A Merry One

Sponite
THE GUARANTEED BALL. Custom Bored in my own shop—No waiting \$15.00

EASY PAYMENT PLAN
BAGS-SHOES
M. A. LUSCHER
117 NORTH STREET

LINCOLN'S
WE THINK YOU'LL AGREE THAT LINCOLN'S ARE TOPS WHEN IT COMES TO GIVE REAL VALUES in SLIPPERS

WOMEN'S SLIPPERS 69¢
Satin, crepe, soft padded soles and heels. Solid leather soles with Cuban heels, wedgies. Every new conceivable type—all the wanted shades, all new materials, all sizes 4 to 8.

MEN'S IMITATION KID LEATHER EVERETTS \$1
Leather soles and rubber heels. With operas so flexible that you can bend them right in your hands. All sizes, 6-11.

BOYS' SUEDE MOCCASINS 50¢
Flexible leather soles and rubber heels. Browns or black. Sizes 1 to 6. Wears like a shoe with the comfort of a slipper.

MEN'S or WOMEN'S WARM SHEEPSKIN SLEEPERS \$1.15
Thoroughly lined with warm, all wool sheepskin that usually sells for a great deal more. Women's sizes 4 to 8. Men's 6 to 11.

WOMEN'S CAPEKIN BUNNY SLIPPERS \$1.49
Colorful suede bootie style, warmly sheepskin lined slippers for women. Sizes 4-8.

CHILDREN'S EMBROIDERED CREPE DUTCHIES 59¢
Embroidered crepe Dutchen type slippers with rayon quilted lining.

Men's Felt EVERETTS 59¢
Genuine leather tips for extra wear, long-wearing soft padded soles and heels. Plain or figured felts. Sizes 5-11.

OUR DOLLAR ASSORTMENTS ARE THE BEST EVER

Every brand new style
Every wanted color
Felts - Satins - Crepes
Wedgies - We've got 'em

Women's GIFT SLIPPERS \$1
The largest collection of women's style slippers we've ever gotten together.

Christmas time at Lincoln's means it's slipper time, and we're really outdone ourselves this year in getting together hundreds upon hundreds of gift slippers that are bound to please no matter what your size, what style you want, what color you prefer—Lincoln's have it. Size 4 to 8.

Don't Buy Cheap Skates—You Can Buy Good Ones For So Little!

SHOE SKATES \$2.74

Women's White
Nickel plated tubular skates. Sizes 2 to 5.

Men's And Boys' Tubes
Fully lined and strapped for extra comfort. Sizes 5 to 11.

Children's White
With the new low type juvenile style runner. Sizes 11 to 2.

SHOP LINCOLN'S and make it a THRIFTY CHRISTMAS with BETTER VALUES



GIFT ROBES

THE NEW FUZZY SUEDES
THE GLAMOROUS CHENILLES

Suede cloth robes never sold for less than **\$2.98**

2-tone glam-our chenilles... the HIT of the YEAR. **\$3.98**

Two distinctive styles to choose from... one a full zipper front, the other a wrap-around effect. Shades of blue, wine or dusty pink. Sizes 14-20 or 38-44.

Three distinctive styles in beautiful, closely tufted chenille with contrasting floral border effects. In blue and royal, rose beige, white and blue or cherry.

When It Comes To Aprons LINCOLN'S are TOPS!

FAST COLOR 80 Square Percalé
COVERALLS -- BIBS -- VALENCIAS

APRONS 25¢

The largest assortment of much finer quality of fast color 80 square percales in coverall, bib styles, 5 panel, 7 panel, tulips and gingham check aprons. The least expensive yet most acceptable gift we know of.



"FRUIT of the LOOM"

What Better Name Do You Want?

80 Square Percalé
DRESSES

In The Grandest New Assortment
You Ever Saw In Any Store

- Full Zippers
- Button Downs
- Shirt Styles
- All 80-Square Percalés

\$1

Just picture 30 outstanding styles to choose from. Rosebud prints, paislies, polka dots, checks, dainty florals, monograms — yes, even black and white prints. All sizes 12-20 and 38 to 52.

Floral Seersucker
HOUSECOATS

In full zipper or wrap-around styles — the material that requires no ironing and yet always looks smart. **\$1.59**



3-pc. DRESSER SETS
Tarnish proof handles and frames. Brush and mirror gift boxed. **\$1**



MEN MILITARY SETS
Black or brown ripple-top 3-pc. military set. In gift box. **59¢**



CLOSET SETS
2 lovely hangers, 2 dress shields, 2 shoe trees, 2 hat stands. **50¢**



Christmas Candles
Assorted Christmas tree sets in glass, boot or holly design, colorful candles. **10¢**



MEN TRAVEL SETS
Combination brush with a zipper top that holds a razor, shaving cream, comb, file, and tooth paste. **\$1**



TISSUE SETS
Tricky boxes with just loads of powder puffs in them. In pastel shades. **25¢**



SHAVING SETS
Men's 4-pc. shaving sets with talcum, shaving lotion and shaving bowl of soap. **25¢**



BOUDOIR PILLOWS
All kapok filled rayon and satin flower petal pillows in soft pastel shades. **50¢**



JUVENILE BOOKS
Boxed Mother Goose series, paint books and scores of interesting juvenile books. **25¢**



MANICURE SETS
Contains polish, remover, orange sticks, nail white and cotton. Lady **50¢**



GIFT STATIONERY
2-drawer tray decorated box of stationery. **50¢**



TOILETRY SETS
Two and three pieces in a novelty design. **25¢**

They're Guaranteed To Wear Until
Christmas 1941 or a New Shirt FREE!

FAMOUS "KING PHILLIP" white broadcloth
and LINCOLN'S INSURED SANFORIZED

SHIRTS \$1

Fabrics that look, feel and ARE more expensive! Thousands of smart patterns. Well tailored shirts with pleated sleeves, full roomy sizes and non-wilt collars.

NEW PATTERNS

New checks, new plaids, new stripes, figures and fine white broadcloths. Every pattern insured and guaranteed fast color.

NEW COLORS

Smart gray mixtures, green pencil stripes, blue patterns and of course, plain white.

ALL SIZES

Sizes 14 to 17 and sleeve lengths 34 to 35.

WITH ALL THE
DETAILS FOUND
IN HIGHER
PRICED SHIRTS



A Marvelous Selection of Only the Best Patterns!

HAND-MADE GIFT TIES 55¢

Satin stripes, hand loomed wool stripes, charves, woven jacquards and poplins. There should be no trouble in selecting a suitable pattern for the particular person. **2 for \$1.00**

You Might As Well Give
The BEST—Give Her

"Audrey"
Superior Full-Fashioned
**SILK
HOSIERY**
59¢ Pr.

Give her, her choice, 3, 4 or 6 thread... but give her Audrey, because that's the hose that millions of women buy for themselves. Ask for Audrey and be sure!

Extra Special—First Quality

**NYLON
HOSE**
\$1.15 pr.

It's only because we do such a large business with one of the largest manufacturers that we can offer you such generous quantities of famous Nylon hosiery.



A Better Value

Compare With \$1.00 Dresses Anywhere

GIRLS' 1-6x Fast Color

DRESSES

COMPARE:—
the styling
the quality
the details

59¢



Slub poplins, lawns, piques, or dimity trims. Solid colors, florals, stripes, nauticals. Dresses that really compare with dollar dresses anywhere else. All new numbers in all sizes. Sizes 1 to 6.

Give her a slip she'd buy for herself!

"DELMAR" BONDED to WEAR

SLIPS

OF BEAUTIFUL RAYON SATIN
OR EMBROIDERED RAYON CREPE

\$1.00

A wide selection of smartest styles.

She won't believe her eyes... you won't believe the price... yet thousands of women continue to buy Delmar bonded slips not only because of their extreme beauty, lavish laces and beautiful embroidery but because of the wear and personal satisfaction. Sizes 31-44.



HOLIDAY SPECIALS

SAVE \$10 AS MUCH AS

MEN'S SUITS OVERCOATS \$12.85

Same quality that sells for 3 TIMES as much elsewhere.

RAYMOND'S
71 E. MAIN • The House of 2 Trouser Suits
Open Every Evening Till Christmas



Local Bottler's Dollar Shower Becomes Deluge

Apparently Rochester is definitely 7-UP conscious! At least, the Western Union Messengers who are distributing Dollar Bills for the popular beverage have found it that way.

As advertised in each week's Sun, 7-UP is conducting a spectacular Dollar Bill campaign. Western Union messengers are travelling throughout Rochester stopping at homes and asking to

see a 7-UP carton and six 7-UP bottles (full or empty). Any housewife who can produce the carton and bottles is presented with a crisp Dollar Bill with 7-UP's compliments.

Last week alone, according to the sponsors, 225 Dollar Bills were presented to 225 Rochester housewives, who were able to produce the necessary carton and bottles to the Messengers. The 7-UP Dollar Campaign will continue until all Rochester has been covered.

Following is the list of last week's — Bill receivers:

C. Malcolm, 349 Beach Ave.; M. Gibson, 81 Wilder Ter.; D. Camilla, 4739 Lake; Geo. Haines, 25 Meach Park; L. Johnson, 140 Stinson St.; Mrs. Cappell, 4245 Lake Ave.; John Hoytic, 63 Clayton St.; W. E. Cole, 4248 Lake Ave.; J. C. Ripley, 58 Atwell St.; Mrs. Shonhauer, 297 River St.; Mrs. Dobson, 27 Stinson St.; W. Parry, 57 Stinson St.; P. O'Brien, 4029 Lake Ave. and Mr. Lantav, 3921 Lake Ave.

Also E. D. Baker, 14 Locust St.; Mrs. DeRiso, 11 Locust St.; Mrs. Lombard, 13 Locust St.; Mrs. J. Powell, 110 Harvard St.; Mrs. Hilda, 177 Harvard St.; Mrs. Elder, 29 Harper St.; N. Weinstein, 21 Harper St.; S. H. Weinstein, 19 Harper St.; H. Blumenthok, 62 Cornell St.; R. Geffen, 64 Cornell St.; Mrs. Ackerman, 1 Olton Pl.; S. Kaplan, 264 Park Ave.; E. Strauss, 265 Park Ave.; Mrs. Warkup, 267 Dartmouth St.; J. Seim, 83 Dartmouth St.; G. Grouse, 109 Edgerton St.; H. D. Cobb, 249 Edgerton St.; H. Rock, 178 Berkeley St.; A. Cobb, 223 Canterbury Rd.; Mrs. Vandeman, 14 Alvin Pl.; Mrs. Vandewall, 173 Milburn St.; Mrs. Greffrath, 17 Regent St.; Mrs. Mandell, 42 Berkshire St.; Mrs. A. Dubois, 41 Morningside Pl.; Mrs. J. Gumbiner, 707 Park Ave.; Mrs. M. Ford, 24 Lapham St.; Mrs. R. Waitford, 65 Keshel St.; Mrs. Kenneth Skinner, 76 Redwood St.; Mr. Whitcomb, 7 Seneca Pl.; C. Colamer, 103 Winchester St.; A. White, 125 Winchester St.; Ella Evans, 120 Winchester St.; Charles Hearns, 194 Merrill St.; Mrs. Carsham, 107 Merrill St.; F. Hoffman, 34 Morville Dr.; M. Raymont, 65 Parkwood Rd.; Wm. Abel, 70 Dorothy Ave.; George Thomas, 94 Detroit Rd.; J. D. Connor, 177 Britton Rd.; P. Marotta, 332 Winchester St.; Mrs.

James Quinn, 2289 Dewey Ave.; Mrs. Jack Fetzold, 2281 Dewey Ave.; Roy Rose, 2076 Dewey Ave.; Mrs. W. Redman, 1981 Dewey Ave.; B. Selke, 9 Howe St.; J. Baybutt, 2006 Dewey Ave.; Mr. Haven, 4 Velex St.; J. Compton, 1 Aso St.; C. Simpson, 443 Maplewood Dr.; P. W. Wealthy, 1918 Lake Ave.; J. Bakas, Biage & Woodside St.; L. Larch, 187 Eastman Ave.; Ed. Brower, 45 Eastman Ave. and Bay H. Bennett, 34 McCall Rd.

Elmer Bahr, 81 McCall Rd.; Mr. Dries, 283 Bernice St.; Mrs. J. M. Montgomery, 1806 Dewey Ave.; J. F. Dyrnes, 35 Malvern St.; H. Ott, 25 Twoma St.; Mrs. M. Sigh, 19 Hanter St.; Mrs. McCrae, 2043 Lake Ave.; Mr. Gutman, 2977 Lake Ave.; Chas. Morgan, 3269 Lake Ave.; Mr. Drumney, 26 Hannah Ter.; Mr. Stowell, 4045 Lake Ave.; Mrs. Garfield, 102 LeRoy St.; M. I. Riddenhoff, 371 Lake Ave.; Arthur Cole, 3829 Lake Ave.; Mrs. Carl Benkert, 71 Fenrose St.; Mrs. Lancaster, 133 Lakeshire Rd.; Mrs. C. Franklin, 145 Lakeshire Rd.; W. Derronbill, 67 Lakeshire Rd.; John Giaser, 41 Lakeshire Rd.; J. Rader, 21 Lakeshire Rd.; M. De Angelo, 3270 Lake Ave.; F. H. Kullit, 72 Lake Crest Rd.; Mrs. T. Derman, 3562 Lake Ave.; Mrs. E. A. Terman, 3546 Lake Ave.; Mrs. M. Graham, 99 Chesterfield Rd. and Mrs. Buckinger, 111 Britton Rd.; Mrs. T. O'Connor, 177 Britton Rd.; E. Sullivan, 77 Britton Rd.; R. Grant,

22 Britton Rd.; Mrs. Weinhart, 3547 Lake Ave.; Mrs. Schouten, 3372 Lake Ave.; Geo. Weishan, 3311 Lake Ave.; Mrs. Bill, 49 Kingsley Rd.; Mrs. Thomas, 38 Grenont Rd.; Mrs. G. Rich, 314 Lake Ave.; Mrs. Seaton, 46 Revere St.; Mrs. Loyatis, 101 Shuppeler St.; Mrs. Feiryuck, 23 Rochelle St.; Mr. Blag, 25 Rochelle St.; Mrs. P. Loyt, 53 Shuppeler St.; Mrs. Piaty, 25 Shuppeler St.; J. Matter, 54 Winans St.; Chas. Molony, 24 Winans St.; C. Stafford, 3299 Lake Ave.; J. Coyle, 3325 Lake Ave.; M. G.

Canan, 12 Stonewood Ave.; Mrs. O. Clardin, 22 Stonewood Ave.; Mrs. Man- steil, 45 Stonewood Ave.; Mrs. B. Eggle- ston, 59 Stonewood Ave.; Mrs. Benvenuto, 38 Stonewood Ave.; J. Bertola, 33 Stone- wood Ave.; Mrs. Bird, 72 Hopper Ter.; Mrs. Hesterley, 20 Hopper Ter.; Mrs. C. Powell, 136 Harding Rd.; J. Brandt, 129 Harding Rd.; Mrs. C. G. Foster, 109 Holcroft Rd.; Mrs. Bruce, 151 Chelten-

(continued on page 9)

The Rochester Sun

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OPEN EVERY EVENING 'TILL CHRISTMAS

MAKE EVERY CHRISTMAS WISH COME TRUE WITH QUALITY GIFTS from Smalls

ONLY 25c DOWN..AND 25c WEEKLY
Buy Any One Of These Lovely Gifts!



FREE PARKING
Rear of Store
Casino Station - Corinthian Street

SAVE DURING OUR 21st CHRISTMAS SALE!

Perfect Gifts for Boys at Camp!



Waterproof! Shockproof! Dustproof!

Sturdy, accurate, dependable. A watch that can "take it". Non-magnetic movement with smart strap. A real Christmas bargain!

50c DOWN—50c WEEKLY

9.95

Nurse's and Physician's WRIST WATCH With Sweep-Second Hand

\$7.95

What every professional needs! Smart, practical, dependable and fully guaranteed. Worth much more than this price.

25c DOWN
25c WEEKLY

17-JEWEL SHOCKPROOF

\$8.95

Accurate 17-jewel shockproof, non-magnetic movement in a smartly styled case. Worth double this price!

25c DOWN
25c WEEKLY

NEW WESTFIELD "TROJAN"

\$9.95

Masculine, handsome, accurate. In the charm and color of natural gold. Famous Westfield, men's and boys' wrist watch at an amazing low price!

50c A WEEK

Man's Onyx INITIAL RING

\$6.95

Brand new idea! Massive design man's finger ring. Heavy solid gold set with genuine onyx and carved out initials. With diamond as illustrated above. \$8.95.

25c WEEKLY

"MODERAGE" INITIAL RING

\$8.95

New! Handsome massive solid gold ring with double initials on genuine onyx. A perfect gift for man.

25c WEEKLY

GENUINE BLUE ZIRCON RING

\$5.95

Regular \$10.00 value. Attractive solid gold ring set with genuine fine quality blue Zircon.

25c DOWN • 25c WEEKLY

NEW! DIFFERENT! 2 RINGS IN ONE

\$6.95

Genuine Cornelian Cameo on one side and Genuine Onyx on the other. Wear it as a cameo or onyx ring.

25c DOWN • 25c WEEKLY

Anniversary Feature LADIES' WATCH

\$6.95

An exquisite fashioned case in the latest modern design... dependable movement... fully guaranteed. A sensational value!

25c DOWN
25c WEEKLY

NEW PINK GOLD LADIES' WATCH

\$9.95

Regular \$14.95 value! Stunning new pink gold color... entrancing as a tropical sun. Fine dependable movement.

25c DOWN
25c WEEKLY

WESTFIELD

\$10.75

A petite lady's model. Small as a dime... a gift "she" will long remember. In the charm and color of natural gold. An amazingly low price for the nationally famous Westfield.

50c DOWN
50c WEEKLY

17-JEWEL LADIES' WATCH

\$10.95

An exquisite fashioned yellow gold plated case in the latest modern design... 17-jewel dependable movement... cord wrist band.

50c DOWN
50c WEEKLY

EXTRA SPECIAL!
The Lowest Price Ever!

CORONA
Lephyr
TYPEWRITER

Reg. \$29.95 Value
With Carrying Case

50c Down
50c Week

\$22.69

SCHICK CAPTAIN

\$9.95

Complete with Whisk-its

Shave anywhere—For Whisk-its catch all beard clippings—and empty with a flick of your finger after each shave. Schick is the only electric shaver that offers this feature!

Whisk "Hollow Ground" Flyer... \$12.50
Whisk "Hollow Ground" Colonel... \$15.00

50c DOWN—50c WEEKLY

Perfect to Give, Perfect to Get!

RONSON LIGHTERS

This world famous lighter now at an amazingly new low price. An exceptional buy and a beautiful gift. Really a tremendous value.

25c WEEKLY

above, "Masterman" **\$7.95**
Left, Pocket Model **\$2.95**

2-Slice Automatic POP-UP TOASTER

\$7.95

25c a Week

Electric WAFFLE IRON

\$3.39

25c a Week

CAMEO RING and PENDANT SET

\$8.95

Hand carved genuine Cornelian cameo attractively mounted in solid gold. Ring and Pendant perfectly matched.

25c DOWN • 25c WEEKLY

NEW EXPANSION BRACELET

\$3.95

Season's newest and smartest style bracelet. Makes one of the loveliest Christmas gifts that anyone can give.

25c DOWN • 25c WEEKLY

DIAMOND HEART LOCKET

\$3.95

Regular \$6.50 value. Complete with neck chain. It's one of the smartest and most acceptable gifts to give.

25c DOWN • 25c WEEKLY

ENGRAVED GOLD CROSS

\$2.95

Solid gold, complete with chain. A real bargain value and a gift that will delight her at Christmas.

25c DOWN • 25c WEEKLY

STERLING SILVER DRESSER SET

\$9.95

Reg. \$19.25

Because this beautiful 3-piece set is actually worth almost \$19 more we consider it one of our finest Christmas values and one of the nicest gifts to give.

25c DOWN • 25c WEEKLY

YOU CAN BUY WITH CONFIDENCE AT...

Smalls

28 MAIN ST. EAST
ROCHESTER, N. Y.

OPEN EVENINGS

Give Thought To Holiday Breakfast and Supper

Christmas comes but once a year and we do like to serve our guests just the nicest meals possible. We want them to be simple yet colorful and tasty and most of us like to be different. Perhaps you will be having guests for breakfasts and for luncheon along with the big Christmas dinner.

For the holiday breakfast, let me suggest:

TEXAS GRAPEFRUIT
Canadian Bacon In Apple Slices
Creamed Eggs
Norwegian Fruit Bread
Coffee

The fruit bread lends itself well to a holiday breakfast. It can be made ahead and stored ready for use.

NORWEGIAN FRUIT BREAD

Temperature: 375 degrees F.
Time: 45 to 60 minutes.

1 compressed yeast cake
3 eggs
3 T. lukewarm water
2 c. milk
1/2 c. butter
1 T. sugar
1/2 t. salt
2 c. all-purpose flour

Soften yeast in warm water. Scald the milk and pour over the butter, sugar and salt. When lukewarm, add yeast and 2 c. of the flour. Beat thoroughly. Add rest of ingredients and stir until well mixed. Beat until smooth and elastic. Brush with melted butter, cover and let rise until light (about 1 1/2 hours). Beat well and fill buttered bread pans 2/3 full. Brush with melted butter. Cover and let rise until light (about 3/4 hour). Brush lightly with milk and sprinkle with sugar. Bake in a preheated oven. Bake small loaves, 45 minutes; larger loaves 50 to 60 minutes.

APPLE RINGS WITH CANADIAN BACON

Temperature: 400 degrees F.
Time: 20 to 25 minutes.
Cut 6 slices of apple 1 inch

thick and core. Sprinkle brown sugar on apple slices. Insert a slice of Canadian bacon in hole in apple. Place in greased baking pan and bake in a preheated oven.

The Christmas Supper, after a day of merriment and lots of good food, should be rather light. Why not serve it buffet style? If you have turkey or capon for dinner, then serve some of that in nice thin slices. Along with this, if something hot is desired, corn pudding will fill the bill. Or sandwiches can be made from the cold fowl and fruit salad served with it. Coffee or hot chocolate go beautifully with either of these suggestions. Finally for dessert: Christmas Pound Cake.

POUND CAKE

Temperature: 350 degrees F.
Time: 1 1/2 hours.

1/2 c. butter
2 c. sugar
4 eggs
1 t. baking powder
4 c. all-purpose flour

Have the butter at room temperature and cream until soft and waxy. Add sugar gradually and beat well. Then add the eggs, one at a time and beat well. Mix and sift the baking powder with 3 c. of the flour. Add alternately with milk to first mixture. Mix other cup of flour with the fruit and fold into the batter. Pour into 2 paper lined bread tins and bake in a preheated oven.

Frosted Coffee Cake is the perfect flavor - mate to breakfast coffee. Spread the hot-from-the-oven coffee cake with a simple icing made of confectioners' sugar moistened with a small amount of water. One-fourth teaspoon grated orange rind in the icing gives a delicate tang. Chopped nuts sprinkled over the frosting add a glamour note.

Dollar Shower . . .

(continued from page 8)

ham: J. M. Smith, 21 Reservoir Ave.; Mrs. M. G. Burley, 65 Highland Ave.; Mrs. C. M. Burley, 65 Highland Ave.; Mrs. C. Viceroy, 52 Highland Ave.; Mrs. C. Codrington, 67 Putnam Cr.; Mrs. G. Johnson, 1421 South Ave.; H. Walker, 68 Stewart St. and M. McCarty, 29 Stewart St.

Mrs. J. Krueger, 29 Cook St.; Mr. R. MacAdam, 40 Cook St.; Mr. C. C. Cadden, 42 Fort Hill Ter.; Mrs. F. Phillips, 26 Southview Ter.; Mr. Whyte, 1679 South Ave.; W. B. Goodrich, 51 Westmoreland; Mrs. Stone, 102 Elmwood; Mrs. Kinsey, 130 Rosette Rd.; M. Connor, 405 Rockingham; Mrs. P. Pepper, 420 Rockingham; W. H. Jellis, 389 Rockingham; D. R. Stubbfield, 328 Rockingham; W. E. Weller, 223 Rockingham; E. Spahr, 93 Oakland St.; R. Board, 1 Blakely Pl.; J. B. Moore, 265 Mt. Vernon Ave.; J. Heid, 157 Mulberry St.; D. Stanley, 45 Mulberry St.; Mrs. H. Nicoletti, 759 N. Plymouth; Mrs. N. Diamond, 759 N. Plymouth; Mrs. Houston, 850 N. Plymouth; Mrs. H. Mize, 920 N. Plymouth; Mr. L. Lasso, 187 Spencer St.; Mrs. L. Marino, 190 Spencer St.; Mrs. Lasso, 238 Spencer St.; Mrs. Nantz, 102 Ambrose St.; Mrs. Cavallero, 102 Ambrose St. and J. F. Lumbro, 9 Lorimer St.

Mrs. Tomasi, 9 Lorimer St.; Mrs. Juliana, 100 Lorimer St.; Mrs. Stubbins, 4 Lorimer St.; T. Russo, 21 Lorimer St.; M. E. Costello, 82 Lorimer St.; Mrs. Vito, 180 Saratoga Ave.; Fred Gioia, 4 Coar St.; Mrs. Neun, 103 Bloss St.; Mr. J. Scialom, 22 Petrel St.; Mrs. Chianese, 34 Fulton Ave.; Mrs. Fisher, 41 Fulton Ave.; Mrs. DeMarco, 26 Fulton Ave.; Mr. Decker, 243 Lake Ave.; Mrs. Aronson, 363 Lake Ave.; Mrs. DeFilippo, 200 Parkway; Mrs. Triano, 291 21stway; Mrs. Barbato, 138 Parkway; Mrs. Gerardi, 160 Parkway; A. Fazio, 153 Parkway; J. Farrell, 201 Parkway; Mrs. M. A. Bondi, 106 Parkway; Mrs. Sasso, 44 Parkway; Mrs. Borrelli, 60 Parkway; Mrs. Vericelli, 143 Emerson St.; Mr. Azzaro, 220 Emerson St.; Mr. R. Lake, 217 Emerson St.; Mrs. Haverhaley, 221 Emerson St.; Mrs. Friedland, 246 Dewey Ave.; Mrs. Filippini, 537 Dewey Ave.; A. Fiorino, 25 Locust St.; and Mrs. Leonard, 37 Locust St.

Golden topping on an upside-down coffee cake is made of cooked or canned apricots, placed on top of the batter and sprinkled with sugar and cinnamon before the baking. Prunes are good, too.

Festive coffee cake for holiday breakfasts is quick coffee cake spread with thin coffee



NEW PEP FOR ANY DINNER—FRESH HOME-MADE CRANBERRY SAUCE!

FREE! "Cranberries and How to Cook Them"—Illustrated recipe book. Write American Cranberry Exchange, Dept. 163, 90 W. Broadway, N. Y. C.

Eatmor Cranberries

with scrambled eggs and sausage cakes when breakfast is late and leisurely.

Season's Greetings

MAY your old year have a happy ending, and your new year be joyous and prosperous. If the help of a modern bank and trust company can make it so, we stand ready, for in serving you we best serve ourselves and our community.

Central Trust Company

IT'S *Weird's* For Rochester's BIGGEST STOCK OF **WHEEL TOYS**

- SCOOTERS
- FIRE WAGONS
- BICYCLES
- PARK CYCLES
- STATION WAGONS
- VELOCIPIDES
- ETC.

AT THE LOWEST PRICES IN TOWN

ROLLER SKATES \$1.95

Union Hardware make in boys' or girls' models. Adjustable. Double ball bearing wheels. Nickel plated. Leather straps.

OTHERS FROM 75c

MITTENS for Girls or BOYS 95c

And Up To \$2.85

Soft, pliable, colorful, Polarmits are tops for every winter wear . . . school or sports.

Timely Sale **TABLE RADIOS \$8.88**

Values to \$12.98

Three Color Choices

INDOOR BASKET BALL GAME 95c

Basket fits over any door or attaches to back of chair. Complete with ball.

BOX TOE HOCKEYS \$4.65 to \$7.50

Sizes 6 to 12

Other skating outfits in all sizes, Hockeys and Racers . . . Aluminum finish: \$3.75 to \$6.50

SMOKING STANDS 79c

A big assortment to choose from, all specially priced for holiday giving.

And Up \$10.00

Smoker as pictured, with polished aluminum head. 79c

15 EXCHANGE MAIN 7900

Weird's FREE PARKING FREE DELIVERY CONVENIENT BUDGET PLAN AVAILABLE

* AT SMALLS . . . Open Every Eve. 'Till Xmas

PHILCO Christmas Specials



50c WEEKLY BUYS ANY RADIO SHOWN HERE

PHILCO TRANSITONE \$18.95 MODEL PT-6

Thrilling New 1941 PHILCO TRANSITONE only \$14.95

- POWERFUL 6-INCH OVAL SPEAKER. Gives amazing new fidelity . . . fine, full tone.
- 3-TUBE AC-DC SUPERHETERODYNE with BEAM POWER AMPLIFICATION.
- BUILT-IN LOOP AERIAL . . . no outside aerial, no ground needed. Just plug in and play!
- NEW, ILLUMINATED HORIZONTAL DIAL. Attractive to look at . . . easier to tune.
- BIG, BEAUTIFUL PLASTIC CABINET . . . handsomely streamlined.
- UNDERWRITERS' APPROVAL . . . safe from fire and shock.

YOU CAN BUY WITH CONFIDENCE AT... **Smalls** 28 MAIN ST. EAST ROCHESTER, N. Y. OPEN EVENINGS

XMAS Special \$9.95 5 Tube—AC-DC FREE PARKING CASINO PARKING STATION Rear of Store

Order NOW Your **Birdseye TURKEY**

High quality U. S. Government-inspected, already drawn and cleaned, 8 to 16-lbs each.

CREAMERY TUB BUTTER, fancy, high-score 2 lbs. 79c

KRAFT CHEESE, Gift Box, Christmas ass't. box \$1.59

IMPORTED SWITZERLAND CHEESE 75c

FINE SMOKED LIVER SAUSAGE 32c

MILWAUKEE CHICKEN OR GOOSE LIVER SAUSAGE Lb. 47c

SIBLEY'S SLICED BOILED HAM 1/2-lb. 29c

Christmas Novelty Candles

Celebrated "Bayberries", Red, Green or White . . . for your holiday entertaining.



Festive Holiday FRUIT BASKETS \$1.95

Arranged with an eye for beauty, filled with the finest fruits to be had.

OTHERS TO \$15.00

SUNKIST ORANGES, Extra Large 3 doz. 97c

FITTED DATES 2 lbs. 37c

CRANBERRIES, Fancy red. 1 lb. 17c

IMPORTED CHESTNUTS 2 lbs. 35c

HUBBARD SQUASH 3 lbs. 11c

GROCERY, MAIN FLOOR

Extra Fancy Northwestern **TURKEYS 27c lb.**

For Which Sibley's Is Famous

Ten (10) to 25 lb. Toms or Hens
All fresh, dressed, young and tender. Each selected for its full-breasted plumpness.

Tower Brand Sausage Meat for Stuffing the "Bird" lb. 19c

Spense Farm N. Y. State Turkeys, Scientifically fed for fine flavor and wire-raised for cleanliness, 10 to 20 lbs. each. Lb. 37c

ROASTING CHICKENS, fresh, home dressed, 6-lb. average lb. 29c

LONG ISLAND DUCKLINGS, extra fancy lb. 19c

SELECTED COUNTRY GEESE, 12 to 14 lbs. lb. 23c

FINE FOWL, extra fancy, milk fed, average weight 5 1/2 lbs. lb. 27c

SOLID, MEATY OYSTERS, extra standard pt. 25c

SIBLEY'S, selected, "Red Label" Turkeys

Hand-picked, "top" quality, finest flavor. Toms or Hens. lb. 31c

MONROE COUNTY CAPONS, 7-lb. average lb. 35c

Fill the Nut Bowl
"Let nuts be cracked, and stories told!"

WALNUTS, Budded, Red Diamond lb. 27c

PECANS, Schley, soft shelled lb. 39c

ALMONDS, soft shell lb. 35c

BRAZILS, polished 2 lbs. 33c

MIXED NUTS, fancy selection, 25c lb., 2 lbs. 47c

EXTRA LARGE WALNUTS, "Wilson Wonders," lb. 65c

LARGE WALNUTS, "Mayette" lb. 33c

Filed Cookie Jars \$1.59

Colorful, Useful, Attractive

FRUIT CAKE fancy wrapped, 1-lb. 50c

GINGER BREAD MEN for Children's Christmas Stockings, each 10c

GIVE LIPTON TEA IN A NEW HOLIDAY PKG.
One (1) pound package 93c
ORANGE PEKOE & PEKOE

Phone Stone 6500 as early as 8 A. M.

THERE'S ROMANCE IN A GIFT OF Jewelry

So Rudolph's Gives You a Thrilling Choice!



New Design
BRIDAL PAIR

39⁹⁵

1.00 Down
1.00 Weekly

Brand-new modern styling in this yellow gold pair, set with large, brilliant diamond.

Certified Perfect
9-Diamond Pair

119⁵⁰

2.50 Down
2.50 Weekly

Beautiful streamlined bridal pair for the modern bride. She'll always cherish these rings!



Certified Perfect
6-Diamond Pair

69⁵⁰

1.50 Down
1.50 Weekly

Gorgeous pair featuring six fine diamonds in exquisite gold "Fifth Avenue" setting.



CERTIFIED PERFECT

Three brilliant diamonds in new, yellow gold streamlined setting. **79⁵⁰**

1.75 Down
1.75 Weekly



FIVE-DIAMOND

Georgous full carat center diamond and 4 side diamonds in platinum or yellow gold. **250⁰⁰**

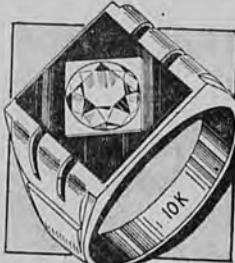
On Easy Terms



THREE-DIAMOND

Ladies' ring in lovely yellow gold, engraved mounting. Three large diamonds. **37⁵⁰**

1.00 Down
1.00 Weekly



MEN'S DIAMOND

Handsome, massive yellow gold ring with large onyx set with fine diamond. **49⁵⁰**

1.00 Down
1.00 Weekly



LADIES' LOCKET RING

Lovely, new heart-shape yellow gold ring with brilliant diamond on onyx. **9⁹⁵**

50c Down
50c Weekly



MEN'S REVERSIBLE

Really two rings in one! Yellow gold with diamond-set onyx and cameo reversible top. **14⁹⁵**

50c Down
50c Weekly



MEN'S INTAGLIO

Massive solid gold ring set with Hemastel cameo with deep, rich luster. **9⁹⁵**

50c Down
50c Weekly



BRIDE AND GROOM PAIR

Matching solid gold bride and groom wedding bands in the latest design. **14⁹⁵**

50c Down
50c Weekly

GIFTS WRAPPED for Presentation Without Extra Charge

ONLY 3 MINUTES for Christmas Credit



WALTHAM

Sparkling diamonds are set all around this beautiful watch. **92⁵⁰**

2.50 Down
2.50 Weekly



BULOVA

This "Goddess of Time" watch is smart and modern and is sure to please. **33⁷⁵**

1.00 Down
1.00 Weekly



GRUEN

Men's new curves "Electric" in the new case gold. Not for accuracy. **49⁷⁵**

1.50 DOWN
1.50 WEEKLY



ELGIN

Two diamonds enhance the beauty of this smart Elgin... accurate as it's smart! She'll love it! **39⁷⁵**

1.00 Down
1.00 Weekly

Special Value!

WATCHES

Yellow Gold Filled

9⁹⁵

50c Down, 50c Weekly

Accurate, modern in style... these fine watches are amazingly low priced. They'll make lasting, practical gifts. Styles for men and women.



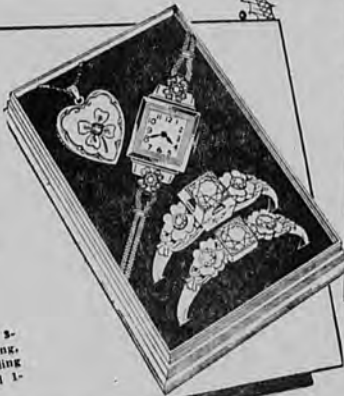
A Lucky Gift!

4-in-1
CLOVERLEAF
SET

44⁹⁵

1.00 Down
1.00 Weekly

Lucky "Cloverleaf" design 1-diamond engagement ring, matching 3-diamond wedding band, 2-diamond watch and 1-diamond locket.



New 1941 Emerson RADIO

9⁹⁵

50c DOWN
50c WEEKLY

Give year 'round enjoyment to the whole family with this Emerson. Built-in antenna, bigger dynamic speaker, automatic volume control.

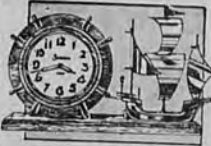


The New Corona COMET

37⁹⁵

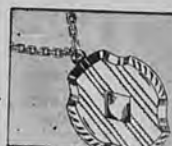
1.00 DOWN
1.00 WEEKLY

Regularly 44.75. With floating shift, piano key action and many other fine features. A grand gift for anyone.



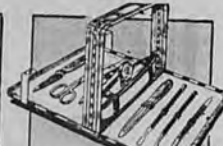
ELECTRIC CLOCK

Famous Sessions clock with chrome spokes and ship. **8⁹⁵**



CHILD'S LOCKET

Engraved style, in the color of natural gold. **1⁹⁸**



MANICURE SET

Fitted with gold plated manicure implements. **7⁹⁵**



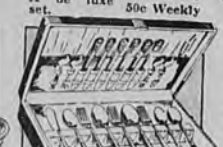
TOASTMASTER JR.

Two slice toaster, tray and two gay pottery dishes. **8⁵⁰**



ELECTRIC MIXER

Famous make mixer with juicer and bowls. A time-saving gift. **13⁹⁵**



TUDOR PLATE

61-pc. new "Fortune" pattern in chest. Made by Community Plate. **29⁷⁵**



DIAMOND PENDANT

Unusual design in solid gold with fine diamond. **9⁹⁵**



CAMEO BROOCH

Hand-cut cameo with diamond in lovely gold setting. **8⁹⁵**



ARGUS REFLEX

Easy to use - just focus and shoot. Fast F1:5 lenses. **35⁰⁰**



REMINGTON

Twelve exclusive features in this new Dual Shaver. **15⁷⁵**



RONSON LIGHTER

The famous lighter that always works. Smart case. **2⁹⁵**



KAYWOODIE

Genuine briar pipe any smoker will appreciate. **3⁵⁰**

IT TAKES ONLY 3 MINUTES FOR CHRISTMAS CREDIT AT

RUDOLPH'S

E. Main at South Ave. Open Every Evening 'Til Christmas

Grants is overflowing with **Gifts for Everyone** at thrifty prices

STORE OF A 1000 GIFTS

OPEN NIGHTS TO 9 P. M.
Gifts For Everyone
All in One Store
Last Minute Shopping
Made Easy.

Something lovely... for **SOMEONE LOVELY!**

It's THE Glamor Gift!
Grants Crepetwist
TRULY PROPORTIONED
I'sis Silk Hose
79¢

Even the woman who pretends not to care secretly craves beautiful hosiery! This is that (as well as a big bargain at 79¢). Filmy, dull-textured, all silk! In proportioned lengths for tall, short, average!

Dressite Full-fashioned Silk Hose . . . 59¢

Luxury in every fold!
Women's Slips
Rayon satin and crepe! Lace trimmed and colored styles. Bias and four-gate. Sizes 32 to 44.
59¢

PERCALE APRONS
Rib and overall styles. Lovely assortment of gay prints. Fast colors.
25¢

BOXED HANKIES
A feminine woman loves! Lace, embroideries on sheer white! 3 FOR
25¢

WOMEN'S GLOVES
Genuine rayon and pigskin. Lined in fleece! Soft wrist strap!
1 19

Leather soles! Leather vamp!
Women's Slippers
A SMOOTH present that looks like more money. Quilted insole. Cuban heels.
1 00

Gift time is LUXURY time!
Lacy Rayons
Every woman, vain or not, likes wearing these! Heavy, rich rayon, quality lace!
39¢

100% WOOL SWEATERS
Cardi and pullover styles. Fine assortment of new colors. All sizes.
1 00

HOUSECOATS
Give her leisure-pleasure! Yards and yards of skirt. Sizes 32 to 52.
1 59

3-INITIAL SCARFS
Smart black on white rayon crepe! Initialed while you wait!
59¢

Luxury gift! This is it!
Women's Gowns
Beautiful rayon satin beaded with lace, deep flounces, and cut to flatter! In gift box.
1 00

The Neat Housewife Wants Day-Long, Laundryproof
Cotton Dresses
1 00

She may chide you for spending so much money . . . but the price will be your secret and Grants! Fine percales and poplins with exceptionally nice details! 14 to 52.

Why not pamper her?
Bedjackets
80 frivolous—and so sensible in chilly rooms! Sleek rayon satin, brushed rayon.
1 00

Warm and cozy. Women's Bathrobe
Made of Beacon and Esmond cloth . . . tops in its class! Rayon robe and cord tie.
1 98

Christmas Cards
2 for 5¢ and 5¢ each

Big folder types! Religious, formal, comic, pictorial! Super-size!
Boxed Cards . 10 for 10¢, 25 for 25¢

Gift Wrappings
Fancy light or dark ground papers! Plain color tissue! 5¢ & 10¢

Tags and Seals, Callophone Ribbons, Other Fancy Ties 5¢ & 10¢
Gift Boxes, all sizes and shapes 5¢-10¢-20¢

Make it a sparkling Christmas!
Tree Ornaments
4 for 5¢ to 10¢ ea.

So many kinds that one of each would trim a tree! Reflectors, glittering foil novelties, frosted balls! Tinsel, icicles, Cotton Snow, 10¢ pkg. Sturdy Metal Tree Stands, 25¢, 50¢

Tree Light Sets
with 8 colored Mazda bulbs **50¢**
10-100 Light Set, 1.00 Outdoor Set, 1.50

Extra Tree Light Bulbs, 2 for 5¢ & 5¢ ea.
Electric Window Wreath . . . 25¢
Single Electric Candle . . . 25¢

Swell gifts for SWELL GUYS!

Gifts with a lift!
Handmade Ties
39¢

Wool-lined, wrinkle-resistant! Woolly textured rayons, mohair stripes, sleek acetates! A MAN'S choice of patterns! You'd need 55¢ to match them!

Many other at 25¢

Any man's favorite!
Dress Slippers
Easy on his feet with flexible, hard leather soles and rubber heels. Sizes 6-11.
1 00

Already gift boxed!
Men's Hose
Slack socks or half hose! Assortment of patterns! Handsome, durable!
3 prs. for 59¢

Choose what HE chooses!
Shirts & Shorts
He likes Wearites! 100x60 broadcloth, Gripper-fastened! Combed cotton shirt.
25¢

MEN'S GLOVES
Genuine rayon and pigskin! Soft and supple! Novelty slippers.
1 00

MEN'S MUFFLERS
Satin-stripe rayon! Rich assortment of colors. With fringe.
39¢

Warm as a blanket!
Men's Robes
Nattily tailored with piped trim, cord belt, two big pockets! Figured or plain. Boxed!
1 49

A practical tip! Men's Coat Sweaters
Medium weight cotton or 35% wool heavier mixtures! Something to wear and wear!
1 00

Men's Handkerchiefs
Box of 3
Handsome gift box! Deep hems, colored initials! Fine work!
25¢

Tie-Handkerchief Set
You can depend on it—he's like the way these match! Quality!
50¢

Men's Broadcloth Pajamas
Good-looking as well as comfortable to sleep in! Elastic top trousers! Sizes A to D.
1 00

It'll be a banner Christmas for the man who gets Grants
Pennleigh Shirts
1.00

A man's vanity demands good fit and really knock-out patterns. His sense of values says Nix on a shirt that doesn't wear! Sanforized Pennleigh shirts that don't count, and they're just about the biggest dollar's worth you'll ever find! 14 to 17.

White • Blue • Pancies

GRANTS Toy Circus

Horsman Long Dress Baby Doll
More fun to dress and take out in the carriage! Sleeps, cries. Soft body. 17" tall.
1 00

Hold 18" doll! Folding Doll Cart
Even a small home has room for this! Heavy covert cloth, metal frame! Rubber tires!
1 00

Little Housecleaners
Sweeper, duster, mop, apron! Toys, but they work!
50¢

Cradle Swing
Genuine wood with wood base! Trimmed with ribbon!
69¢

Metal or hard rubber! Toy Soldiers
New mobilized troops! Anti-aircraft, parachutists, ski troops! Complete selection at
5¢ & 10¢ ea.

Stuffed Animals
Teddy bears, puppies, pussy cats of deep, furry plush! Many with little suits!
59¢

Aluminum Cook Set
8 pieces! Includes whisking tea kettle. Grand fun!
50¢

Slide Blackboard
10 1/2 x 14" easel folds down to make a writing shell!
1 00

Sturdy Metal "Sky Tor" Pedal Car
Kids love it because it looks as if it might "take off" any minute! Rubber tires!
1 19

Rubber-tired "Ride-Em" Dump Truck
Give a boy something to ride! He can haul toys in the big truck section, too! Only
1 00

Wooden Pull Toys
No wind-up! They will go Choo-Choo or Boom if pulled!
25¢

Easy-to-work Typewriter
Writes in big clear letters! Children all ages love it!
1 00

Freight or passenger! Electric Trains
3 55 Set

Here's what you get! Locomotive with headlight! Tender, box car, tanker and caboose or two Pullmans, lighted observation car! 10 track sections, transformer!
MECHANICAL TRAIN . . . set \$1.99

First in its price class!
Boys "Wearite" Shirts
69¢

It takes a shirt well over 69¢ in price to compete with Grants "Wearites" in style and wear! Tubular colors on strong, fine fabrics! Full-cut! Fitted collar like Dad's! Sizes 6-14 1/2

Boys' Melvin Shirts . 50¢

SNAPPY BOYS' TIES
Four-in-hands in his favorite colors! Easy to tie! Plaids and stripes.
20¢

Boys' Broadcloth PAJAMAS
Cool and comfy styles! New patterns! All tubular hemstitch! Sizes 6 to 14.
79¢

"O-o-o-o! Like Mother's!"
Girls' Housecoats
Zippers! Quilted tops! Hood! Gay tubular cotton! Sizes 2 to 16.
1 00

With Smart Cord Belt!
GIRLS' BATHROBES
Soft, heavy cotton. Rich dark colors. Full cut sizes 8 to 14.
1 00

Neat As A Pin And Pretty As A Picture In These New Childs
Dresses
59¢

So beautifully styled and made you'll wonder how they can be sold for only 59¢! Fine Slub Broadcloth and Percale. Sizes 4 to 6—7 to 14.

GIRLS' DRESSES
Beautifully styled in tubular materials. Lovely assortment 7-14.
1 00

BOYS' BATHROBES
Plain colors and fancy. Cord belt. Warm heavy cotton.
1 00

BOYS' LONG PANTS
Wool mixed suitings! Pleated fronts! Made for long wear!
1 59

SHIRTS AND SHORTS
Just like Dad's . . . only smaller. Broadcloth shirts—soft cut, tan shirts.
20¢

GIRLS' TAFFETA SLIPS
Good workmanship and fabrics. Washable. Sizes 8 to 16.
39¢

W. T. Grant Co. 293 E. MAIN ST. at EAST AVE.
KNOWN FOR VALUES

ARPEAKO TURKEYS



NOTICE

Even tho' they are not advertised—5 out of every 10 fancy Grade A turkeys sold are second and third grades. That's why White Star takes no chances—we handle only Arpeako Spring Turkeys—you'll never have to be in doubt for the freshness and tenderness. Every turkey is labeled on the wing with the Arpeako (The Peak of Perfection) button and every turkey carefully, cleanly drawn—free of charge.

16-Lb. And Over, Pound
28c

HEN TURKEY, 8 to 13 lbs. lb. 32c
Farm Fresh Dressed Sausage **29c**
Farm Fresh Dressed Fowl **28c**
Arpeako Tenderized Hams **28c**
(Not Milk Fed) 4 to 6 lbs. (Not Milk Fed) Lge. 32c Whole or 5 to 6 lb. Half

Roast Beef 29c lb. Lean, Tender, Chuck
LEG O' LAMB 27c 5 to 7 lb. Before Dripping Kaufman's Grade A

ROCHESTER MADE WHITE STAR BUTTER
Always Fresh & Sweet
Del Monte Fruit Cocktail **25c**
Wine Sauce **29c-39c**

All Pork Lean Sausage **29c**
Arpeako Little Breakfast Sausage **39c**
Little Link Pork Jones Sausage **45c**
Arpeako or Jones Bacon **35c**
Arpeako Back Bacon **29c**
Arpeako Pork Sausage **29c**

ARPEAKO BABY SIZE LEAN PORK LOIN 20c
WHOLE OR RIB END
Large New Potatoes 5 lbs. **25c**
Fancy White Potatoes, peck **29c**
Yams or Sweet Potatoes, lb. **5c**
Idaho Potatoes, peck **45c**
Sun-kist Oranges **29c, 39c, 59c**
Florida Oranges . . . **12 lbs. 45c**

New Congregation To Open Doors In Old Memorial Church

Trinity Temple, Rochester's newest church congregation, housed in the building formerly occupied by The Memorial Presbyterian Church on Hudson Ave. at Wilson St., will open its doors to the public on Saturday with a special dedication service beginning at 7:45 p. m.



The building has been remodeled and redecorated by members of the Rochester Chapter of the Painting and Decorating Contractors of America who donated their services and materials in the belief that "we in our small way will help this church, so long vacant, regain its place among the character building institutions of this city."



Rev. Carroll N. Blakeslee and Rev. Louis A. Roberts will act as co-pastors of the new inter-denominational congregation. The Saturday service will be followed by a special series of services each night next week. On Sunday, services at 11 a. m., 3:30 p. m. and 7 p. m. will be held.

The public is invited to attend, according to church officials. All seats are free.

LODGE MEETING

The Venus Rebekah Lodge will hold a meeting next Thursday at 11 Clinton Ave. N., with N. G. Olive Curtiss presiding. After the business meeting the

annual Christmas party will be held with the usual exchange of gifts.

World's Longest Lift Nearing Completion

Mount Mansfield, Vt.—Construction is nearing completion on the longest and highest chair

lift in the world over the green-clad slopes of Mount Mansfield, popular New England winter sports center. The lift will be completed and in operation by the time Central Vermont Railway inaugurates the weekly ski train, "Ski Meister," from New York and Boston. The lift which will have a horizontal length of 6,330 feet with vertical height of 2,030 feet will be capable of handling 200 passengers per hour.

PRE-HOLIDAY SPECIALS At Your Nearest ELSCO STORE

LUX SOAP 4 for 25c

GREEN GIANT PEAS No. 303 Can. . . . 2 for 31c

SPRY SHORTENING 3 lb. CAN 1 lb. CAN 46c 19c

CITRON, LEMON AND ORANGE PEELS 3 oz. Cello pkg. . . . 10c

LIFEBUOY 3 for 17c

CREAM OF WHEAT Quick or Regular . . . 23c

LUX FLAKES LARGE REGULAR 20c 2 for 19c

Libby Pineapple JUICE No. 2 Can 2 for 23c

LIPTON'S TEA 1/2 lb. . . 43c; 1/4 lb. . . 23c



ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

Beautifully Rebuilt **HOOVER** NOW ONLY **\$14.95** FULL CASH PRICE EASY TERMS

Complete with Attachments

10-DAY TRIAL PLAN

IF YOU CAN'T COME, PLEASE WRITE FOR FREE HOME DEMONSTRATION.

FULLY GUARANTEED For the same length of time as a new Hoover. Mail Orders Filled—Send \$1 Deposit

NEW FAMOUS MAKE HAND CLEANER \$4.85

PENN VACUUM STORES

30 SOUTH AVE. OPEN EVERY EVENING TILL 9 STONE 6747

IMPORTANT! ASK US ABOUT THE 3 ADVANTAGES OF BUYING FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

LAST FEW DAYS OF OUR GIGANTIC STOCK REMOVAL SALE

Everything must go! Regardless of our cost or former selling price. Included are Living Room Suites, Bedroom Suites, Cedar Chests, Christmas Gifts for the home. . . in fact, everything now on our floors or still in our warehouse. Hurry for best bargains! You don't need cash. Use our convenient budget terms. Take all next year to pay if necessary. But come in now! Sale ends in a few days.

PUBLIC NOTICE
Circumstances beyond our control force this gigantic sale. We are taking the quickest method to unload our huge stock, by cutting prices to the bone. At least come in and look around. No high pressure to make you buy. You'll see the savings right before your eyes. Store open every evening to 9 p. m. so come in the evening when there is plenty of time to look around.
HARRY SMITH, Mgr.

FREE! 2 BOUDOIR LAMPS WITH EVERY **CEDAR CHEST \$9.75 AND UP**
Save almost half on a genuine Lane or West Branch Cedar Chest and get two lovely boudoir lamps at no extra cost. Complete line.

SOLID WALNUT OR MAHOGANY **COFFEE TABLES 50% off**
7 DRAWER **KNEE HOLE DESK \$10.75** Reg. \$15.95

FAMOUS MAKE! GENUINE FLORENCE **GAS RANGES EASY TERMS \$29.95**
Save Up To 35%

LIVING ROOMS
Regular Now
\$189, 2-Pc. Mohair Suite . . . \$110
\$78, 2-Piece Suite \$ 49
\$95 Simmons Studio Davenport \$ 59
\$129, 3-Pc. Frieese Suite . . . \$ 89
\$289, 3-Pc. Mohair \$179
\$139, 2-Pc. Velour Woodrose . \$ 77
50 Others to Choose From

BEDROOMS
Regular Now
\$119, 7-Pc. Mahogany Chippendale Suite \$ 67
\$249, 5-Pc. Jamestown Walnut Suite \$120
\$59, 3-Piece Walnut Suite . . \$ 27
\$89, 4-Pc. Walnut Waterfall Suite \$ 46
\$299, 9-Pc. Grand Rapids Mahogany Suite \$140
\$84, 4-Pc. Walnut Moderne . . \$ 55
50 Others to Choose From

SMOKERS 49c Reg. \$1.29
END TABLES 77c Reg. \$1.49
Studio Couches \$17.50
Table Lamps \$2.25 Val. to \$4.98

MAJESTIC FURNITURE CO.
Free Parking Opposite Store
Free Delivery 150 Miles All Xmas Deliveries Guaranteed

Your Dollar Has More Buying Power This Week-End At Clark's

FRESH MILK-FATTED Fowls 17c For Fricassee or Salads
Pork Loin 13c Rib-End lb.
BEEF ROAST 21c Cut From Inspected Young Steers lb.
SHORT RIBS 13c Lean and Meaty For Braising lb.

CHICKEN BREASTS . . . lb. 45c
CHICKEN LEGS lb. 35c
CHICKEN LIVERS lb. 39c
CHICKEN NECKS lb. 12 1/2c
CHICKEN WINGS lb. 21c
CHICKEN GIBLETS lb. 19c

CLARK'S 304 N. Goodman near Bay Cul. 4819

"Oops... Automatic GAS Water Heating Rates Are DOWN Too!"

Costs slashed as much as 20% in Rochester district! Now automatic gas hot water service costs little or no more than your present method.

\$1 A Month RENTS An Automatic GAS WATER HEATER
Pay a Small Amount For Gas Used

Rochester Gas & Electric Corp.
For trouble and service calls Telephone MAIN 2960
For sales dept. & personal calls Telephone MAIN 7070

GENESEE BEER & ALE
Tam O'Shanter—Old Topper—Standard—Irish Cream—In Bottles or Cans
In 12 oz. bot. in 12 oz. cans in quart bot. 12 quarts Pabst in cans
\$2.23 \$2.48 20c \$2.35 \$2.48
Case Case Case Case Case

Ballantine Ale per case \$2.85
Ballantine Beer, can per case \$2.48
Guinness Stout Ale, bot. 35c; 3 for \$1.00
La Batts Stock Ale . . . sm. 25c; lge. 45c
Black Horse Ale sm. 25c; lge. 45c
Grenadine bot. 25c, 59c, \$1.10, \$1.29
Holland House Cocktail Mixer Bot. 59c
Roses Lime Juices Bot. 39c

WHITE STAR 303 CONGRESS AVE
FINE FOODS INCORPORATED

BINGO Every WEEK watch Your Daily Papers FOR DAYS
RIVIERA-MADISON MONROE 300 EACH THEATRE Plus BIG JACKPOTS & MOVIES
SUPER PARTIES!! 26 Games \$300

SCHINE THEATRES
SUNDAY
RIVIERA AND DIXIE
Plus **MYRNA LOY** and **DOUGLAS**
Third Finger, Left Hand
Plus **RANGERS OF FORTUNE**

LIBERTY JAMES CAGNEY **CITY FOR CONQUEST** BOB BURNS
ANN SHERIDAN **COMIN ROUND THE MOUNTAIN** JERRY COLONNA

MADISON AND MONROE
RHYTHM ON THE RIVER
BING MARY BASIL RATHBONE
CROSBY-MARTIN Uskar Levant
Lillian Cornell
CAROL LOMBARD "They Knew What They Wanted"
CHARLES LAUGHTON "They Wanted"

CAMEO Deanna DURBIN **Spring Parade**
Wayne Morris - Virginia Dale
ROBERT CUMMINGS Mische AUER
THE QUARTERBACK

WEBSTER WEBSTER AVE
Lombard "They Knew What They Wanted"
FRANCIS LANGFORD "Hit Parade"
KENNY BAKER "Hit Parade"
FRANCIS LANGFORD "of 1941!"

GRAND ALL SEATS 15c
Clark Gable "STRANGE JOAN CRAWFORD "CARGO"
Plus RONALD REAGAN "Murder In The Air"

RIALTO E. ROCHESTER
CLAUDETTE COLBERT **ARISE.**
MILLAND **MY LOVE**
RAY HARRY LIBEL **LIBEL BASTARD GOES HOME**

TEMPLE FAIRPORT, N.Y.
WALLACE **BEERY Wommg**
LEO CORNELIO
Plus LEW AYRES **DR. KILDARE**
LIBEL BASTARD GOES HOME

LAKE ALL SEATS 20c
HENRY FONDA **THE RETURN OF FRANK JAMES**
Plus "Lucy Parsons"

BOWLING WITH ED RANDALL



Once again the Sun wishes all of its bowling friends the heartiest of Christmas Greetings and the sincere wish that this holiday season will bring you all every good thing you wanted for the best Christmas of all. Here are some letters from Rochester's bowling fraternity St. Nick forwarded to this department.

"Dear Santa—We are thankful for last year's gifts. Now give us that New York State Tournament next Spring and we'll be good boys until next Christmas."—RBA Executives.

"Our Rochester League is the strongest Monday night league in the city, Santa. Just send us a few more 3000 series."—George Angevine.

"Our Buonomo League is the strongest Monday night league in the city, Santa. Just send us a few more daytime bowlers."—Charlie and Tony.

"Our Carbonneau League is the strongest Monday night league in the city, Santa. Charlie Carji and his gang of Milk-Bot boys got medals last year, didn't they? So what?"—Jack Carbonneau.

"Dear Santa—Our Tuesday night house league is the strongest on Plymouth Avenue. Nuts to those Monday night bowlers."—Coot Webber, Bob Clagens and Mill Woods.

"Dear Santa—I rolled 300, didn't I? That's all I want for Christmas."—Johnny Stone.

"Dear Santa—We asked you last year and we're asking you again. When are you going to give Norm Minch some towels for us that won't tear?"—Franklin League.

"When you drop down our chimney Christmas Eve, Santa, remind me to show you our new curtain, our big electric fans and our sound-proofing trim. You'll love it!"—Bert Bates.

"Dear Santa—No wonder such big scores are being bowled. Now if every hall was using fibre-bottomed pins, bowling would be much healthier in this town. If I've said it once, I've said it a hundred times so please pass the word along."—Frank Rutz, P. S. "This may go in your file of unfinished business, but it has been unfinished so long that another year won't do any harm."

"Dear Santa—That noise on your radio every Monday night isn't static. It's our weekly broadcast from Buonomo Hall. We could stand a few more

RUGS

9x12 \$1.00
CLEANED AND STEAMED
RUGS, Steam-Cleaned, Washed,
Sized, Matted, Damp and
Germ-proofed \$3.00
ELTER CO. Est. 1872
Glenwood 3466 — 44 Arthur St.

The Christmas Gift She Will Remember

FULLER BRISTLECOMB \$2.39
ORDER EARLY
FULLER BRUSH CO.
503 TEMPLE BLDG.
STONE 1408
OPEN EVENINGS 'TIL XMAS

For Reliable Dependable HEAT — BELMONT —

Pennsylvania Hard COAL
Will Save You Money

STOVE	PEA
\$9.95	\$8.80
TON	RICE
	\$6.60

NUT \$9.75 TON
COKE \$9.95
PHONE Glenwood 700

Buckwheat \$7.60
BELMONT COAL CO., 499 Broad St.

"Dear Santa—We're going to have the City Tournament at Ridge Hall this year so don't bother me with anything else. Oh yes, you might slip a gross of aspirin tablets down the chimney. I'll probably need them."—Art Flesch.

Permanents \$2.50 up

FINGER WAVE 35c
Special—Mon. Tues. Wed.
SHAMPOO
FINGER WAVE
RINSE, MANICURE
OR ARCH Complete \$1.00
MADAMES HAIR DESIGNERS
323 Burke Bldg. Stone 4608

INDIGESTION

may affect the Heart
Get trapped in the stomach or piles may get like a hair-trigger on the heart. As the first sign of indigestion, try CHI-CHE-S-TERS PILLS for relief from abdominal pain and discomfort. They are SAFE to take as directed. Contains no habit-forming drugs. Sold at all drug stores. 50¢ a box. In business over 25 years. CHI-CHE-S-TERS PILLS

Marquette's amazing lightweight star, Harvey Baerwald, never intended going out for football. He was a pole vaulter.

He weighs 155 and stands 5 feet 7.

Cuts around Henry Armstrong's eyes have healed but may prevent him from continuing in the ring much longer. The cuts open easily and bleed freely.

By Request We Offer The New Vapor Oil PERMANENT As Our Holiday Special

This type of wave has never been offered for less than \$5.00.

- NO ELECTRICITY
- NO PAINFUL WINDING
- EVERY WAVE FULLY GUARANTEED

\$1.95

Bring this ad and at no extra charge Mr. Roberts, New York Hair Stylist will design your permanent. With or without appointment.

Murray's BEAUTY SALON
42 CLINTON AVE. N. STONE 1405

LOST a Package

Call STONE 905

If you receive a package or merchandise by mistake as a result of the holiday rush, just call Stone 905. City Delivery will return it to its owner without charge to anyone. Some one may do as much for you. Be a sport.

CITY DELIVERY

195 SCIO ST. STONE 905

listeners when you are passing out the gifts."—Gunnar Wilg and Tony Buonomo.

KEY

ROCHESTER'S MODERN CUT RATE DRUG STORES

4 STORES

- 470 N. Goodman near Main
- 1861 Monroe near Winton
- 92 E. Main near Water
- 457 Ridge Rd. W. near Dewey

With Coupon
LIFEBUOY SOAP
3 for 11c
Limit 3 Key Drug

With Coupon
Borden's CHOCOLATE MALTED MILK
Lb. Can 19c
Limit 2 Key Drug

With Coupon
PECANS
35c Value 19c
Limit 2 Lb. Key Drug

With Coupon
Thin shell, Meaty
PECANS
35c Value 19c
Limit 2 Lb. Key Drug

With Coupon
Mazda Xmas Tree LIGHT BULBS
6 for 25c

With Coupon
XMAS CARDS
Box 21 50c Value 19c

With Coupon
ELECTRIC VIBRATORS
\$1.50 Value 98c

With Coupon
POCKET WATCH
Unbreakable Crystal 89c

With Coupon
BILL FOLDS
Large Assortment 29c UP

With Coupon
DETECTO SCALE
Weights to 250 Lbs. 1.69
Reg. \$2.50

GIFT SPECIALS—Thurs., Fri., Sat. and Sunday

GIVE CANDY FOR CHRISTMAS

Large Selection of Fresh Candy at Lowest Prices

Assorted Chocolates XMAS WRAPPED 5 lb. box \$1.50 Value 79c
Cream and chewy centers covered with thick chocolates!

Whitman's CHOCOLATES

Christmas-time calls for the best in candy—and we have it. Here is a fresh supply of Whitman's famous chocolates—decorated for the Big Day—at \$1.00 to \$3.00. Order now.

Miniature Chocolates 1 lb. box 23c
Chocolate Covered Cordial Cherries 1 lb. box 21c
Choc. Peppermint Patties 1 lb. box 19c
Johnson's Chocolates 1 lb. box 60c — 2 lb. box \$1

PIPES--CIGARS

XMAS WRAPPED—AT LOWEST CUT PRICES

LB. TOBACCOS AT LOWEST PRICES!

XMAS WRAPPED!

PRINCE ALBERT 75c
GRANGER 65c
G. WASHINGTON 59c
MODEL 75c
VELVET 69c
EDGEWORTH \$1.01
U. LEADER 14 oz. 59c
BLUE BOAR \$1.69
RALEIGH 75c
HALF & HALF 75c

DESK LAMP AND GUARANTEED FOUNTAIN PEN

Plastic base with walnut finish, two grooves for pens, clips, etc. The fountain pen has a stainless steel smooth writing point. 98c \$1.75 Value

ELECTRIC HEAT PADS

Simple 3 Heat Control
Double Safety Thermostat on Each Heat
Costs Only 15c Per Hour To Operate
Safe Uniform Heat for Relief of Pain or Chill

Reg. \$2.50 1.39

Yardley's LOTUS COLOGNE

Regular Size \$1 — Double Size \$1.85
Other YARDLEY SETS \$1 to \$15.00

JUMBO STUFFED TOYS

YOUR CHOICE OF Monkey Teddy Bear Doll \$1.50 Value 89c

Real Gift Value WILLIAMS GIFT SET

Special 89c

YARDLEY SPECIAL FOR GENTLEMEN

Shaving Bowl and Yardley Crystallized Brillantine \$1.55 Value Both For \$1.00
Other Yardley Men's Sets to \$5

EARLY AMERICAN OLD SPICE SETS

Shaving Cream, Talcum and After Shaving Lotion \$1.00 Value 89c

Electric Hair Dryer

\$2.00 Value \$1.59
Made By KNAPP MONARCH CO. Guaranteed

PALMOLIVE

Shaving Cream, Talcum and After Shaving Lotion \$1.00 Value 89c

ZIPPER BAGS

Sturdy Rubber Lined Water Proof 79c Value 49c
Others to \$1.98

OLD SPICE SHAVE SET

Old Spice Shave Set—After Shaving Lotion and Talcum. Pottery containers in red-lined, wood-veneered chest. \$1.75.
Other Old Spice Men's Sets \$1.00 to \$5.00

INGRAHAM WRIST WATCH

Reg. \$2.50 \$1.79

PAN-CAKE MAKE-UP

Hollywood's secret for a glamour complexion that has become today's new make-up fashion. It's the gift of gifts. \$1.50

ELECTRIC WHIPPER

\$1.50 Value 98c

VACUUM BOTTLES

REG. \$1.00 69c

Gifts by MAX FACTOR HOLLYWOOD

Make-Up Sets for blondes, brunettes, brownettes, redheads

Autographed MAKE-UP SET

Max Factor Hollywood Powder, Rouge and True-Color Lipstick in correct color harmony. Autographed \$2.50 by famous screen stars

OTHER MAX FACTOR GIFT SETS

\$1 to \$8.55

OTHER EASTMAN CAMERAS

69c to \$50.00

With Coupon
Woodbury ALMOND ROSE HAND LOTION
50c Bottle 21c
Limit 2 Key Drug

With Coupon
Garden Bouquet Toilet Soap
4 for 11c
Limit 8 Key Drug

With Coupon
Assorted, Christmas Boxed Stationary
24 Sheets 24 Envelopes Value to 50c Limit 2 Key Drug 21c

With Coupon
Mazda Xmas TREE LIGHTS
Complete With Mazda Bulbs 49c

With Coupon
LARGE ASSORTMENT XMAS CARDS
At Lowest Prices!

With Coupon
Cashmere Bouquet COLD CREAM
25c Size 2 for 25c

With Coupon
PALMOLIVE SHAVING CREAM
25c Size 2 for 33c

With Coupon
XMAS Wrappings
Tinsels, Cards, Stickers, etc. Reg. 10c 3 for 25c 8c

With Coupon
STATIONERY
In Cedar Chest Container 75c Val. 49c

With Coupon
Luckies, Camels, Chesterfields, Raleigh, Old Gold, Philip Morris
Carton Tax Paid Xmas Wrapped \$1.39

With Coupon
Brownie Reflex
Reg. \$5.25 \$4.47

For Christmas and New Years

Take Home a 6-Can Holiday Cooler Carton



James Shamrock Ale *Apollo Lager Beer*

- 1—Easy to carry—easy to store in refrigerator
- 2—Sold at all licensed stores—popular prices
- 3—Products aged at least 4 months
- 4—Carton sealed at brewery

AMERICAN BREWING COMPANY

ROCHESTER, N. Y.

Elm Ladies League

Grace Hubbell was the leading lady in last Thursday's Elm Ladies League with a good 551. Anna O'Hara had 532 and Anna Gast 503.

Team matches: Butch Martins (2283) 3, Curuso's Restaurant (2050) 0; Ryan Carling Co. (2415) 3, Cobbs Hill Grill (2009) 0; Bernard Held (2277) 2, Healer Jewelers (2211) 1; Moose Club (2210) 3, Perry's Florists (1719) 0.

Gas & Electric League

Bill Neuffer had 621 for the best individual total in last Tuesday's Gas & Electric League at Elm Hall.

Team matches: Electric Distribution (2724) 3, Electric Laboratories (2517) 0; Storehouse (2481) 3, House Heating (2338) 0; Meter Readers (2522) 2, General Construction (2251) 1; Steam Dept. (2742) 3, Office Maintenance (2524) 0.

Arpeako League

Arpeako Leaguers were paced by Bill Long with 615 and Lou Crandall with 608 at Elm Hall last Friday.

Team matches: Butter (2383) 2, N. Frank's (2423) 1; Park Shops (2326) 2; Pienles (2424) 3, Steamers (2707) 2; Mason (2642) 1.

Genesee League

Sam Rivo's 603 was the best individual total in last Monday's Genesee League.

Team matches: Quiltop Cigar Club (2209) 2, Genesee (2521) 1; Simonds Press (2361) 3, National Tool & Machine (2309) 0; Hetzler Ice (2343) 3; Kurash (1965) 0; Amstice Foundry (2323) 2, Brooks Beverages (2635) 1.

BERGHASH HOLIDAY LIQUOR SPECIALS



THURS. FRI. SAT. ONLY!
HOSTESS CALIFORNIA WINES

EVERY DROP 100% PURE
CHOICE TOKAY SHERRY
MUSCATEL PORT
MADEIRA

\$1.25 Full Gallon
Compare \$2.00 Value!



THURS. FRI. SAT. ONLY!
NUYENS AMERICAN VERMOUTH SWEET

Prepared Under Nuyens & Co. Exclusive Formula
Ale. 18% by Volume 15/16 QUART

84c

THURS. FRI. SAT. ONLY!
JUDGE WINSLOW BOTTLED IN BOND

100 PROOF STRAIGHT RYE WHISKEY
\$1.99 Full Quart
Compare \$3.00 Value
This whiskey is distilled from fully ripened and mellowed grain. Mellow flavor, fine bouquet.

MR. HI AND MR. HATT MIX A HOLIDAY PUNCH BY Sauswings

TAKE 10 LEMONS—AN' SQUEEZE 'EM DRY SOME CRANBERRY JUICE—DONT ASK WHY ONE LITTLE BOTTLE—YEAH, THAT'S ENOUGH—3 QUARTS O' SODA—THAT'S THE STUFF! NOW ADD YOUR WHISKEY—KESSLER'S THE BRAND 2 FULL QUARTS—IT'S THE BEST IN THE LAND

ONE POUND O' SUGAR—BIG BLOCK OF ICE STIR 'EM UP TOGETHER—TILL IT TASTES NICE GARNISH YOUR DRINK WITH A PINEAPPLE STICK AND A BIG CHUNK OF ORANGE—CUT EXTRA THICK PICK UP THE PHONE AN' CALL UP THE BUNCH—YOU'RE ALL SET AN' READY WITH YOUR KESSLER'S PUNCH! [SUFFICIENT FOR 16]

SMOOTH AS SILK but not "HIGH HAT"

KESSLER'S AMERICA'S GREATEST WHISKEY VALUE

KESSLER'S Private Blend Smooth as Silk

Packed in smart Christmas cartons on which are printed unusual Christmas drink recipes for both the hot and the quiet size.

Where To Go For Entertainment!

BINGO GLIDE HALL SUN. 8:15 P.M. Glide & Entertainment & Door Prizes Corner Jay St.	19th Ward Clubhouse 237 HAWLEY Thursday 8:15 Admission 20c Jackpot Game Thursday	HOLLYWOOD BINGO HALL 25—GAMES—25c \$5 EACH GAME! \$20 - 30 ON SPECIAL GAMES • JACK POTS • DOOR PRIZES • ENTERTAINMENT 35 PULLMAN AVE.	PARTIES UNION LEAGUE HALL Sunday and Monday, 8:15 P. M. Saturday 1:30 P. M. 290 Gregory, at South Ave.
PARTIES AT CARPENTER'S HALL 113 No. Fitzhugh Thursday — 8:30 P. M. Admission 20c	BINGO PARTIES at BEELEY'S Mon., Tues., Fri., Sat. at 8:15 P.M. Sunday at 2:30 P.M. 142 GENESEE ST. IN REAR	BINGO PLYMOUTH CHURCH HALL Plymouth Ave. at Troup 25 DOOR PRIZES Admission 20c Every Sat. 8:30 P. M. JACKPOT	Imported Scotch "QUEEN VICTORIA" SPECIAL RESERVE 100% SCOTCH WHISKEY \$2.54 Compare To Any \$3.25 Value 4/5 Quart
PARTIES AT CAPITOL THEATRE HALL \$5 ON EACH GAME 85 W. MAIN ST. Wednesday 8:15 P. M.	PARTIES AT WEST AVE. MANOR 165 West Ave. Wed. Nite—8:30 P. M. Mon., Tues., Thurs. Fri.—1:30 P. M.	DE LUXE BINGO EVERY MONDAY NIGHT — WATCH US GROW MORE THAN \$800 CASH PRIZES Special Gold Award Ticket New Jackpot Game \$140.00 Dancing to RAY FAGAN'S ORCH. Bingo 8:30 to 10:30 P. M. 35 DOOR PRIZES K of C AUDITORIUM CHESTNUT ST.	Imported Scotch "GORDON'S" MARTINI COCKTAIL EXTRA DRY 70 PROOF \$1.69 A \$2.15 Value The Only Distilled Spirit Used In This Cocktail Is Gordon's Distilled London Dry Gin 4/5 Quart
BINGO AT CHILI RECREATION HALL 509 CHILI AVE. BIGGEST PRIZES Paid for seating capacity — 400 persons. MON., TUES., THURS., FRI., SAT. — 8:15 TUES., WED., SAT., 1:30 P. M. NO PRIZE UNDER \$5 Mon., Fri. & Sat. Games DOOR PRIZES AT EVERY GAME	REXY THEATRE 23 GAMES \$10 EACH \$35 "Specials" WED. NITE \$240 South Ave., Cor. Gregory St.	TOWNER HALL 23 GAMES \$10 EACH \$35 "Specials" Fri. & Sat. Nite \$240 Atlantic and University Ave.	Imported Scotch "L'HERMITAGE" WINES California Produced and bottled at the winery in California. \$59c 3/4 Quart

Read The Sun For Rochester's Shopping News

COUPON! After you buy a 20c admission (single board), this coupon entitles you to a 50c Triple Board when book of special is purchased. ALL GAMES AT 8 P. M. SPECIAL XMAS GIFTS TO OUR PATRONS

FREE!

GOOD DEC. 20 - 21 - 22 Only

SPECIAL !!
LONDON INN GIN
90 PROOF

This Gin is distilled according to an old English recipe. Most excellent to be used straight or for cocktails. Smooth — Palatable — Satisfying.

FULL QUARTS
\$1.65
Compare To Any \$2.25 Value

CREAM O'GRAIN STRAIGHT BOURBON
4 YEAR OLD **Whiskey** \$1.89 Full Quart
Our Fastest Selling Whiskey

BOTTLED IN BOND PEACH BRANDY Made in 1934 Bottled in 1940
100 Proof Special **\$1.50** 4/5 Quart

OLD MR. BOSTON Deliciously Different **GIN** SPECIAL CLOSE-OUT **85c** Full Pint

SEAGRAM'S 94 Proof Made From 100% American Grain Neutral Spirits
Superior **GIN** **\$1.60** 4/5 Quart

BOTTLED IN BOND "FARM BROOK" STRAIGHT BOURBON WHISKEY 100 Proof
\$2.19 Quart Full
3 QUARTS \$6.25

"GOLD" CROSS **SLOE GIN** Enjoy a satisfying Sloe Compare Gin Fix with Gold Cross \$1.20 — Rich in taste and flavor. Value **90c**

IMPORTED SPANISH BRANDY 12 Years Old Excellent Bouquet and Flavor **\$3.79** 4/5 Quart

IMPORTED WEST INDIES RUM GOLD LABEL A Berghash Bargain Compare \$2.00 Value **\$1.49** 4/5 Quart

L'HERMITAGE WINES California Produced and bottled at the winery in California. **59c** 3/4 Quart

LONDON INN GIN A Distilled Dry Gin Rochester's Best Gin Value For Price and Quality **\$1.29** 4/5 Quart

A HELPFUL CHRISTMAS SUGGESTION!
Just pick up your phone—call us at MAIN 786—and learn how reasonably priced—by the case—is the brand you'd like to give. In five minutes you can have most of your Christmas shopping done!

BERGHASH
124 CLINTON AVE. S. MAIN 786
NEXT TO LOEW'S ROCHESTER THEATER
FREE PARKING OPPOSITE OUR STORE

THE BEST COAL-VALUE IN THE CITY

BLACK MAGIC
QUALITY
COAL \$10.95
TON CASH
Egg Stove Nut
Shovelled Off

Pea Coal \$9.95 Ton
Buckwheat \$8.00 Ton
Established Over 25 Yrs.

SEMET-SOLVAY COKE \$10.20

PAYNE & DUNHAM
GEN. 586

Mrs. Florence Strutz, 1027 Plymouth Ave. S.

Be Sure to Get Your Christmas Cookies FROM TURNER'S

Fancy Iced Christmas Cookies
doz. **29c**

* Fri. and Sat. Specials
Glazed, Twisted Doughnuts doz. 22c
Cherry Nut Rings, Ea. 19c

VAN DYK COFFEE
DUCHESS . . lb. 27c
"The Coffee Supreme"
JAY VAN . . lb. 16c
A Grand Economy Coffee
SAM BO . . . lb. 21c
Equals most "Best" coffee.

Christmas Season—Daily Fresh
BAKERY SPECIALS

A gift bag of Assorted Christmas Cookies for only 25c

Pfeffernusse 29c
Springales, Alice Drop
Fancy Colored Kisses 49c

Gingerbread, 5c and 10c
Men, ea. 10c

Delicious Branded Fruit Cake 65c

Van Dyk Victory Orange Pecoe Tea 1/2 lb. 25c

TURNER'S
385 MAIN ST., E.



Seagrams Face Brooklyn Cagers Here Sunday

Marty Byrnes, Seagram star, is expected to play a major role in Sunday's Seagram-Brooklyn Dodger encounter. Last week Byrnes sewed up the game for the locals in the fourth quarter and then retired because of illness.

Norge Distributors To Confer With Detroit Officials

Ray F. Healy and Donald Erskine, of Erskine-Healy, Inc., newly appointed distributors for Norge Rollator refrigerators, gas and electric ranges, have been called to the Detroit headquarters of Norge Division Borg-Warner Corporation to preview the company's 1941 refrigerator line and to participate in a series of conferences with factory executives.

The Detroit meetings are scheduled for December 15, 16 and 17 Healy stated today in announcing the summons from Howard E. Blood, Norge president.

Healy and Erskine will be accompanied on the trip by other executives of Erskine-Healy, Inc., including Harry V. Barrow, Harry H. Shaprow, Frank A. Troiano and Ken Raby.

Moose League
Last Monday night's Moose League furnished two Classic qualifiers. Lou LaToy came through with 699 and Joe Remillard had a big 684, Joe Sharkey had 621.

Rochester League
Dick Galloti was really hot in last Monday's Rochester League. He hit the pocket consistently for 234-236 and 257 and a big total of 727. Gus Swanson had 655 and Jack Hoefner 628.

Curtain IBM Five Surprises Fans

By DON MATTARO

As the Rochester Industrial Basketball League swings into its third week of action, four clubs are deadlocked for top honors. A pleasant surprise during this campaign is the undefeated record of the International Business Machines team which is under the tutelage of Jack Curtin, RBI court coach and former U. of R. star. The IBM is holding pace with such clubs as Kodak Park and the Rochester Button.

A corking twin bill is scheduled for tonight on John Marshall High School court. Samson-United, smarting under two successive three-point losses, will be out to crash the win column against Rochester Products.

Mike Pellino, erstwhile Baltimore College ace, fourth in league scoring will be out to add to his laurels as well as carry Samsons to victory. Aiding him will be the speed artist, Izzy Schwartz.

Products will take the floor led by Bennie Brown, another Baltimore University star. This will be the first time Brown and Pellino have met on the court since college days. Bedford, leading both Products and the league in foul shooting, will be on hand to keep the game interesting.

The Kodak Park Hawk-Eye battle, now an annual Dusty league classic, should pack the Marshall gym to capacity. The Kaypees, after two unimpressive starts, will have to be in high gear to defeat their relations from across the river. The lens-makers have opened the campaign under full steam and a victory for them would give them a great boost towards the pennant.

-WANT ADS-

PERSONALS

FURS, dresses, costumes, and household sewing at your or my home—Monroe 7279.

AUCTIONEERS learn contract easily. Loose reasonable. J. G. Comerford, Culver #82-R.

MACHINELESS permanents in your home. Holiday Specials \$2.50. Oil permanents \$3.50. Guaranteed. Call Mary, Glenwood 3851-R.

MRS. McLAIN 37 Buena has Spiritual readings by appointment. Call Main 712.

MADAM MARGUERITE, well known reader, returns to Rochester after theatrical tour. Will give expert advice on all matters. All readings strictly confidential. Appointments only. Phone Monroe 4743-M between 9 A. M. & P. M.

READINGS — Katherine Welsh, Stone 6910.

FOR SALE

COATS, fur coats \$1.00 up. Slightly used and new wales, dresses, formal, wraps, hats, shoes. Men's coats, children's clothing. Deposits accepted. 523 Humboldt St. Culver 2291-R.

LADIES — beautiful white gold 17 Jewel Swiss wrist watch set with 4 diamonds, \$20.00. Ideal for Christmas gift. Reply Box 76 Rochester Sun Office.

HELP WANTED—FEMALE

GIRL, clean, dependable, honest to assist with household. Live in. Colored or white. 467 Peninsula Ave.

WANTED 3 well-dressed girls for pleasant and profitable work. "Conditional" salary and bonus. Apply room 619, 225 State St. Paul Street between 1:30 and 5 Friday.

THIS WEEK-END

DECEMBER 1940

MON 6
TUE 7
WED 13
THUR 14
FRI 21
SAT 28

86 PROOF

IT'S BRANDY AND SODA!

Your friends will like the rich fragrance and dry flavor of

HILDICK APPLE BRANDY

It's a new trick for an old drink. A different flavor you'll enjoy. HILDICK Apple Brandy is Brandy at its best!

DISTILLED LIQUORS CORP.
1708 N. 7

Painting & Paperhanging
PAINTING AND PAPERHANGING, floor sanding. Reasonable rates. Stone 3172

FURNISHED ROOMS
LARGE front room reasonable. Bull Head, Genesee 6042-R.

To soften a paint brush filled with dried-out paint, soak overnight. Ten sprinkle on plenty of Bab-O.

XMAS VALUES

Fresh FRUITS and VEGETABLES

WHOLESALE AND RETAIL MAIN 2007

Large Tex. **GRAPEFRUIT, 5 for 19c**
Seedless

10-lb. bag Lg. Cooking Onions 15c
50-lb. bag Large Onions 69c
Bskt. Baldwin Apples, 8 qt. 23c, bu. 79c
Fancy McIntosh Apples 6 lbs. bu. \$1.39
Juicy Florida Oranges doz. 10c
Sandy Grown Potatoes bu. 69c
New Hubbard Squash lb. 2 1/2c

Public Fruit & Vegetable Mkt.
6 FRONT ST.—A Step From Main



From the BUONOMOS

Charlie, Tony, Larry, Bob and Cy

Mrs. Arlene Ideman, 11 Birch Cres.

PRACTICAL

Watts FOR ALL THE FAMILY

ON KOMINZ EASY TERMS

TABLE RADIOS \$4.95

\$25 TRADE IN
9 Tube Reg. 79.95
1941 Less 25.00
RCA \$54.95

Get Our Prices On
**PHILCO • RCA
ZENITH • CROSLLEY
MOTOROLA
RADIOS**

APPLIANCES
For The Home

3 WAY AC DC BATTERY
PORTABLE RADIO \$11.95

Light, compact, easy to carry. Complete with batteries.

Save \$40 on a Thor
ELECTRIC WASHER \$54.95
Reg. \$94.95

Other THOR and A B CS \$39.95
WASHERS Up

Regular 159.95 Crosley Shelvador
REFRIGERATOR

Super Deluxe 1940. Six & Half Foot **\$109.95**

HOLIDAY SPECIAL

GUARANTEED — DUSTLESS

COKE \$9.50 PER TON

CASH—SHOVELED OFF

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

LAKE COAL CO. Glen 538
255 LYEALL AVE.

WE CUT OUR HOT WATER BILLS TO ONLY 4¢ A DAY!

DUO-THERM
AUTOMATIC OIL BURNING WATER HEATER

CUT YOUR HOT WATER BILLS IN HALF—thousands do, by switching over to the Duo-Therm! No gas! No electricity! 4¢ worth of cheap fuel oil per day gives the average family all the hot water they can use—together with full automatic convenience!

BURNS CHEAP FUEL OIL

HAVE MORE HOT WATER—wherever you want it! A Duo-Therm heats water faster, has a greater capacity—gives you more hot water—and at a lower fuel cost! Can be used anywhere—city or country! The ideal way to heat water—winter and summer. Fully guaranteed! Models for any size home! Pay out of savings—on easy terms.

See These Duo Therm Dealers

BAREHAM & McFARLAND
136 NORTH STREET

ELCAR HEATING & APPLIANCE
834 DEWEY AVE.

DEAN PLUMBING CO.
270 HAYWARD AVE.

REDEKER BROS.
2154 E. MAIN

H. SIEBERT SONS
ST. PAUL & ANDREWS

CARL LOTZ
865 JOSEPH AVE.

DAVID BIERBRAUER
CHILI AVE.

WM. A. McCORMICK
4 LARK AVE.

GEO. LONG HARDWARE
SEA BREEZE, N. Y.

METZGER & BRAYER CO.
485 LYEALL AVE.

ALHART ELECTRICAL CO.
1149 CULVER RD.

Here's the CHRISTMAS GIFT for Me!

Motorola WIRELESS AUTOMATIC Record Changer **\$29.95**

It plays through your radio without any wires or connections. Changes records automatically. Perfect crystal pickup. "Janglet" tone arm, automatic "reject" button.

KOMINZ TIRE CO. TERMS AS LOW AS **50c** WEEKLY

182 Monroe Ave. Cor. Savannah St. OPEN EVES, TIL 11 P. M.

417 Monroe Ave. Cor. Averill Ave.

A Christmas FEAST fit for a King!

St. Paul Liquor Store
128 St. Paul St.

Demands Fine Liquors

LOOK OVER THESE WEEK-END SPECIALS!

Closet Special! Mr. Boston's LEMON PINEAPPLE GRAPEFRUIT	Half Pints 39c	Dry, California 100% Pure California Wine Barbers, Claret, Burgundy, Reisling, Chianti, Zinfandel	99c Gal.
"Old American" Straight Rye or Bourbon	3 Yrs. Old \$1.49 56 Proof \$1.55 Val. Full Qt.	Scott's Perfection Scotch Whiskey 15 Yrs. Old	Bottled in Scotland \$2.49 Fifth
100% Pure California Wine Sherry • Port • Tokay Muscatel • White Port	\$1.49 Gal.	Real Value! California CHAMPAGNE Produced and Bottled by Roma Wine Co.	\$1.39 Lge. Bot.

Free Delivery on \$3 Purchase

ST. PAUL LIQUOR STORE Open Even. TIL 11 Sat. 12

1286 ST. PAUL STREET Corner Avenue C

"Wild" IS THE WORD FOR IT

TAKE any one of your friends, no matter how much or how little he knows about whiskies . . . pour him a drink of National's EAGLE without letting him see the bottle . . . and then, ask him what difference he finds in the whisky. And 8 times in 10, you'll get the same answer—"it's mild".

NATIONAL'S EAGLE BLENDED WHISKY

National Distillers Products Corp., New York—90 Proof, 60% grain neutral spirits

Here's the place to find the Best
CHRISTMAS WINE & LIQUOR VALUES
LIVADAS
"A Name You Can Trust"
YOU NOT ONLY SAVE AT LIVADAS - YOU ALSO HAVE
ONE OF THE CHOICEST AND LARGEST STOCKS
IN NEW YORK STATE


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
- OLD TAYLOR
- WILSON
- OLD GRAND DAD
- THREE FEATHERS
- MOUNT VERNON
- OLD OVERHOLT
- FOUR ROSES
- PAUL JONES
- JULIUS KESSLER
- HEUBLEIN'S (Mixed Cocktails)
- MARTIN'S VVO
- BALLANTINES

Very Unusual
Value!
Imported
Virgin Islands
BLACK CROSS RUM
Delightfully Mellow
An extra ordinary
fine quality rum for
your cocktail
arrangements.
Compare! \$2.25
\$1.69
Fifth

Our Very Best
Seller!
SANDY HOLLOW STRAIGHT RYE WHISKEY
4 Years Old
90 Proof
Compare! \$2.25 Value
\$1.79
FULL QUART

One of Scotland's
Finest
KING GEORGE IV BLENDED SCOTCH WHISKEY
A rare value
Scottish Whiskey distilled
in Scotland.
Compare! \$3.39 Value
\$2.69
FIFTH
86.8 Proof

RARE VALUE!
Imported Spanish
SHERRY
Pale Dry Fragrant
Pedro Domecq Guitard Brand
COMPARE \$2.00
\$1.49
Fifth
Alcohol 30%
by Volume

A Rock Bottom Price!
Imported From Portugal
RARE DUORO PORT
Compare!
\$2 Value!
\$1.49
Fifth
Alcohol 20%
by Volume

A Mighty Fine Buy!
GREAT WESTERN
AMERICAN VERMOUTH
Sweet or Dry
COMPARE \$1.25
VALUE!
89c
Large 28 oz.
A very smooth vermouth and fast becoming
one of our most popular wines. —Breakfastly yours.

ACT FAST! Stocks of Imported Wines and Liquors are
growing scarcer every day. However, we
still have a fine assortment of imported—VINAGE CHAMPAGNES,
FRENCH COGNACS BRANDIES, RARE WINES and CORDIALS from
every corner of the world and the savings are worth a special trip
to our store, no matter how far away you live. QUANTITIES ARE
LIMITED THEREFORE, WE ADVISE YOU TO BUY NOW—AS WE
CANNOT TELL HOW LONG THESE STOCKS WILL LAST.

THE FAMOUS **FRIARS** NEW
YORK STATE
CHAMPAGNE
Produced and Bottled by
the Old Monastery Co.,
Inc., Rheims, N. Y.
\$1.75
Large 26-Oz
Bottle

One of N. Y. most popular brands, special-
ly priced! A superb champagne, a great
wine of a great vintage year—We honestly
believe this is one of the finest domestic
champagnes.

A First Time—SPECIAL!
—And One of Our Great Values
Bottled in Bond Under U. S.
Government Supervision
MEADWOOD
4 Years Old—100 Proof
STRAIGHT BOURBON
WHISKEY
\$1.99
Full Quart

When you buy Bourbon, buy
this famous Meadwood
straight bourbon and you'll be
as well as a head-rock price
you could pay for more for a
bourbon not nearly so robust
and palatable. A product of a
great distiller—stock up now
for the Holidays, you'll thank
yourself for your foresight.

VERY LOW PRICE—VERY HIGH QUALITY
WHITNEY CLUB STRAIGHT RYE WHISKEY
85 Proof
5 Years
Old
\$1.59
Full Quart

This rye compares in taste with fine bonded whiskeys. Has
the flavor of rich old ryes—Product of one of America's best
distillers. Delicious in cocktails, tall drinks and straight.
If you insist on a very fine Rye Whiskey—this is it at an
extremely low price. We want you to try it, we know you'll
recognize it's high quality instantly.
Compare \$2 Value!

Registered Brand Straight
Bourbon
"PRESIDENT DELUXE" WHISKEY
100 Proof
All 4 Years Old
VERY SPECIAL!
\$1.99
Full Quart

Here's an extraordinary
rye for a quality
Bourbon. Full quart,
not fifths at this low
price! The product of
one of the country's
great distillers. Well-
rounded in flavor, su-
perb in bouquet. Hun-
dreds of our customers
will take this opportu-
nity to stock up, now
and save!
Compare \$3 Value!

No Finer Quality!
—AT ANY
PRICE!
LIVRO GIN
\$1.65
Full Quart
90 Proof

100% Grain Neutral
Alcohol
Compare! \$2.45 Value!

No matter how partic-
ular you are, you are
sure to like this gin
for its smooth and
mellow, it's made from
100% grain spirits.
Please don't judge it
by its price. Let your
taste be the test. Try
it—you'll realize in-
stantly what a sensa-
tional value it is!
Livadas assures the
connoisseurs of quality
gin that there is no
finer at any price!

Our Famous Brand
—And What
A Value!
LIVRO RYE WHISKEY
\$2.30
Full Quart
90 Proof

Compare! \$3.25 Value

A real bargain in fine
whiskey. Please note it
is a full quart—not a
fifth. The straight
whiskey in this fine
product is 51% mellow
4-year old to give it
a distinctive flavor, the
remaining 49% is pure
neutral spirits.

We have sold thou-
sands and thousands
of bottles of this rye
because of its quality
and outstanding low
price.

AN OUTSTANDING VALUE!
LONDON'S
ROCK N' BRANDY
That famous cold
weather favorite
with a base of choice
brandy skillfully
blended with plenty
of fresh fruits. You
will be delighted to
discover its delicious
mellow and smooth
taste. This low price
enables you to stock
up, NOW!
\$1.39
Full Quart
48 PROOF
COMPARE
\$2.00
VALUE!

BALBOA WINES
YOU'LL WANT THIS CHOICE QUALITY FOR THE HOLIDAYS—AND WHAT A VALUE!

Balboa wines are of assured high
quality of character that's distin-
guished by a magnificent flavor
and rare bouquet. Blended by
America's foremost Vintners
from choice California Grapes.

DRY
• Burgundy
• Zinfandel
• Claret
• Barbera
• Chianti
• Rhine
• Sauterne
99c
FULL GALLON

SWEET • Muscatel • Sherry
• Port • Tokay
3 Full
Quarts
\$1.10
Alcohol
20%
By
Volume
\$1.35
FULL GALLON

SAVE THIS AD!
It will make a handy guide
that will help you for your
Christmas wine and liquor
shopping.

LIVADAS BROS.
FREE DELIVERY
CALL STONE 5549
A Name You Can Trust
183 MONROE AVE.
OPEN 'TIL
MIDNIGHT
N. Y. S. LICENSE L-4229

**STORE OPEN
ALL DAY
WEDNESDAY**

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There's No Time to Lose—But Still Time to Save!

**YOUR DOLLAR BUYS MORE AT THE
GAMLER STORE**

We Take This Opportunity To Thank You For Your Patronage And To Wish You A Very Merry Christmas And Happy New Year!



Here is a Classified Gift List for Your Convenience

Store Open Every Evening Till Xmas

HERE'S WHAT 25c A WEEK BUYS!	HERE'S WHAT 50c A WEEK BUYS!	HERE'S WHAT 75c A WEEK BUYS!	HERE'S WHAT \$1.00 A WEEK BUYS!
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 Ronson \$7.95 Combination Lighter and Cigarette Case	 Hickock Set \$1.00 Great variety tie and collar sets for "him."	 17-J. Bulova \$24.75 Absolutely engraved square case. Famous quality.	 Men's Elgin \$24.75 Hands o me American made timepiece for "him." Guaranteed.	 8-Diamonds \$34.50 3-diamond engagement ring and 5-diamond wedding band. Both solid yellow gold.	 3-Diamonds \$26.50 Large center diamond and 2 fine side diamonds in this solid gold ring.	 21-J. Elgin \$55.00 Famous for quality and dependability. Cash price on credit.	 19-J. Elgin \$50.00 All you pay is the standard cash price on easy terms.
 Waltham Kitchen Clock \$1.98 Choice of several color combinations. Accurate movement.	 Military Set \$4.95 Genuine leather slipper case with toilet needs for "him."	 Cameo \$9.95 Heavy solid yellow gold mounting with handsome 4.0 x 1.6 head cameo.	 26-pc. Silverware \$9.95 Complete service for 8 people in a gorgeous silver-plate pattern.	 Men's Bulova \$24.75 A famous Gruen watch for "him." Easy terms—no extra costs.	 17-J. Bulova \$33.75 A watch "she'll adore! Yellow gold color case and bracelet.	 12-Diamonds \$64.50 Combination set. One of the most exquisite we have ever seen at this price.	 7-Diamonds \$75.00 Beautiful, large center diamond. A gift of flattering distinction.
 Locket \$3.95 Gold filled. Very special price—Hurry, while they last.	 Waffle Iron \$2.95 An eye-popping gift. Beautiful chrome finish—smart design.	 Initial Ring \$9.75 A gift to warm the heart of any man. Simple wood taste.	 Birthstone \$4.95 Large variety of stones for every month. Please her with this.	 Man's Ring \$29.75 Genuine diamond in modern setting. One of our best values.	 26-PIECE SILVERWARE \$29.75 De Luxe service for 8. Smart pattern. Attractive gift chest.	 8-PC. COCKTAIL SET \$4.95 A beautiful set for your own use, or to give as a gift.	 POCKET WATCH SET \$22.50 Elgin 7 jewel gold filled. Complete with knife & chain.
 Sandwich Toaster \$2.75 Not only good looking, but serviceable and quick-heating.	 Scharfer Pen - Pencil Set \$1.89 Special price for this famous make.	 10-PIECE IVORY DRESSER SET \$9.95 10 matching pieces in a set as new and modern as you've ever seen at this special low price.		 4-PC. PERCOLATOR \$9.95 Cream pitcher, sugar bowl, percolator and tray in gleaming chrome.	 EVAN'S CASE \$1.75 Famous Evans Case & Lighter Combination. Fine gift for lady or gent.	 A Great Gift - New SCHICK Electric SHAYER \$9.75 Years of shaving comfort for him. Also Remington & Sunbeam shavers.	

SPECIAL

MEN'S WESTFIELD \$9.95
7 jewels, gold filled, sturdy and good looking.

SPECIAL

LADIES' WESTFIELD \$14.75
7 jewels, gold filled, dignity and smart.

BEAUTIFUL LOCKET

Exquisite yellow gold with matching chain.
\$2.95
25c A WEEK

BEAUTIFUL CROSS

Gold filled with fiery diamonds.
\$2.95
25c A WEEK

POCKET WATCH SET

Elgin 7 jewel gold filled. Complete with knife & chain.
\$22.50
50c A WEEK

Don't Miss It

**WEGMANS
—GRAND—
DRAWING
— FOR A —
\$ 930.00
CHEVROLET
— AND —
\$ 500.00
— WORTH OF —
GROCERIES**

You have 101 chances to win
The first 100 names drawn will each receive a \$5.00 basket of groceries and 101st. name drawn will win the new 1941 Special Deluxe Chevrolet Sedan... Don't Miss It... there'll be plenty of fun & excitement.

**MONDAY
DECEMBER 23^d
AT 2 P. M.**

West Main at Fitzhugh



FREE PARKING FOR CUSTOMERS

GAMLER'S
CREDIT JEWELERS & OPTICIANS—STORE OPEN EVERY EVENING TILL XMAS
104 E. MAIN ST. cor. N. WATER

No Charge For Credit

Little As 25c Weekly

Listen In—Every Sunday 12:45 to 1:00 P. M. Station W8AY, for Gamler's Musical Program.

Elm League
Loul Gordon topped last Wednesday's Elm League with 649. Sam Lipsky had 614.

Team matches: Olexander Smith (2552) 2, Bernard Held (2590) 1; Tommy Jenks (2315) 3, Holsting Knigge (2341) 0; McFarlins (2662) 2, Monroe Diner (2781) 1; W. A. Case & Son (2592) 2, Nalrn Lineoleum (2281) 0.

An Answer To The Whisperers
By Dan Gillmor

Publisher of FRIDAY—The Weekly Magazine

"These years and these days will be remembered for many years to come. In these years and in these days, even in the passing of the hours history is being made. To live now, to belong to such a great moment in history, is surely a rare privilege to any man. And just as surely it is a great trial. It is not surprising that there should be much rumor and talk about FRIDAY and about me at a time like this. The pace of events grows quicker every moment, the clock of history is speeding up with every passing hour. Destruction cometh, and there shall be none. Mischief shall come upon mischief and rumor shall be upon rumor. Since we ran our series on Anti-Semitism, some of those whose toes were pinched have been saying that I am a Jew. I am not. I am Irish. But if I were a Jew, I would consider it something to be proud of. And if I were Jewish I would have published the "Merchants of Hate" series regardless, because it is not a question of what the circumstances of my birth were, but a question of what the Merchants of Hate are doing to undermine American freedom and tolerance. Since we ran that series another

FRIDAY—The Weekly Magazine
IS ON SALE AT ALL LEADING NEWS-STANDS EVERY FRIDAY

FAY'S WAVE SHOP PRESENTS
The Excitingly Different
POMPADOUR PERMANENT
Phone GEN. 3785

Shampoo, Wave & Rinse 50c **\$1.50** WITH THIS AD

163 Benson Av. W/ or without Appointment

CLUB GRILL SPECIAL
ROAST (SATURDAY ONLY)
TURKEY 35c
Play Checkers or Chess After Dinner
Club Grill One Door from Main 10 N. Water St.

FAIRCHILD'S POPCORN
SPECIALS for CHRISTMAS

Fairchild's Fairy Fritters 5c—6 for 25c
Pink, Green, Red Popcorn Balls 5c—6 for 25c
Pink Sugared Corn — Plain Popcorn for Stringing
Cheese Popcorn — Caramel Corn —
We Sell Canada Dry — Par-T-Pak — Chiquit Club
Filled Stockings and Cellophane Bags 10c
CORN FOR POPPING Large Yellow 13c, 2 lbs. 25c Hulless, 10c Popcorn lb.

★ SHEWMAN ★ STONE Wholesale and Retail
485 EAST MAIN ST. 2196 4 Doors West of Gibbs OPEN EYES, and SUN.

Franklin League
Kay Murdock got hot in last Thursday's Franklin League and banged out 656 for the best individual total of the night.
Al Saucke had 637, Norm Minch 631, Leo Maniski 622, Jack Dwyer 619, Hank Grom 613, Orville Benjamin 613.

Give THREE FEATHERS
There's nothing finer!
Claret-fined FLAVOR-PROTECTED Buy a Bottle Today

the whiskey that's light as a feather

BLENDING WHISKEY, 90 PROOF, 72% GRAIN NEUTRAL SPIRITS, OLD-TIME DISTILLERS CORP. N.Y.

Christmas Shopping Hints

Radios (5 leading makes) .. \$6.95 up
Electric Irons \$3.45 up
Electric Toasters \$2.95 up
Electric Clocks \$3.50 up
Toastermaster Sets \$8.50 up
Sunbeam Mixer \$21.00 up
Sunbeam Shaver \$7.50 up
Waffle Irons \$4.95 up
Vacuum Cleaners \$14.95 up
Washing Machines \$19.95 up

4 More Shopping Days
TILL Xmas

1 WILL HOLD ANY Purchase 'Til Christmas No More Payments 'Til JAN. 1st No Interest — FREE Delivery

OUT OF THE HIGH-REST DISTRICT — YOU CAN DO BETTER HERE

HICKSON'S
37 RICHMOND ST. STONE 93

FREE PARKING

OLD STORE MAIN ST. E. NEW STORE RICHMOND ST. LINV. AV.

What's the advantage of LIQUEUR Scotch?

Just this: "liqueur" Scotch means the very pick of choice, mellow Scotch whiskies. It's a sign of superior quality the world over.

Every drop of Martin's is special "liqueur" Scotch—the label tells you so. Martin's is also 88 proof instead of the usual 86.8 . . . goes just a bit farther.

Martin's sells for no more than most brands. Call for it and enjoy "liqueur" quality at no extra cost.

"Scotch is good . . . Liqueur Scotch is better"

CALL FOR **MARTIN'S**
THE LIQUEUR SCOTCH

88 PROOF • BLENDED SCOTCH WHISKY
IMPORTED BY McKESSON & ROBBINS, INC. • NEW YORK

80 CLINTON AVE. SO. ROCHESTER **weis & fisher's** "Rochester show place of furniture fashion"

IN ONE EASY MOTION IT BECOMES A COMFORTABLE BED
SIMMONS Beautyrest LOUNGE

Chair to match \$29⁹⁵ **\$49⁹⁵** Special Terms \$1 DOWN

GENUINE BEAUTYREST INDEPENDENT SPRING CONSTRUCTION IN SEAT & BACK

MODERN FABRICS IN RED, GREEN OR BLUE.

OPENS EASILY AND QUICKLY BUILT-IN BEDDING BOX HIGH SURFACE BED

And here's another style

Greatest Lounge value we've ever offered within \$15 of this price

Amazing values! Lounges that look like smart sofas! Tilt up front, pull forward, and you have an extra bed! Famous Beautyrest pocketed coil construction in seats and back. Storage space for bedding. Covered in newest fabrics. Choice of Modern, shown above, or Lawson, at right. Never before have we been able to offer Lounges of this quality for so little money. Come in and see them. Convenient budget terms arranged.

80 CLINTON AVE. SO. **weis & fisher's** **BEAUTYREST LAWSON LOUNGE... \$59⁹⁵**

Popular Lawson style! Goes with nearly every type of furniture. Covered in lovely figured fabrics. Spacious bedding compartment in base. Beautyrest construction in seat and back.

THE Sporting Thing TO GIVE!

SKI SUITS \$10.95
All Wool Reversible suits in Zipper or Button Models—All Colors—Size 12 to 20. Others to \$20

Complete Line Skis, poles, harness, accessories. Guaranteed finest quality—at popular prices.

GABARDINE SUITS \$12.95
All wool Reversible. \$20

LADIES' SUEDES
Genuine Suedes—Leathers and Doekins—Reverset Shades. from \$5.95

SWEATERS
Every Wanted Color and Style from \$2.95

Men's LEATHERS
Capskins, Poniets, Suede. from \$7.95

The SPORT SHOP
23 SO. CLINTON Opp. Seneca Hotel

Mrs. Betty Murphy, 415 Yarmouth Rd.

Host and Hostess By Judy Punch

FOR WOMEN ONLY! Is the gift for "him" causing sleepless nights? Then you haven't seen the "Old Overholt Treasure Chest" recently brought out by National Distillers. It is unquestionably the most beautiful and distinctive liquor gift package of the 1940 Holiday Season.

Not only is the "Chest" itself a new high in packaging, but it contains a bottle of rare OLD OVERHOLT — 6 1/2 years old and 120 proof. This is a special bottling, in limited quantity, from a very select stock set aside by National Distiller in 1933, shortly after Repeal.

The "Treasure Chest"—which looks like a true relic of the old buccaners — was selected because this special stock of OLD OVERHOLT is indeed a rare treasure—and unquestionably the rarest and finest rye whiskey on the market today. It has been bottled exactly as drawn from the cask, at about 120 proof, without the customary reduction in proof.

A special handwritten label, signed by Col. Thomas F. Brown, vice-president in charge of Production, has been reproduced for this package; and the label on each bottle is numbered individually, and has the exact individual proof written in.

This makes a truly ideal gift for individuals or organizations desiring to give something of better quality than generally is obtainable. It is especially appropriate this year, since many unusual gift items previously imported from abroad have been shut off because of war conditions in Europe. The recipient of one of these bottles will indeed have a rare possession, because when this limited stock of whiskey is gone, no more like it will be available.

Incidentally, OLD OVERHOLT is perfect for your Christmas Egg-Nog. Have "gobs" of it on hand if your's is a house of hospitality, for following the "Old Southern Custom," the earliest caller, to the latest, is served Egg-Nog.

EGG-NOG
"This ancient silver bowl of mine, it tells of good old time.
Of jolly days and jolly nights and Merry Christmas Chimes.
They were a free and jovial race, but honest, brave and true.
That dipped their ladle in Beat separately the yolks and whites of six eggs. Add one-half cup of sugar to yolks while beating. Beat whites very stiff and add one-fourth cup of sugar. Mix egg whites with yolks. Stir in one pint of rich cream and one pint of milk. Add one pint of OLD OVERHOLT. Stir thoroughly. Serve very cold from punch bowl, sprinkling nutmeg on each cup. Don't forget to write in for your copy of "The Host's Handbook." Merry Christmas to you all.

DAW'S ARE GIVING AWAY

Absolutely FREE

This Beautiful New 1941 OLDSMOBILE SEDAN

HERE'S HOW:
With every purchase at all DAW'S DRUG STORES you get FREE tickets. Deposit them in the box. Then on Monday, December 23 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.

THE MORE TICKETS YOU HAVE—GREATER YOUR CHANCE TO WIN

DAW'S ORIGINAL CUT-RATE DRUGS

OPPOSITE TEMPLE THEATER 56	CORNER AQUEDUCT 31	1 DOOR FROM STILLSON 353	CORNER DEWEY 452	AT BULL'S HEAD 880	JUST OFF MAIN 473	NEAR GOODMAN 539
CLINTON AV. S. MAIN ST. E. MAIN ST. W. RIDGE RD. W. MAIN ST. W. N. GOODMAN						MONROE AV.

OUR GUARANTEE:

YOU'LL SAVE MONEY on XMAS FURNITURE at FLANIGAN'S

2-Pc. Living Room GIFT SUITE

Extra strong construction. Beautifully upholstered in choice of colors. Special buy!

\$59.50

3-PIECE SOLID ROCK MAPLE BEDROOM

FULL SIZE BED CHEST and DRESSER \$49.95

Gift TABLES \$2.50 up

Everybody needs another occasional table. You'll find all kinds at all prices at Flanigan's.

Illustrated \$9.95

SPECIAL XMAS SALE! BED - SPRING MATTRESS \$19.95

EASY TERMS

FLANIGAN'S

337 DRIVING PK. at DEWEY

OPEN EVENINGS TO 9 P. M.

TRADE IN YOUR OLD FURNITURE

CLEANSING TISSUES

Box of 500 Sheets **11c**

(Limit 2 Boxes)

PERFUME

Nationally-Known Brand (Manufacturer's Name Withheld) Regularly \$2

With This Coupon Only **98c**

(Limit 1 Bottle)

Hair Curlers

Aluminum • Spring Lock

Perfect for end curls **3 FOR 7c**

(Limit 6)

DRUG SPECIALS

GLYCERINE SUPPOSITORIES	11c
WILDROOT HAIR TONIC, \$1. Size	59c
PACKERS TAR SOAP, 25c size	16c
IRONIZED YEAST TABS, \$1 size	51c
DR. WEST TOOTH BRUSH	25c
BENEDICTS SOLUTION, pt. size	39c
DURHAM DUPLEX BLADES, Pkg of 5	33c
H. B. COUGH DROPS 5c Bxs.	2 for 5c
REM COUGH SYRUP, 60c size	49c
BARBASOL SHAVE CREAM, 50c Size	19c
COLGATE'S TOOTH PASTE Large Size	2 for 29c
SQUIBB'S ASPIRIN 100 Tablets	39c

Men's Fine Quality HANDKERCHIEFS

INDIVIDUALLY BOXED **3 For 14c**

Reg. 10c. Value (Limit 12)

CIGARS

R.G. Dun, Garcia Grande, Four, La Azores, Habanos, etc. BOX OF 25 **99c**

Box of 50 \$1.95

10c CIGARS

(Most Brands) Box of 25 Box of 50 **\$1.89 \$3.17**

Rocky Fords, Cincio, King Edward, Lillian Russell, etc. Box of 50 **99c**

TREE LIGHTS 29c

Set of 8 Vari-Colored Lights. Complete with Cord. EXTRA BULBS 2 FOR 5c—10 FOR 23c

DECORATIONS

Elec. Wreaths . 21c
Candle Wreaths 9c
Snow 4c, Icicles 8c

Gift Wrappings

Tissue Paper 8c
Twines
Ribbons
Seals 1 for 23c

10,000 Lbs MEATY JUMBO THIN SHELL PECAN'S

The Pick of the Crop

We had to buy 10,000 lbs. to get this price... the lowest ever for graded pecans.

- ★ They are the pick of the 1940 crop.
- ★ Superior flavor... their rich, nutty tang is retained in airtight, highly polished shells.

21c FULL POUND BAG

Buy Now For Christmas

3-WAY... EXTENSION CORD SET 17c

Has 3 sockets... all-rubber insulated... full 6-foot length. Complete with plug. Regularly 25c (Limit 2)

THE GENUINE AIR CONDITIONED ZEPHAR PIPE \$1.19

As Advertised in Esquire At \$2.50

Featuring an all-aluminum ingenious air shank with an air conditioning design that absolutely assures a dry, sweet, cool smoke!

CIGARETTES \$1.39

CAMELS - LUCKIES
CHESTERFIELDS
PHILLIP MORRIS
RALEIGH-OLD GOLD
SPUDS - KOOLS

PER CARTON All Taxes Paid

FRESH-ASSORTED CHOCOLATES

Delicious bits to please the whole family... nuts, hard chewy caramels, nougats, mar-malades, etc. All dipped in rich dark chocolate.

5 LB. BOX 79c

XMAS BOXED HARD AND FILLED CANDIES 5 lb. box **69c**

DR. LYONS Tooth Powder

25c Size **9c**

(Limit 1)

Woodbury Creams

Large \$1 Size **59c**

All Types (Limit 1)

PROBAK JR. BLADES

Made by GILLETTE 50c Value **18c**

Package of 20 (Limit 2 Boxes)

GIFT SPECIALS

COMPACTS and VANITIES	from 49c
TWEED, SHANGHAI COLOGNES	\$1
WRISLEY HOBNAIL COLOGNE	\$1
BABY BEN ALARM CLOCKS	from 2.95
YARDLEY'S SHAVE BOWLS	\$1
TANGE TOILETRY SETS	from 50c
PLAYING CARDS Gilt Edge	from 29c
LADY ESTHER SETS	from \$1
APPLE BLOSSOM COLOGNE	69c
COTY TOILETRY SETS	from \$2
OLD SPICE TALCUM	50c
SHAVING BRUSHES	from 33c
POCKET WATCHES	from 98c

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VALENTINE
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MANUFACTUR
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OPEN

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Delivered Every Thursday

FOURTH YEAR—No. 9

ROCHESTER, N. Y., THURSDAY, DECEMBER 26, 1940

10

To 75,200 Rochester Homes

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

Events Of The Week

THURSDAY, DECEMBER 26
BUDDY CLUB — Dance, Jimmy Dorsey Civic Exhibit Bldg., 7 p. m.
AQUINAS ALUMNAE — Dance, Oak Hill Country Club.
FRIDAY, DECEMBER 27
CHATTERBOX CLUB — Luncheon, 1 p. m.
FORBELL CLUB — Luncheon, University Club, 12:15 p. m.
OMEGA THEATRE PHIL SOCIETY — Christmas and New Year's Party.
OUR LADY OF NAZARETH SADALITY — Christmas Dance, Auditorium, 9 p. m.
SATURDAY, DECEMBER 28
MOTHERS' GUILD OF NAZARETH MODEL SCHOOL — Bridge Tea, School, W. Jefferson Rd., Pittsford.
ST. HENRY'S COLLEGE CLUB OF ROCHESTER — Tea, Home of Mrs. Richard Wilson, 100 W. 10th St.
SWEETBRIAR ALUMNAE — Annual Luncheon, Century Club.
WELLS COLLEGE CLUB — Christmas Dance, University Club.
SUNDAY, DECEMBER 29
CLASSIC SWEETPAKE — Buonomo Hall, Charlotte St., 8 p. m.
TUESDAY, DECEMBER 31
LOCAL YOUTH GROUPS — New Year's Party, Chamber of Commerce, 55 St. Paul St., 10 p. m.
IRISH-AMERICAN NEW YEAR'S PARTY — Union League Hall, Gregory St.
PENN MASK AND WIG CLUB — "High As A Kite", Eastman Theater.
COLLEGIATE CLUB — Dance, Len Fennell, Masonic Temple Ballroom, 10 p. m.
WEDNESDAY, JANUARY 1
HAPPY NEW YEAR!

Needy Children's Party Enjoyed By Huge Throng

By DON MATTARO

With a huge, gaily-decorated Christmas tree and a mountain of toys, boxed candies and clothing as the focus of attention, more than 1600 children of Rochester were entertained Sunday at Convention Hall by the Young People's Association in their first annual city-wide needy children's Christmas party.

Articles of clothing, such as mittens, ear muffs, polo shirts, girl's hoods, boy's scarfs, hockey caps, suspenders and games of all kinds, toys, sleds and mechanical sets valued at more than 1700 dollars were given out to 1600 youngsters after a mammoth two-hour entertainment.

There was plenty of everything to go all around. In fact, immediately after the show, policemen, committee members and volunteers distributed surplus presents to other needy children who were unable to attend the party.

Despite a deficit of more than 100 dollars, plans were carried through to purchase clothing for the guests. It is expected that this sum will be made up through volunteer contributions to the committee in charge of the show.

Needless to say, the youngsters enjoyed the musical show which featured leading Rochester artists. Equally well received was the Christmas revue by Miss Gladys Bliss. Childish (Continued on Page 3)

ANOTHER YEAR

Another year is on the wane. Soon it will pass into history. It has been a trying one and an uncertain one, at that. Half the world is in tumult and the roaring fires of war have licked longingly across the ocean. We have had moments of fear in 1940, hours of despair and dashed hopes. But somehow, the sunshine has smiled through these clouds of uncertainty to cheer the heart and ideals of America.

Perhaps it will be the same in 1941. Who knows? Life is made up of trials as well as happiness.

But the important thing is that we here in America WILL COME THROUGH. Confidence shines on all sides: in business, in increased employment, and in government. But, above all, there is confidence in the hearts of the people of this nation. Even the gods of war seem to be smiling, at last, on the cause of democracy.

We here in Rochester have a special right to be confident in what the new year holds in store for us. Prosperity has definitely returned to this city. The Sun, as a Shopping Newspaper, is a mirror that reflects the feeling and sentiments, not only of business, but of the people themselves. Leading merchants of Rochester have expressed their confidence in Rochester and business here during the past few weeks, by placing thousands of dollars worth of advertising in this publication. The people, in turn, have justified the confidence of these merchants by their tremendous buying response — a response that has made this Christmas one of the greatest in years.

Therefore as we usher in 1941 let it be with the utmost confidence. AMERICA WILL COME THROUGH.

G. Curtis Gerling

Youth Groups To Sponsor 'Dry' New Year's Party

For the fifth year young people of Rochester will again have an opportunity to celebrate New Year's Eve in a most enjoyable way at the Chamber of Commerce, 55 St. Paul St. Rolfe Newton's orchestra is engaged, and a top-notch floor show from Gladys Bliss' Studio is also signed for the annual festivities sponsored by The Youth Council, The Youth Federation and the Y-M-YW Council. Punch, ice cream and cookies will be served as refreshments. Paper hats, noise makers, streamers, and confetti are to be furnished. Dress will be semi-formal.

The party will be held in the Banquet Hall, from 10 to 2. Tickets may be secured from any member of the sponsoring committee or at the Federation of Churches, 1010 Temple Building, Y. W. C. A., 190 Franklin Street; Arnett, Central, Maplewood and Monroe Y. M. C. A's. Prices or tickets are \$2.00 per couple if bought by December 29 — after that date the price will be \$2.50. Dancing, noisemakers, entertainment, refreshments, and even checking are covered by the moderate admission charged.

The New Year's Eve Party is sponsored by the following committee:

Herbert Schneider, chairman; Miss Helen Dege, secretary; Fletcher Peck, asst. secretary; and Walter Hitzke, treasurer.

The Day After



If you think you're tired today, give a thought to the fellow pictured above. Old Santa Claus is really "fagged out" today. And well he may be after giving Rochester one of the greatest Christmas seasons of all time. He is pictured here as he returned to the Claus menage, 27 North Pole Ave. Fast asleep and soaking his overworked "tootsies" in a pail of warm water.

For thrifty shopping, figure the cost of food by the pound or pint, rather than by price of a can or bottle.

Merchants Offer Gift Shower For 1941's First Baby

A certain young gentleman or lady is going to be very lucky indeed, for Rochester merchants are once again sponsoring a "First Baby of 1941" contest through the columns of The Rochester Sun. A perusal of the full-page announcement in this issue of Rochester's Shopping News will give a clue as to how lucky the first baby born in Rochester in 1941 will be. Sponsoring merchants are offering wonderful presents that will contribute to his comfort and the parent's happiness.

According to the announcement, it costs nothing to enter this contest; there's nothing to buy; not even entry blanks to fill out. The rules state that all you have to do is be the parent of the first baby born in Rochester in 1941.

Other contest rules are: Parents of the first baby must live within the limits of Rochester to be eligible for the prizes.

Date, hour and minute of baby's birth must be attested to by the attending physician.

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., not later than 12 o'clock noon, January 3, 1941.

Winner of the contest will be named in the January 9, 1941, issue of The Rochester Sun.

Jimmy Dorsey At Civic Exhibit Bldg. Tonight

When the doors of the Civic Exhibits Bldg. on Main St. open tonight for the Buddy Club's presentation of Jimmy Dorsey and his nationally famous band, dancers will find a brand new floor upon which to trip the light fantastic.

It is expected that younger Rochester will turn out en masse to greet the famous band leader with the equally famous trombone.

Night Classes Schedule New Term At Madison

Evening school classes sponsored by the Board of Education will begin their new term next Thursday at Madison High School, according to Frank M. Jenner, principal. Registration will be conducted on January

2, 7 and 9 from 7:30 to 9:30 p. m.
 Classes will meet on Tuesday and Thursday from 7:30 to 9:30 p. m. There is no charge for registration or tuition but a materials fee of fifty cents for book subjects and one dollar for shop subjects is payable upon registration. This fee pays for part of the materials used in class.

LAUER'S ANNUAL STOCK REORGANIZATION SALE

The Largest and Finest Furniture... Rug... and Drapery Stocks in Rochester
 In A ONCE-A-YEAR REDUCTION SALE... With Not a Thought But To Sell!

\$80,000 Worth to be Sold Far Below Cost!

WE'RE GOING TO SELL QUICKLY TO TURN OUR STOCK INTO CASH OR ACCOUNTS BEFORE OUR ANNUAL INVENTORY

Lauer's, the store that always tries to do things just a little better, now takes another huge stride in the right direction. Starting tomorrow thousands of dollars worth of merchandise will go on sale at prices in many instances far below the manufacturer's wholesale cost... Fine furniture that will attract discriminating buyers... produced by such famous American workshops as Saginaw, Drexel, Mueller of Grand Rapids, Jamestown Lounge, Karpen, Widdicomb and many others known throughout the land for superb quality and workmanship. Lauer's are determined to end 1940 with a quick clearance... a drastic sale that will empty our floors of thousands of dollars worth of home furnishings. This is Lauer's method of paying the way... clearing the decks for next year's action. We urge you to come to Lauer's tomorrow, Friday or Saturday. Right now is the time to buy everything for your home at prices far below their usual values.

OPEN TONIGHT, TOMORROW AND SATURDAY 'TIL 9 P. M.



NOTARY PUBLIC PROOF OF SAVING

Every item listed in this box has been certified before Herman Miller, Notary Public, to be sold exactly as advertised herein and to be marked

BELOW MANUFACTURER'S WHOLESALE PRICE

LIVING ROOM SUITES
JAMESTOWN LOUNGE, Reg. \$179 blue damask, down cushion sofa, BELOW MANUFACTURER'S WHOLESALE PRICE... \$149
MODERN mahogany flat arm davenport and 2 chairs, Dubonnet and blue color, Very comfortable. Reg. \$178, 3 pieces—BELOW MANUFACTURER'S WHOLESALE PRICE... \$119
VELOUR wine and blue davenport and two comfortable lounge chairs. Modern styling, 3 pieces, regular \$119—BELOW MANUFACTURER'S WHOLESALE PRICE... \$71
KNUCKLE arm, coral mohair davenport and chair, 2 pieces. Reg. \$149, NOW... \$97
CHESTERFIELD sofa and chair, Turquoise and coral mohair. Reg. \$198, NOW... \$126
REG. \$129 Lawson style davenport and chair, Wine velour. BELOW MANUFACTURER'S WHOLESALE PRICE... \$84
VALENTINE-SEAFER, Reg. \$210 knuckle-arm style, mauve mohair davenport and chair, BELOW MANUFACTURER'S WHOLESALE PRICE... \$112

BEDROOM SUITES
REG. \$59 solid maple bed, chest, dresser or vanity, Early American style. BELOW MANUFACTURER'S WHOLESALE PRICE... \$24.98
MODERN walnut bed, chest, vanity or dresser. Sturdy construction, beautiful waterfall styling. Reg. price \$98—BELOW MANUFACTURER'S WHOLESALE PRICE... \$49
MAHOGANY 18th Century bed, chest, vanity or dresser. Tiling plate glass mirrors, solid panel full or twin size bed... large chest. Reg. \$119—BELOW MANUFACTURER'S WHOLESALE PRICE... \$68
WHEATSTRAW modern bed, chest, vanity or dresser, 4 pieces. Reg. \$169—BELOW MANUFACTURER'S WHOLESALE PRICE... \$86
MODERN waterfall mahogany bed, chest and vanity. Superior construction. Beautiful 20th century styling, 3 pieces. Reg. \$136—BELOW MANUFACTURER'S WHOLESALE PRICE... \$97

RUGS, BROADLOOM
BROADLOOM, Heavy, deep pile, fine quality Axminster, Burgundy, blue, red, and taupe colors. Figured Colonial, Persian, leaf and floral patterns. Reg. \$5.50 per square yard—BELOW MANUFACTURER'S WHOLESALE PRICE... \$2.97 sq. yd.
PERSIAN pattern 9x12 size wine colored rug. Reg. \$69.50, BELOW MANUFACTURER'S WHOLESALE PRICE... \$38
HINDUSTAN pattern brown 9x12 rug. Reg. \$118.50, BELOW THE MANUFACTURER'S WHOLESALE PRICE... \$57
HEAVIEST quality 9x12 Axminster rug. Choice of colors and patterns. Reg. \$75.50, NOW... \$49
REG. \$25.00 9x12 Axminster rug. Choice of colors and patterns. NOW... \$24.50

DINING SUITES
SOLID maple refectory table, buffet, and 4 chairs, 8 pieces. Reg. \$79—BELOW MANUFACTURER'S WHOLESALE PRICE... \$49
EIGHTEENTH Century mahogany 9 piece dining room suite. Table, buffet, china, and 6 chairs. Reg. \$149—BELOW MANUFACTURER'S WHOLESALE PRICE... \$89
REG. \$119 modern waterfall walnut dining room suite. Table, buffet, china, and 6 chairs, 9 pieces. BELOW THE MANUFACTURER'S WHOLESALE PRICE... \$79
ULTRA modern Jamestown Lounge oak table, buffet, and 4 chairs. Nationally advertised, 6 pieces, \$135. BELOW THE MANUFACTURER'S WHOLESALE PRICE... \$57
REG. \$198 sun-tan mahogany table, buffet, china and 6 chairs. NOW... \$119

CHAIRS
JAMESTOWN Lounge wing chair, Brown figured tapestry. Reg. \$49, BELOW THE MANUFACTURER'S WHOLESALE PRICE... \$29.46
DEEP, comfortable wine mohair lounge chair. Reg. \$49, BELOW MANUFACTURER'S WHOLESALE PRICE... \$24.75
SOLID maple cricket chair. Choice of colors. Reg. \$3.50, BELOW MANUFACTURER'S WHOLESALE PRICE... \$2.93
LOUNGE chair and ottoman. Striped pile fabric upholstery. Reg. \$37.50, BELOW MANUFACTURER'S WHOLESALE PRICE... \$23
JAMESTOWN Lounge, modern mauve nubby weave tapestry chair and ottoman. Reg. \$88, BELOW MANUFACTURER'S WHOLESALE PRICE... \$44

USED FURNITURE
LAUER'S will clear their basement of all used furniture traded in during the holiday season. Huge reductions in price—many as great as 60% and 70%—will do the trick. Following is a partial list of the many items now on sale in Lauer's Bargain basement. All of this furniture was taken in trade for new furniture... and renovated.
DAVENPORT and chair... \$15; Lounge chair... \$5; Tuxedo sofa... \$14; Bed, chest, and dresser, 3 pieces... \$29; 9x12 rug... \$10; Occasional chair... \$3.50; Full or single size beds... \$2.50; Odd dressers... \$5; Odd vanity... \$8; Occasional table... \$4.50; Walnut dining room suite including table, buffet, and 6 chairs, 8 pieces... \$29; Odd kitchen chairs... \$5; Davenport and 2 chairs, 3 pieces... \$29; Dining set—table, buffet, 6 chairs... \$9.

READ THESE RULES THEY TELL YOU HOW YOU CAN SAVE ON THE FINEST FURNITURE

RULES OF SALE

- Every single item on this page is sworn before a Notary Public to be sold at lowered Reorganization Sale prices while quantities last. We cannot duplicate these prices later.
- Your absolute satisfaction is guaranteed. Every single article you purchase must please you or your money will be cheerfully refunded, or you may exchange it.
- Free delivery within 150 miles of Rochester. We have reinforced our delivery department to insure your prompt efficient service. Mail or phone orders will be accepted for immediate delivery. However, we cannot guarantee quantities. Many of the advertised items are "one-only".
- Lauer's store will be open every night this week for the benefit of out of town customers and those working during the day.
- All prices quoted in this ad—as in all Lauer ads—are cash prices. Former and present customers of Lauer's and any person with good reputation and employment may use Lauer's budget terms. Lauer's budget plan is very fair. You pay only 1 1/2% monthly interest. Accounts paid within 90 days of delivery bear no interest. Whether you pay cash or use Lauer's budget plan, you will save money. No matter how unusual or extraordinary these values seem, you will find everything exactly as advertised... Lauer's never exaggerate.

DRAPERIES, ETC.
SLIP COVERS Lauer's entire stock of ready made, printed slip covers has been reduced to sell BELOW MANUFACTURER'S WHOLESALE PRICE! Reg. \$2.98 to \$4.98 chair covers are now \$2.49 each. Reg. \$4.95 to \$5.50 davenport covers are now \$4.29. We have all shapes and styles in a wide variety of colors, ready to put on your furniture.

CURTAINS We cannot list every pair of curtains that has been reduced for this great sale. Tailored, ruffled and lace curtains... and cottage set—500 pairs in all—have been marked far BELOW THE MANUFACTURER'S WHOLESALE PRICE! Here are a few of the values—Reg. \$1.29 tailored curtains, Now 50¢ a pair... Reg. \$3 Quaker lace curtains, Now \$1.19 a pair!

DAMASK DRAPERIES, Full lined, Rust, green, gold, wine, dusty rose, blue, and red. Reg. \$12 a pair—BELOW MANUFACTURER'S WHOLESALE PRICE—\$5.95 pair. Subject to prior sale.

OCCASIONAL PIECES
REG. \$7 Simmons full or twin size metal window bed... \$3.97; Reg. \$40 full size box spring and innerpring mattress... \$28.40; Reg. \$39.75 5-piece porcelain chrome breakfast set... \$28.72; Reg. \$49 Lloyd chrome end-leaf table and 4 chairs, 5 pieces... \$24.85; Reg. \$44 Magic Lounge sofa opens to full size bed... \$23.77; Reg. \$29.50 Sleep chair... \$18.83; Reg. \$119 Simmons sofa bed... \$49.75; Reg. \$35 twin innerpring studio couch... \$18; Reg. \$59.50 mahogany breakfast desk... \$24.73; Reg. \$29 red mahogany kneehole desk... \$12.58; Reg. \$129.50 1940 6 cubic foot Frigidaire, SVS-6... \$99; Reg. \$129.50 Estate gas stove... \$79; Reg. \$149 Glendale combination range... \$94; Reg. \$79.95 RCA E-tube 1541 console radio... \$52. Scores of other items on sale at Lauer's at prices so greatly reduced you cannot afford to stay away.

OPEN EVERY NIGHT THIS WEEK

50 STATE ST LAUER'S 50 STATE ST



Who will be The **FIRST BABY** of 1941?

The Rochester Sun's Annual
First Baby CONTEST
Valuable Prizes to the Winner!

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.

CONTEST RULES

1. Parents of the first baby must live with 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, 320 Burk Bldg., St. Paul St., no later than 12 noon January 2nd.

WATCH FOR THE WINNER' NAME IN THE JANUARY 9th ISSUE OF THE SUN

Left's Present to 1941's First Baby...

PLAY-TEX OUTFIT Consisting of PANTIES — BIB — SHEET!

LEFT'S FIRST CLEARANCE SALE

GIRL'S COATS
Navy — Wine — Teal — Rust — Solid Royal and many others reduced to 1/2 of original price.
\$3.99 1/2 OFF
Values To \$8.95

You're Right When you Buy at --
LEFT'S
126-128 CLINTON AVE. S.

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.

New Year's Eve. **CORSAGES** \$1 Up
Open New Year's Eve till 10 P. M.

Beautiful Bouquet **FREE** to the mother of the first baby born in '41

Telegraph Flowers—Anywhere

BLANCHARD THE FLORIST
58 LAKE AVE. MAIN 1986

Not 4 PROOFS
Not 6 PROOFS
but **48 PROOFS**

to choose from with LINCOLN'S exclusive POLYFOTO Method

USE OUR **FREE** Introductory PORTRAIT SITTING OFFER



A new development in precision camera technique gives you the unheard of privilege of 48 different poses to choose from. With this wide variety of selection, you simply can't fail to choose a portrait that is natural and characteristic of you or your children.

Sit at ease and comfort while our expert photographer takes four dozen pictures in about four minutes. From the pose you select we can finish beautiful portraits in a variety of sizes and finishes at remarkably low cost.

A BEAUTIFUL 8x10 POLYFOTO PORTRAIT FREE

To 1941's First Baby We will issue a certificate good anytime during 1941 to the parents of Rochester's first 1941 baby good for one free portrait.

Try Lincoln's Poly Foto Method
"48 Expressions Can't Be Wrong"

Offer Expires **Saturday, Jan. 9**

NO APPOINTMENT NECESSARY
Photo Studio • Main Floor
LINCOLN'S MAIN AND ST. PAUL

DAW'S

Gift To Rochester's First 1941 Baby

A Genuine Hankskraft
ELECTRIC BABY BOTTLE STERILIZER



Sterilizes seven standard baby bottles, nipples and other accessories in live steam. Steam stops automatically when bottles are sterilized. Valued at \$5.00.

MOTHERS—Daw's carry a complete line of nationally advertised brands of baby needs—Nipples, Bottles, Bottle Warmers, Powder, Oil, Baby Foods, Etc.

★ 7 STORES CONVENIENTLY LOCATED ★

TO THE PARENTS OF ROCHESTER'S FIRST BORN BABY—1941

10 FREE ADMISSIONS TO THE HOLLYWOOD BINGO HALL 35 PULLMAN AVE.

Ted Brown Offers

1 free sightseeing tour over City of Rochester to each parent by Government approved flight instructor and commercial pilot. Municipal Airport, — Scottsville Rd.

CLEARANCE DRESSES Reg. \$7.95 **\$4.95**

FREE DRESS TO MOTHER OF THE FIRST BABY OF 1941

JEFFERSON DRESS SHOP
220 GENESEE ST., cor ORLEANS

FREE PORTRAIT SITTING OFFER

This certificate entitles any individual to a Free Sitting in our studio and we will present for your selection 48 different poses. If pleased with results, portraits may be finished as reasonably priced as \$1. This unusual offer is made to acquire you with photographs that are the best work in camera art.

BRING THIS CERTIFICATE

Photo Studio • Main Floor
LINCOLN'S MAIN AND ST. PAUL

MOTOROLA TABLE MODEL

TO THE MOTHER of 1941's FIRST BABY

Lucky will be the mother with Rochester's First Baby of 1941... 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

HAWRMPHH 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

FOR THE DAD —

of 1941's First Baby

Being a New Dad is a great event—worthy of celebration with a box of our fine cigars... so that's just what we are giving to the Dad of 1941's First Baby!

100 PHILLIES No. 1 Cigar America's
To Rochester's No. 1 FATHER

BIG ELM CIGAR STORE
JOE SANTORA, Prop.
47 ELM STREET

OUR GIFT

To The Winner

BEACON BLANKET

Soft and warm, with cute nursery designs. Your choice of colors.

LINCOLN'S
Mrs. Helen Grossman, 22 Edgemont Rd.

THE WINNER

Usually Has a Good Start

We know that the best start in life for Rochester's first baby is to start with Maple Leaf Dairy Milk. It, too, is a winner!

Maple Leaf's rich, vitamin-packed milk costs no more. This superior product is sold at standard prices.

We'll Give A Quart of Milk A DAY For 2 Months To Rochester's 1st BABY

★ Phone Mon. 2296

MAPLE LEAF DAIRY
923 CLINTON AVE. S.

FREE LOCKET TO THE FIRST 1941 BABY

As our gift to the first Rochester baby of 1940 we will present a gold locket set with a diamond. This beautiful piece of jewelry opens, and on the inside you may place a photograph. We will also inscribe the date and the baby's name upon the back.



GAMLER'S CREDIT JEWELERS AND OPTICIANS
104 E. MAIN ST. COR. WATER

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—

1941's 1st BABY
LOEW'S

\$1.00 DINNER FREE

To Father and Mother of 1st 1941 Baby

BOYLAN'S RESTAURANT
1851 EAST AVE.
Open All Night

FREE PERMANENT

To the MOTHER of 1941's FIRST BABY

Choose Pauline for Your Next Wave

- Guaranteed Finest Materials Used
- Your Hair Styled to Fit Your Personality
- Pleasant, Refined Atmosphere

PAULINE'S BEAUTY SHOPPE
73 SO. CLINTON AVE. MAIN 2318

LOOK! THE FAMOUS FULLER BRUSH

Now Only 95¢ Sweeps All Kinds of Floor Surfaces

LONG LASTING EASY SWEEPING ORDER NOW

FULLER BRUSH CO.
908 Temple Bldg. Stone 1406
Our Best White Baby Bottle Brush Free To The New Mother.

Before mixing fresh pine-apple should first be heated in that otherwise will liquefy the apple with gelatin, the pine-boiling water to kill an enzyme gelatin.

Kiddy Party . . .

(Continued from Page 1)
screams and wild applause greeted each act. A 20-piece band and a well known orchestra heeded the requests for popular and Christmas tunes from children seated in the spacious Convention Hall.
When the show started Sunday, it was only the beginning for the youngsters, but it was far from the beginning for workers on the Young People's Association Christmas Cheer committee. Hundreds of hours were devoted to decorating the hall, collecting cards from pastors, teachers and social workers containing names of proposed guests. Then lists had to be checked and rechecked for possible duplication and after that came the purchase and wrapping of 2000 toys and games, tons of candy and 750 items of wearing apparel.

Committee Officer Appointed By Women Bankers

Rochester Chapter of the American Institute of Banking has just announced the appointment of Miss Margaret T.

Strowger as vice-chairman of the women's committee of the chapter.

Miss Strowger will assist Miss Mary A. Wilson, chairman of the women's committee, in

planning and directing the many activities of this committee.

Other banking women who will assist Miss Wilson include: Miss Margaret Speis, Miss

Jeanne Kinchler, Miss Alice Harris, Mrs. Esther Freeman,

Miss Helen Lankton, Miss Katherine Molloy, Miss Constance Codd, Miss Myra Thompson, Miss Edna Casey, Miss Adelaide

Walker, Mrs. Loni Wilker, Miss Alice Dean, Miss Irene Knowlton, Miss Adele Hafner, Miss Evelyn Sallidan, Miss Monica Kress, and Miss Elva G. Hallings.



Main Office
Lincoln-Alliance
Bank and Trust Co.
141 Main St., E.



"That's My Bank!"

"Yes, sir, that's where I head for when I need money. I go there sometimes when I have money, too—to salt it away, you know, or to make a deposit for my Pay-by-Check account.

"The Main Office is most convenient for me as I'm downtown every day, but a lot of the boys bank at various Lincoln-Alliance neighborhood offices.

"They tell me they get the same all-around banking service that I get—low-cost personal loans, auto loans and mortgage loans, 5c per check checking account service and—what's best of all—a friendly smile.

"If you want my advice, mister, go to the Lincoln-Alliance when you need money or when you have money. Guess that's most all of us, isn't it?"

LINCOLN - ALLIANCE

BANK AND TRUST COMPANY

Member Federal Reserve System Member Federal Deposit Insurance Corporation

How can you tell LIQUEUR Scotch ?



Every drop of Martin's is special "liqueur" Scotch—the label tells you so. And "liqueur" Scotch means the very pick of choice, mellow Scotch whiskies.

Martin's is also 88 proof, instead of the usual 86.8—goes a little farther.

Martin's sells for no more than most brands. Next time, call for it and enjoy Scotch of "liqueur" quality at no extra cost.

"Scotch is good . . . Liqueur Scotch is better"

CALL FOR MARTIN'S



88 PROOF - BLENDED SCOTCH WHISKY Imported by McKESSON & ROBBINS, INC., N. Y.

KIENER'S AFTER CHRISTMAS SALE

This clearance is an annual event, recognized throughout Rochester as one of the biggest savings events of the year.

FUR TRIMMED COATS

Group No. 1 Reg. 29.50 **\$20**

Group No. 2 Reg. \$45.00 **\$27**

Group No. 4 Reg. \$65.00 **\$47**

Fur Coats 25% off
Baby Lamb Persians Gray
Persians, Mink-Dyed Musk-
ratis, Sealines, Brown Mendoza
Beavers

Group No. 3 Reg. \$55.00 **\$37**

20% Off On All SILVER FOX Trim Coats Regular \$95 & \$110.



BUY NOW Take Advantage Of Our BUDGET PLAN

Open 9 A.M. to 10 P.M.

KIENER'S
599 HUDSON AVENUE
COR. CLIFFORD

Rochester's Shirt and Pajama Classic—For One Week Only!



Annual After-Christmas Sale!
SHIRTS . PAJAMAS

A Dramatic, National Event For Years . . . Thousands Of Brand-New, Fresh Clean Shirts And Pajamas At An Annual History-Making Low Price!

The Shirts . . .

A sale which more than upholds the National's traditional reputation for outstanding shirt value.

New patterns and brand new colors in choice quality woven madras cloths and rich, lustrous broadcloths—both patterned and in the popular plain whites.

Not a markdown of left-over, counter-tossed shirts . . . but all new, freshly tailored shirts from one of our reputable makers.

Every one expertly tailored with all the details ordinarily found in shirts at much higher prices.

1 00

MATERIALS USUALLY FOUND IN SHIRTS AND PAJAMAS PRICED AT \$1.65 AND \$1.95.

Always A Sell-Out To The Very Last Garment, So Don't Put Off Getting Your Share

The Pajamas .

Handsome broadcloths in a wide selection of new stripes, distinctive figures and all-over designs. Light or dark effects in abundant variety. Many with contrast trim.

The fabrics are of superior quality, the workmanship is excellent—a double assurance of long and satisfactory wear.

Coat styles with notch collar and pull-over middy styles. All are full cut and roomy to insure maximum sleeping comfort. You'll want to lay in a supply when you see what marvelous values these are, for so little money!

MAIL OR PHONE ORDERS WILL BE FILLED IN THE ORDER RECEIVED



Charge Yours Now!

Pay As Follows: 1/3 FEB. 10th; 1/3 MAR. 10th; Final 1/3 APR. 10th

MOST cherished among the gifts bestowed by the passing year is the memory of the pleasant relations with those whom we have been privileged to serve, so it is most sincerely that we wish you .

A Merry Christmas and A Happy New Year

from **BOTH STORES**

Our Store Hours return to 6 P. M. closing every night excepting on Friday and Saturday, when as usual, we remain open until 9:30 P. M.

SEARS, ROEBUCK AND CO.

Monroe at S. Union, Stone 2500 476 Ridge Road W., Glenwood 556

NEVER KNEW 4¢ A DAY
WOULD BUY SO MUCH
HOT WATER!



HEAT WATER THE CHEAP WAY—the Duo-Therm uses only low cost fuel oil! No gas! No electricity! 4¢ a day gives the average family all the hot water they can use... with full-automatic convenience!

DUO-THERM
AUTOMATIC OIL BURNING
WATER HEATER

SAVE UP TO 50% on hot water bills! Thousands have—by switching over to this more economical, better way to heat water. Eliminates headaches over high gas and electric bills. And—these Duo-Therm's have larger capacities—heat water faster—you get more hot water—whenever you want it. Can be used anywhere! Pay out of savings—on easy terms.

See These Duo Therm Dealers
BAREHAM & McFARLAND
136 NORTH STREET

ELCAR HEATING & APPLIANCE
834 DEWEY AVE.

DEAN PLUMBING CO
370 HAYWARD AVE.

CARL LOTZ
465 JOSEPH AVE.

REDEKER BROS.
2154 E. MAIN

DAVID BIERBRAUER
CHILI AVE.

H. SIEBERT SONS
ST. PAUL & ANDREWS

WM. A. McCORMICK
4 LAKE AVE.

GEO. LONG HARDWARE
SEA BREEZE, N. Y.

METZGER & BRAYER CO.
485 LYEL AVE.

ALHART ELECTRICAL CO.
1140 CULVER RD.

CLARK HARDWARE
405 CHILI AVE.

Mrs. Lillian H. Covey, 41 Cutter St.

COUPON

This Coupon Is Worth
25¢

Towards Price of Admission To See The Opera

"Hansel and Grete!"
Plus the Ballet
"Box of Toys"

EASTMAN THEATRE
Saturday Afternoon,
Dec. 28, 1940, 2:30 P.M.
(This offer good for
Matinee Only)

Present this coupon at the theatre box office when purchasing ticket. Good for 25¢ reduction on any orchestra seat in the theatre his performance only.

Name
Address

Jet is the new pet of cleverest fashion designers, and is appearing on many of the smartest new gloves. Shiny jet buttons, like those on grandmother's best silk dress, are used for smart side fastenings on suede and mocha shorties in black and bright colors; while jet beads, band cuffs and embellish backs of afternoon and evening gloves.

HOLIDAY SPECIAL
Vapor Oil Permanent

This type of wave has never been offered for less than \$5.00.

\$1.95
With This Ad

• NO ELECTRICITY
• NO PAINFUL WINDING
• EVERY WAVE FULLY GUARANTEED

Murray's Beauty Salon
42 CLINTON AVE. N.
Just a Step From
Sibley's
STONE 1405

ROCHESTER'S LARGEST
POPULAR PRICED STORE

Edwards

Beginning **FRIDAY** at 9:30 A.M.
Pre-Inventory **SALE** Of

BROADLOOM

Velvets-Axminsters
Twistweaves
Wiltons



AND
MORE

One of our leading manufacturers, very desirous of lowering his inventory, came to us with a list of various rug sizes and offered them at a price we just couldn't refuse. The quality, the superb patterns were just too good to pass up — so, we bought all he would give us! We have put a price on this merchandise that's really sensational! Shop early... All are subject to prior sale.

Including
150
Carpet Size Rugs
Not Listed Below

No Down Payment
Balance Weekly or Monthly

Here Is A Partial List of the SENSATIONAL SAVINGS Waiting for You:

For Small Size Rooms:

Quality	Type	Size	Reg. Value	Sale Price
Heavy Velvet	Taupe	4.6x7.6	24.75	\$10.50
Velvet	Antique Maple	5.3x6	21.25	8.95
Super Twist	Dark Blue	4.6x6.1	34.50	11.50
Twist	Light Blue	4.6x6	25.50	8.95
Heavy Velvet	Dark Blue	4.6x6.6	21.50	8.95
Velvet	Beige	4.1x6.10	14.25	7.95
Twist	Rose	4.6x7.6	29.50	10.50
Twist	Turquoise Blue	4.3x7.6	29.50	10.50
Velvet	Peach	4.6x6.4	14.50	6.95
Twist	Beige	5.6x7.6	31.50	13.85
Twist	Chartreuse	4.10x6.10	23.75	8.75
Super Twist	Taupe	4.6x6.10	34.50	8.95
Wilton	Green Leaf	5.11x6.5	29.50	14.50
Velvet	Jade Green	5.8x9	26.25	13.85
Velvet	Red	4.10x9	23.50	11.50
Velvet	Rose	5x9	22.50	13.50
Velvet	Beige	5x9	22.50	10.50
Velvet	Rose	6x7.6	13.45	11.75
Velvet	Beige	6x12.9	39.50	21.25
Super Velvet	Red	5.9x12.3	74.50	24.50
Twist	Cedar	6.6x7.6	38.50	13.85
Velvet	Rose	6x7.6	34.50	11.75
Super Twist	Beige	5.4x7.6	59.50	15.00
Velvet	Beige	5x9	22.50	12.00
Wilton	Burgundy	4.6x7.6	33.60	13.85
Velvet	Rose	4.6x6.6	21.50	7.50
Wilton	Green Figured	4.6x6.6	23.25	13.75
Heavy Velvet	Red	4.6x8.3	27.85	13.50

For Medium Size Rooms:

Quality	Type	Size	Reg. Value	Sale Price
Wilton Type	Two-Tone Green	8.3x10.6	82.50	\$45.00
Wilton	Tan Leaf	9x12	69.50	45.00
Axminster	Green Leaf	9x12	44.50	32.50
Twist	Green	9.1x12	77.50	49.50
Super Twist	Rose	8.10x11.6	85.00	55.00
Velvet	Light Green	9.3x12	51.25	33.50
Wilton Type	Two-Tone Tan	9x12	92.50	42.50
Extra Velvet	Temple Green	9x12	78.00	39.50
Twist	Antique Maple	7.6x12	79.50	32.50
Axminster	Two-Tone Rose	8.9x9	35.50	24.50
Velvet	Antique Maple	7x9	34.50	18.50
Twist	Jade Green	9x10.2	59.50	45.00
Twist	Chartreuse	6.10x7.6	39.50	17.50
Wilton	Blue Persian	6.9x12	63.50	32.50
Wilton	Multi Color	8.3x10.6	55.00	34.50
Wilton	Two-Tone Tan	9x9	62.75	36.50
Axminster	Tan Leaf	9x12	69.50	49.50
Wilton	Green Moresque	9x12	49.50	39.50
Velvet	Multi Color	9x12	45.00	22.50
Wilton	Brown Moresque	9x12	49.50	39.50
Axminster	Tan Leaf	9x10.11	59.50	42.50
Axminster	Rose Leaf	9x10.10	59.40	42.35
Velvet	Beige	9x12	47.75	29.50
Velvet	Peach	8.9x12	69.50	27.50
Extra Velvet	Chartreuse	9x12	69.50	39.50
Twist	Taupe	9x12	83.00	49.50
Axminster	Green Texture	8.11x12	42.50	34.50

For Large Size Rooms:

Quality	Type	Size	Reg. Value	Sale Price
Axminster	Green Leaf	11.3x15	89.50	\$59.50
Twist	Antique Maple	10x15	139.00	65.00
Velvet	Medium Blue	10.6x15	77.50	45.00
Axminster	Tan Persian	11.3x12	63.50	47.50
Axminster	Tan Leaf	12x14	89.00	49.50
Wilton	Tan Persian	11.3x15	140.00	98.50
Velvet	Medium Blue	11x15	120.00	79.50
Axminster	Floral	12x12	63.25	43.50
Velvet	Beige	12x12	69.50	39.50
Axminster	Tan Floral	11.3x12	63.50	47.50
Velvet	Temple Green	12x18	145.00	85.00
Velvet	Beige	15x15	121.00	69.50

EDWARDS—Fourth Floor

EDWARDS BARGAIN BASEMENT
LOWEST PRICES ALWAYS EVERY DAY A BARGAIN DAY SHOP DOWNSTAIRS AND SAVE

SAVE AS MUCH AS 50%!

SALE 1364 PAIRS OF Men's SHOES

At Savings of 50c on Each Dollar
BLACK or TAN OXFORDS

1.97



A fortunate purchase of a retail stock of desirable shoes makes this tremendous shoe event possible! Black or tan oxfords that can be used for work or dress wear. Mostly C. D. E. widths.

CALF and KID OXFORDS

Worth at least \$4

2.87



Here are those higher price shoes you've been wanting but couldn't afford. Slashed to one-half, you have your choice of Ralston and many other well known makes. Not many in narrow widths... better stock up early.

MEN'S \$1.49 HEAVY WORK RUBBERS 87¢
MEN'S \$1.25 HIGH or LOW DRESS RUBBERS 77¢

Boys' Sturdy LEATHER SHOES 1.67
Men's 4 Buckle RUBBER ARCTICS 1.87
Men's and Boys' GYM SHOES .37
Men's Short RUBBER BOOTS 1.87



PRINTED RAYON DRAPES

788
pr.

Reg. 9.98 Value
By far, the season's smartest draperies! New luxury for your rooms... New life for your decorating scheme! Richly lined with hooks and tie-backs, 2 1/2 yds. long, 100" wide to the pair. Natural, mauve, blue, green, gold, rose.

Rayon Marquisette TAILORED CURTAINS

Reg. 1.59 **\$1** pr.

Made of a 46x32 count cloth that's sheer yet durable! Suitable for any room. 75" long, each pair 68" wide. 1" side hems, 3" bottom hems. Extra only. Phone or mail orders filled.

Timely Holiday SALE

Harrist Hubbard Ayer

HAND CREAM



Reg. 2.25 Jar **\$1**

Of course you want your hands to look their loveliest for holiday parties. Soften and smoothen them with this cream that disappears into your skin, leaving no sticky deposits. Stock up at this rare saving! SAVE 1.25 per jar

EDWARDS—Street Floor

THIS WEEK-END IT'S BRAND AND SODA



HILDICK Apple Brandy

Your guests will like its rich fragrance and dry flavor.

THE TREAT OF THE WEEK IS HILDICK APPLE BRANDY AND SODA

88 Prod.

DISTILLED LIQUORS CORP. LONG ISLAND CITY, N. Y.

Fur trimmings are applied in diverting manner to new wool dresses. For example, slim leopard bands a black wool dress; black fox adds to the swing of a gay red jacket with back fullness.

Calling All Soldiers!

We're pleased to make this unusual offer while you are home on your vacation. Have your picture taken in uniform—it's just what the little lady wants—and you'll have extra ones to give the folks. Neisner's photo department has the amazing record of NEVER A DISSATISFIED CUSTOMER! Come in—tell us what you want—YOU'LL GET IT.

LARGE 8x10" **3 PHOTOGRAPHS** All Hand Colored in Oil

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• No Appointments Necessary

Reg. \$6.00 Value **\$4.00**

STUDIO, MAIN FLOOR
Neisner's
5 to 11th Stores
200 E. MAIN ST.

Contract Bridge

By CARLETON HOWARD.

The values required to open the bidding vary from the barest minimum to just under those on which we would make a game demand two bid. It is therefore vitally necessary that the opening bidder's second call should show definite information as to his strength or weakness as the case may be.

Thus the proper choice of a rebid tends to direct the contract to game or a part score. The improper selection of a rebid, however, will oftentimes result in an unmakeable contract and today's hand illustrates such a situation.

S Q J 9 8 5 4
H 3
D A 8 8
C J A 2

S K 6 2
H Q 10 6 2
D Q 10 8 3
C A 10 6 3

N W E S
H A J 7 3
D K 5 4 3
C 7 4

S A 10
H K 9 5 4
D 7 6 2
C K Q 9 5

The bidding:
East South West North
Pass 1 Club Pass 1 Spade
Pass 2 Hearts Pass 3 Spades
Pass 4 Spades All Pass

East opened his fourth best diamond, and it was necessary that North lose two tricks in that suit as well as one spade, one heart and one club. North and South scored minus 100, which was a bottom for them in this tournament.

South's original bid was based on minimum values of just two and one-half honor count. While this is not sufficient, according to Culbertson, unless the hand contains a re-biddable suit, duplicate players have become accustomed to lowering these opening requirements. North's one spade response was entirely normal.

When the bidding came back to South, he had only one correct response, namely one no-trump, to indicate that he held no additional strength. North now would have bid two spades, and there would have been no difficulty in fulfilling that contract.

This particular South, however, was not aware that he was showing considerable strength beyond that of an opening bid by his two heart call. Aside from the fact that his heart suit is unbidable, this call is incorrect because if partner had a minimum hand, he might be forced to bid three clubs merely to show preference. In such a case the three zone would have been too high a level.

North felt considerably encouraged by South's two-heart bid, for he interpreted it as a strength showing reverse which should indicate not less than four honor count. With this in mind, he felt that two spades would be too weak a rebid for him to make because if partner held any kind of a fit in his suit, there should be a game. His three spade bid was not forcing, and we believe it to be correct provided that South had the values which he had shown.

South, already having made one error in bidding, evidently had no qualms about keeping his record 100 percent imperfect and bid game with no hesitation. He undoubtedly still believes that his procedure was faultless, but we can't give him much credit. One of the fundamental bidding principles of contract is that we should beware of twice-told tales. Thrice-told tales are even worse.

The newest star-spangled sensation is the "All-American" sweater . . . for sweaters in patriotic flag colors and novel star and stripe designs which are making a hit with the younger crowd. These sweaters are spirited companions for skirts, slacks, shorts, swim suits and jumpers.

SAVE \$10 AS MUCH AS

MEN'S SUITS, OVERCOATS, TOPCOATS

\$12.85 FREE GIFTS

Same quality that sells for 2 TIMES as much elsewhere.

RAYMOND'S
71 E. MAIN The House of 3-Trouser Suits
Open Saturdays Till 9

Mrs. Goldie Kushner, 2 Regent St.

GRANT'S JANUARY YARD GOODS SALE

A SUPER event...no wonder we couldn't wait until January! ACTUAL SAVINGS of 20 to 75% on comparable quality! Tremendous selection! Take to your needles now and be dollars ahead by Spring!

9¢ yd. **Percale Prints**

A little girl's dress for less than 25¢! One for yourself for 30¢ to 40¢! And these aren't 9¢ materials! The rich colors, fine patterns are what you'd expect...at much more! Cash in now!

Assorted Suitings • Broadcloth
A tremendous choice, including slub poplins and other cottons worth 20¢ to 30¢ a yard! **10¢**

Pine Percales • Broadcloth Poplins
Extra fine, smooth quality! Well worth their regular 17¢ to 20¢ price! **12 1/2¢ yd.**

Cotton Shantung Prints
Regularly 29¢! Widespread designs! A buy at **17¢ yd.**

Remnants of 29¢ and 39¢ Rayons **17¢**
Taffetas, satins, crepes, all in good lengths.



New figures for old! Grants National Brassiere & Girdle Week

Streamline your curves!

Rayon & Cotton Lastex Combination
with uplift bra-top!

100

For 24-34 waist! Extra size (32-34) in three lengths!

Here's the snugness, flexibility and good fit that insure comfort whether you're dancing or cleaning house! Rayon satin Lastex bust insert gives extra "breathing" room! Proportioned lengths are a boon to the larger sizes! It's a joy to wear...and a great value!



Smart lines with comfort! Uplift Bras
Wide band or bandeau types! crepes, fancy net and lace trims! Sizes 32 to 46. **25¢**

Light, but effective! Lastex Girdle
Two-way stretch with Velvet Grip pattern! Also panty-type. 14, 15, 16 inches long. **59¢**

weis & fisher's At ROCHESTER And GENEVA STORES

START THE NEW YEAR RIGHT WITH

A Miracle of Sleep Comfort



OPEN FRIDAY EVENINGS TILL 9 P. M.

Beautyrest -- Ace FAMOUS COMFORT PAIR

Beautyrest --

- * Deeper, More Comfortable Coils
- * Each Coil Operates Individually
- * Sag Proof Edges
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- * Handsome New Covers

Ace Spring --

- * Platform Top
- * 99 Deep, Double Deck Coils
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30 NIGHTS FREE TRIAL ON THE FAMOUS SIMMONS BEAUTYREST

It is hard to imagine that the Beautyrest mattress could be improved . . . yet that is exactly what Simmons has done. The new Beautyrest is deeper, yet more comfortable than ever before. You'll get a real thrill when you crawl into bed and settle down on this luxurious new Beautyrest. Quickly you drowse off to sleep . . . next morning you awaken rested and refreshed from the deep, healthy sleep that only Beautyrest can give. Try it for 30 nights at our expense. If at the end of that time you do not like it, we will call for it AND DESTROY IT!

P. S. Use the new Beautyrest with the famous Ace Platform Spring . . . Ace was designed expressly for use with an inner-spring mattress . . . you have the assurance of the finest sleeping comfort from your new Beautyrest and longer life for the combined equipment. The Simmons Ace has the platform top and controlled resiliency an important for inner-spring mattresses. The deep, double deck Ace coils and stabilizers provide the perfect support.

weis & fisher's

"rochester's showplace of furniture fashion"

Usher in the New Year with fun-makers from GRANT'S



Have one for every guest!

Noisemakers
Come try them! Clappers, rattles, horns, cow bells . . . your choice! **5¢ & 10¢**

Party Favors and Hats
They make the party 2 for 5! Get Comic hats, snapping mittens, nut cups. **10¢**

Confetti and Serpentine . . . 5¢
Paper Napkins, pkg of 30 . . . 10¢
Paper Table Covers . . . 15¢
New Year's Cards 2 for 5, 5¢ ea

Enjoy yourself these Winter afternoons! Stamped Needlework

Use your time well and have beautiful pieces to show — & new designs — in quality materials!

Pillow Tubing
With scalloped edges, "His" and "Her" patterns. **50¢** other new ideas!

Scarfs & Runners
You'll find it hard to tell Grants' "Colonial" cotton crash from linen! **25¢**

Easy-to-Make Table Cloths
With elegant designs for you to embroider! **59¢**

Gay 5-Piece Breakfast Set
Cloth and four napkins! Deep solid colors! **25¢**

Infants' Batiste Dress
White daisy, Hemstitched neck, bottom. **25¢**

Infants' Crib Sheet and Pillow Case
Pink or blue hemstitched borders. **50¢**

Chinese Embroidered Dresser Scarfs **29¢**
15"x36" — 15"x45" — 16"x52"
39¢ and 49¢ values!

W. T. Grant Co.
293 E. Main St. at East Ave.
KNOWN FOR VALUES



Sparkling "Laurel" Cut Stemware

Wine and cocktail glasses to toast the New Year in! Goblets, highballs to match. **5¢**

Tailored suits grow increasingly important as compared with the couturier types of the past two and one-half years. The great majority of suits seen in the collections are in the sports types of fabrics, small patterns, checks, plaids and many herringbones.

BETTER FOODS
GENESEE 7700
TELEPHONE

Better food from WHITE STAR means better health and a happy life. We're sure you would rather pay just a few cents more for WHITE STAR cleaner, finer foods. Remember the food you eat is reflected in your beauty and your disposition. So resolve now your New Year's Resolution for 1941 will be to phone WHITE STAR a trial order—to open a monthly or weekly account with us and enjoy the abundant good health of WHITE STAR better foods. FREE Delivery of course—THANK YOU!

WISHING A
HAPPY NEW YEAR TO ALL

WHITE STAR BUTTER 2 lbs. 73c Rochester Made Quality	FOWL 3 1/2 to 4 lbs. 28c Large Sizes 32c	GENESEE BEER Or Any Rochester Make Can 12 Oz. Bot. 2.48 Case 2.23 2.35
Pickled Onions , 25c, 35c Pickled Peppers , 15c, 25c	CHICKEN 35c 4 1/2 to 6 Lb. Each	PABST BEER 2.48 in case
Ripe Olives , 18c-29c-35c Stuffed Olives , 25c, 35c	TURKEY 28c 8 to 13 Lb. Hen	BEER 2.85 Case or Bottle
Cherries , 10c-25c-65c Anchovies , 2 cans 25c	LOIN 20c Whole or Rib End	BEER 2.85 Case or Bottle
Anchovies Paste , 19c Smoked Salmon , 2 cans 25c	HAM 28c Whole or 5 to 6 Lb. Half	BEER 2.85 Case or Bottle
Natural Sardines , 2 lbs. 25c COFFEE , 2 lb. 49c	LAMB 27c 5 to 6 Lb. Leg Before Dressed	BEER 2.85 Case or Bottle
TEA BALLS , 1 lb. 45c Good Cheese , 1 lb. 45c	STEAK 49c T-Bone, Sirloin, Cube	BEER 2.85 Case or Bottle
CRAB MEAT 22c Fancy Per Can	GINGER ALES 110 10c Bottle Case	BEER 2.85 Case or Bottle

WHITE STAR
FINE FOODS INCORPORATED
303 CONGRESS AVE.
GENESEE 7700

BUSY BEE BARGAINS AT YOUR INDEPENDENT GROCER

Presto SELF-RISING CAKE AND BISCUIT FLOUR Needs No Baking Powder or Salt 2 PACKAGES 47c	HECKER'S FARINA 11c	ADVANCE COLUMBIA RIVER SALMON 16c
DUFF'S GINGER BRAND MIX 19c DEVIL FOOD MIX 19c	OLD DUTCH CLEANSER 3 for 25c WINDEX 15c DRANO 17c SPRY 1 lb. 18c; 3 lbs. 45c	FRENCH SEASONING Poultry Seasoning 8c Rubbed Sage 13c
LA CHOY NOODLES 15c LA CHOY SPROUTS 10c	LUX , reg. 2 for 19c, lg. 21c RINSO , reg. 2 for 17c, large 18c SILVERDUST 22c LUX TOILET SOAP 3 for 19c	GOOD LUCK PIE CRUST 12c PIE FILLINGS 3 for 27c
Van Camp MILK 4 for 26c	GREEN GIANT PEAS 2 for 29c	CLAPP'S BABY FOOD Strained 3 for 23c Chopped 2 for 19c
JACOBS MUSHROOMS Stems and pieces, 2 oz. 9c Stems and pieces, 4 oz. 19c Stems and pieces, 8 oz. 32c	DEL MAIZ NIBLET CORN 2 for 25c	DR. PHILLIP'S ORANGE JUICE Enriched With Dextrose 303 can — 3 for 25c
SALADA TEA 9 Tea Bags 9c 17 Tea Bags 17c Red Label, 1/2 lb. 39c Red Label, 1/4 lb. 21c	SPAM 29c can A BETTER BEEF STEW DINTY MOORE'S 2 cans 33c	
BREAST O' CHICKEN TUNA FISH 18c ALAMO (Lt. Meat) TUNA 2 for 27c	SPECIAL THIS WEEK SCOTTISSUE, 4 ROLLS 29c SCOTTOWEL, 2 ROLLS 19c	

★ SHOP AT YOUR INDEPENDENT GROCER ★

Reduced Price Tickets Offered Sun Readers For Holiday Opera

In many of the great cities of the United States — such as Chicago, New York, Philadelphia, Cleveland, St. Louis — a production of the winsome Humperdinck opera "Hansel and Gretel" is a regular holiday affair.

Of course it has been a tradition of the holiday season in a much larger percentage of European cities, before the outbreak of the current war.

That is why Rochester has been enrolled in the ranks of cities offering that delightful operatic story for the past two seasons. It will be given for the second successive year in the Eastman Theatre on Saturday afternoon and evening, December 28, with a splendid cast of singers.

In addition to the opera itself, there will be the Debussy ballet, "The Box of Toys", on the same program.

Readers of The Sun will receive special reduced prices on orchestra seats for the Saturday matinee performance simply by clipping out the coupon in this issue and presenting at the theatre box office when ticket

Plan A Buffet Supper For Your New Year Party

New Year's is a grand excuse for a party. A household of merry guests ready to have a good time—why not make it a buffet supper? You can serve more people in this manner, and it is a much easier thing to do.

In planning the centerpiece for the table, there is much opportunity for originality. Have your silver, linen and dishes at their very best. Candles add so much to the buffet table as long as this is to be an evening party. Arrange the table so that a guest will start with the napkin, silver, dishes and then on to the food. Perhaps you will have a friend serve the coffee at the other side of the table.

A suggested menu for this buffet supper:

- Escalloped Oysters
- Temperature: 450 degrees F. Time: 20 minutes.
- 1/2 c butter 1/2 t pepper
- 4 c soft bread 1 1/2 lemon juice
- 1/4 c salt 24 (1 pint) oysters
- Melt butter, add crumbs, seasonings and lemon juice and mix well. Arrange drained oysters in alternate layers with buttered crumbs in a greased 2-quart baking dish, using crumbs for the top layer. Bake in a pre-heated oven. This will make 6 servings.
- Date and Nut Bread
- Temperature: 350 degrees F. Time: 1 1/4 hours.
- 1/2 lb. pitted dates 1 t salt
- 1 c soda 1 t vanilla
- 1/2 c boiling water 1/2 c all-purpose flour
- 1 egg 1 t baking powder
- 1/4 c light brown sugar 1 c nuts
- Chop dates, add soda and boiling water. Cool. Beat egg, add sugar, salt and vanilla and combine with the date mixture. Sift flour, measure and sift with baking powder. Stir into first mixture with the nuts. Beat well and pour into an oiled pan. Bake in a pre-heated oven.
- Fruit Salad Dressing
- 1/4 c lemon juice 1/2 c sugar
- 1/2 c orange juice 1/2 c heavy cream
- Heat fruit juices. Beat eggs until light, add sugar gradually, add hot fruit juices and cook over hot water until mixture thickens. Chill and fold in the thickly beaten cream.

Host and Hostess

'Tis the day after Christmas And all through the house, Not a creature is stirring, Not even a mouse; For the turkey we ate, And the plum pudding too, Has left us all wrecks And we've got Egg-Nogg blues.

No doubt the above expresses the way many of us are feeling today, and once again we have resolved never to eat or drink quite so much. It was grand and so much fun too, but we give thanks that it is all over and think how good it will be to get back into the old routine again. But is it?

As the day grows older, you begin to feel better. You actually get off that divan (with a little effort to be sure) and lazily shuffle over to look at all the presents again. H'm—that tie isn't really so bad, and it was nice of Aunt Effie to send the sewing box. (Of course, she didn't know you couldn't sew.) You even start sampling those heavenly chocolates and (ah, ha, I thought so) are reminded of all that cold turkey in the ice-box. Wouldn't it be delicious with some warmed-up dressing and gravy — may be some cranberries too. (And you thought you'd never be hungry again.) Wonderful! The Holiday spirit isn't gone. You are still full of merry excitement—the joy of being alive—so, what's next? New Year's Eve celebration! Of course, and whether you plan to celebrate at one of the gay night spots or have a party at home, you will want to know how to make the traditional Tom and Jerry.

Single portion, 1 egg, 1 table-spoonful fine granulated sugar, 3/4 oz. GREEN RIVER, 3/4 oz. RED HEART JAMAICA RUM, hot milk or water. Beat yolk and white separately. After each has been well beaten, mix them together in an 8 oz. goblet or china mug. Then add GREEN RIVER and RUM and fill glass with piping hot milk or water. Stir well. Grate nutmeg on top and serve.

A grand year (grand because it is so inexpensive) to welcome the New Year is, the "progressive cocktail party." Start with a party at your own home, inviting your own special guests who will not be entertaining. Of course, each hostess will do the same and by the time you have made your last stop, collecting hosts, hostesses and guests as you go, you will have quite a jolly party to help ring in the New Year. Serve plenty of hors d'oeuvres, keep your drinks mild, whatever you serve, and you will still enjoy that midnight supper.

Incidentally, if you would like to have a copy of "OLDE-TYME FAVORITES" an attractive little booklet put out by Oldetyme Distillers in which they list a number of tempting recipes and old-time songs such as "Love's Old, Sweet Song," "For He's a Jolly Good Fellow" and many other old favorites, just write Judy Punch in care of The Rochester Sun, and we'll see that you get your copy.

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OFFICE & YARD - 1625 CLINTON AVENUE NORTH

EASTMAN THEATRE — DEC. 28
Matinee and Evening
SPECIAL HOLIDAY DOUBLE BILL
The Humperdinck Opera
'HANSEL and GRETEL'
Plus The Debussy Ballet
'BOX of TOYS'
SEATS (Both Performances) 50c, 75c, \$1, \$1.25 & \$1.50
See Special SUN Offer For This Attraction On Page 4

Gala STAGE AND SCREEN!
MIDNIGHT 'NEW YEAR'S EVE SHOWS'
NOW ON SALE
RIVIERA-MADISON-STATE-RIALTO, E. ROCH.

RIVIERA-DIXIE
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THE MARK OF ZORRO
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BASIL RATHBONE
BEERY Wyoming
WALLACE BEERY
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LIBERTY STATE
MILLAND COLBERT
ARISE, MY LOVE
WALLACE BEERY "WYOMING"

MADISON MONROE
SHERIDAN CAGNEY
CITY FOR CONQUEST
BOB BURNS 'COMIN' ROUND THE MOUNTAIN'

CAMEO WEST END
MICKEY ROONEY JUDY GARLAND
Strike Up the Band
PAUL WHITEMAN AND ORCHESTRA
"Father Is A Prince"

WEBSTER GRAND
PAT O'BRIEN
KNUTE ROCKNE
ALL AMERICAN
CARY THE HOWARDS
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MARTHA SCOTT
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"THE GAY CABALLERO"

RIALTO TEMPLE
TYRONE POWER
THE MARK OF ZORRO
LINDA DARNELL BASIL RATHBONE
WALLACE BEERY "WYOMING"

LAKE
TYRONE POWER
THE MARK OF ZORRO
LINDA DARNELL BASIL RATHBONE
WALLACE BEERY "WYOMING"

Super BINGO
FRIDAY (This Week)
TUESDAY (Next Week)
over \$1200 FRIDAY
RIVIERA-MADISON-MONROE
Admission 55c no extras also SCREEN SHOWS

"Hey... Automatic GAS Water Heating Rates Are Down Too!"

Costs slashed as much as 20% in Rochester district! Now automatic gas hot water service costs little or no more than your present method.

\$1 A Month Rents And Automatic Gas Water Heater
Pay a small amount for gas used

ROCHESTER GAS & ELECTRIC Corporation

For trouble & service Telephone MAIN 3080
For sales dept. and personal calls Telephone MAIN 7070

-WANT ADS-

- FOR SALE**
LADIES — beautiful white gold 17 jewel Swiss wrist watch set with 4 diamonds, \$50.00. Ideal for Christmas gift. Reply Box 76 Rochester Sun Office.
- G.E. SUN LAMP. Perfect condition. Cost over \$100.00. Will sell for \$25.00. Apply Box 5, Rochester Sun Office or phone Moran, Stone 2950 between 9 and 10.
- COATS \$1.00 up slightly used and new fur coats, dresses, skirts, shoes, formal, exclusive styles, men's coats, children's clothing. Deposits accepted. 323 Humboldt St. Culver 2231-R.
- PERSONALS**
READINGS — Katherine Welsh, Stone 6910.
- MACHINELESS permanents in your home. Holiday specials \$2.50. — Oil permanents \$3.50. Guaranteed. Call Mary, Gleuwood 3531-R.
- AUCTION players learn contract easily. Lessons reasonable. J. O. Comerford, Culver 462-R.
- MADAM MARGUERITE, well known theatrical tour. Will give expert advice on all matters. All readings strictly confidential. Appointments only. Phone Monroe 4743-M between 2 P. M. & 5 P. M.
- MACHINELESS permanents in your home. Holiday specials \$2.50 & up. All styles. Call Mary Gleuwood 3531-R.
- CONTRACT BRIDGE taught by J. O. Comerford. Lessons reasonable. Culver 462-R.
- Painting & Paperhanging**
PAINTING AND PAPERHANGING, floor sanding. Reasonable rates. Stone 3172.
- FEMALE HELP WANTED**
GIRLS willing to work for \$13.00 first two weeks. Apply 22 St. Paul Street, Room 619 between 2 and 7 P.M. Food products.
- HOUSE FOR RENT**
REGENT St. No. 10 — Attractive modern six rooms. Redecorated. Good furnace. Near two car lines. Monroe 766-W.



After-Christmas STORE-WIDE

Clearance



Lingerie

Originally	Clearance Price
\$1.95—16 Rayon Pajamas	\$.127
\$2.95—\$3.95—11 Rayon Lounging Pajamas	\$.147
\$3.95—15 Rayon Negligees	\$.197

LINGERIE SHOP, SECOND FLOOR

Counter Tossed Lingerie 1/3 to 1/2 Off

Originally	Clearance Price
\$5.95—6 Silk Slips	\$.297
\$4.95—6 Silk Slips	\$.247
\$3.95—6 Silk Slips	\$.197
\$2.95—50 Rayon Satin Gowns, Plain or Print	\$.147
\$1.95—35 Rayon Slips	\$.97c
\$1.19—95 Rayon Taffeta Slips	\$.57c
\$2.95—25 Rayon Gowns	\$.147
\$5.95—3 Silk Gowns	\$.297
\$1.95—41 Rayon Gowns	\$.97c
\$1.95—14 Knitted Bed Jackets	\$.119
\$1.95—30 Shoulderettes	\$.119
\$7.50—6 Rayon Quilted Jackets	\$.397

LINGERIE SHOP, SECOND FLOOR

Knit Underwear

Originally	Clearance Price
59c-79c—100 Women's Rayon Undies	\$.39c
\$1.00-\$1.25—175 Women's Rayon or Silk Undies	\$.69c
\$1.50-\$1.95—150 Women's rayon or silk pajamas, undies, gowns, slips	\$.97c
\$2.00-\$2.50—125 Women's rayon or silk pajamas, undies, gowns, slips	\$.119
\$3.00-\$4.00—30 Women's rayon or silk pajamas, undies, gowns, slips	\$.159

ABLE 7

Corsets

Originally	Clearance Price
\$1.50-2.50—150 Brassieres	\$.74c
59c-\$1.00—60 Brassieres	\$.25c
\$5.00-\$6.00—100 Foundation and Girdles. Some contain rayon	\$.389
\$3.50—75 Foundations and Girdles. Some contain rayon	\$.184
\$10.00-\$15.00—20 Foundations	\$.694

CORSETS, SECOND FLOOR

Toiletries

Perfumes, perfume novelties, colognes, bath powders, toilet water creams
30% to 50% Off
MAIN FLOOR

Fabrics

Originally	Clearance Price
59c to \$1.29—Remnants. Silks and rayon acetates in 1 to 3 yard lengths. Plains and prints	Yd. 25c, 49c
79c—Remnants. Corduroys in 1 to 5 yard lengths. Green, wine, brown, white	Yd. 49c
\$1.89—All silk pure dye prints	Yd. 98c
\$1.00—Rayon prints	Yd. 69c

FABRICS, THIRD FLOOR

Handkerchiefs

Men's and Women's Fine Handkerchiefs
1/4 to 1/2 Off
GIFT CENTER, MAIN FLOOR

Gloves

Originally	Clearance Price
\$2—250 Pairs, durable, washable capeskin	\$.139
\$3 to \$5.50—175 Pairs. rare imports	\$.159

GLOVES, AISLE L

Hosiery

Originally	Clearance Price
\$1.15 and \$1.35—305 Pairs chiffon silks	\$.79c
59c—350 Pairs chiffon silks	\$.49c

HOSIERY, AISLE K

Boys' Wear

Originally	Clearance Price
\$1.95—32 boys' Button-on Suits with Wool Pants!	\$.100
\$16.95—13 Reversibles	\$.10.95
\$3.95—11 Wool Lumberjackets. Large Sizes	\$.2.95
\$1.95—39 Wool Shorts	\$.1.00
\$3.95—67 Wool and Rayon Slacks	\$.2.59

BOYS' SHOP, THIRD FLOOR

Girls' Wear

Originally	Clearance Price
\$11.00-\$17.00—48 Snow Suits. 7-16	\$.8.97-\$12.97
\$15.00-\$49.50—67 Girls' Coats. 7-16	\$.10.97-\$33.97
\$2.00-\$5.00—56 Girls' Hats. Dark or bright felt	\$.49c-\$2.87
\$2.00-\$7.00—67 Girls' Wash Dresses. 7-14	\$.1.47-\$4.79

GIRLS' SHOP, THIRD FLOOR

Infants' and Children's Wear

Originally	Clearance Price
\$6.00-\$17.00—87 Infants' and children's Snow Suits. 1-6X	\$.4.97-\$13.97
\$6.00-\$39.50—57 Infants' and children's coats. 1-6X	\$.3.97-\$19.67
\$2.00-\$6.00—38 Infants' and children's wash dresses. 1-6X	\$.1.47-\$3.97

BABY SHOP, THIRD FLOOR

Children's Shoes

Originally	Clearance Price
\$4.95—220 Pr. Growing Girls' Shoes. Dress, Sport types in blacks, blue, brown	\$.3.29

CHILDREN'S SHOES, THIRD FLOOR

Ribbons

Ribbon novelties, lingerie, hose and handkerchief cases
1/2 Price
GIFT SHOP & AISLE G

Neckwear

Originally	Clearance Price
\$2.25—Rayon bengaline jackets. Brown and black. Broken sizes	\$.1.59
\$3.79—41 Rayon bengaline suits. Wine, black, green. Broken sizes	\$.2.89

ABLE J

Millinery

Originally	Clearance Price
\$3.95 to \$5—20 Hats	\$.1
\$4.45 to \$5.95—30 Hats	\$.1.95
\$5.95 to \$7.45—40 Hats	\$.2.95

MILLINERY SALON, SECOND FLOOR

French Room Hats

Originally	Clearance Price
\$8.50 to \$10.50—35 French Room model hats	\$.3.95
\$12.45 to \$15—38 French Room model hats	\$.5.95
\$15 to \$18.75—28 French Room model hats	\$.6.95
\$18.75 to \$22.50—Assortment of New York Models for workroom use	\$.9.95

FRENCH ROOM, SECOND FLOOR

China and Glass

Originally	Clearance Price
\$24.95—Just 12 China Dinner Sets, 92-piece service for 12	\$.15.95
35c Each—Just 300 Bryce Bros. Lead Blown Parfait Glasses. dozen	\$.1.50
Just 800 Artificial Flowers 1/4 to 1/3 Off!	
\$1.00—Just 200 Pieces of Imported Pottery and Glass	\$.75c
\$8.80—Just 35 "Our America" 20-piece sets	\$.3.98

CHINA AND GLASS, NEW FOURTH FLOOR

Christmas Novelties

Assortment of Christmas trees, ornaments, and table decorations
1/2 Price
GIFT WRAPPINGS, SECOND FLOOR

Misses' and Women's Dresses

Originally	Clearance Price
\$5.95—\$14.95—119 Street frocks	\$.4 to \$9
\$10.95 to \$14.95—18 Evening frocks	\$.4, \$7 \$9
\$7.95 to \$19.95—17 Maternity dresses	\$.4 to \$9
\$7.95 to \$10.95—10 Stout sizes	\$.4 to \$7

THRIFT SHOP, SECOND FLOOR

Junior-Deb Dresses

Originally	Clearance Price
\$7.90 to \$10.95—10 Street, evening gowns	\$.4
\$14.95 to \$16.95—50 Street dresses	\$.7 and \$9
\$16.95 to \$19.95—6 Street, afternoon dresses	\$.11

JUNIOR DEB SHOP, SECOND FLOOR

Misses', Wom. Better Dresses

Originally	Clearance Price
\$12.95 to \$25—15 Frocks, broken-season collection	\$.5
\$16.95 to \$22.95—20 Street and evening frocks	\$.10
\$16.95 to \$22.95—25 frocks for Street and afternoon	\$.12 and \$15
\$25 to \$29.95—30 Frocks For Afternoon, evening	\$.17
\$35 to \$49.95—14 Street frocks for winter	\$.20
Special reductions on dinner gowns from the Gown Shop. Misses' and Womens' sizes.	

BETTER DRESS SHOP, SECOND FLOOR

Daytime Dresses

Originally	Clearance Price
\$2—150 Dresses	\$.79c
\$6.50—300 Dresses	\$.3.69
\$7.95—157 Dresses	\$.4.69

DAYTIME DRESS SHOP THIRD FLOOR

Junior-Deb Coats

Originally	Clearance Price
\$49.95 to \$69.95—36 Fur trimmed coats	\$.47
\$98.50—1 Silver Fox trimmed coat	\$.67

JUNIOR DEB SHOP, SECOND FLOOR

Misses' and Women's Coats

Originally	Clearance Price
\$135 to \$225—10 Coats	\$.97
\$165—4 Coats	\$.117
\$115 to \$125—4 Coats	\$.87
\$165 to \$185—5 Coats	\$.127

Travel Coats

Originally	Clearance Price
\$39.95—53 Shagmoor Alpacas	\$.29.95
\$29.95—20 Bagaru casuals	\$.17
\$25—6 Monotone casuals	\$.17

Untrimmed Dress Coats

Originally	Clearance Price
\$39.95 to \$65—36 Coats	\$.27
\$25 to \$29.95—26 Coats	\$.17

Furred Travel Coats

Originally	Clearance Price
\$69.95—11 Shagmoor Alpacas	\$.49.95

COAT SHOP, SECOND FLOOR

Handbags

Originally	Clearance Price
\$1 and \$2—73 Rayon velvet evening bags	\$.59c and \$1
\$5 and \$7.50—22 Tailored calf bags	\$.3 and \$5

HANDBAG SHOP, AISLE M

Uniforms

Originally	Clearance Price
\$2 to \$6—Morning, serving, or nurses'; long and short sleeves, white	\$.1 to \$3.25

UNIFORM SHOP, THIRD FLOOR

Sportswear

Originally	Clearance Price
\$5.95 to \$25—33 Dresses	\$.4 to \$15
\$5.95 to \$22.95—20 Tweed and plaid jackets	\$.3.90 to \$15
\$3 to \$10.95—35 Solid color Shetland and flannel skirts	\$.1.90 to \$6.90
\$2 to \$10.95—41 Slipover, cardigan, or novelty sweaters	\$.97c to \$6.90
\$2 to \$8.95—29 Blouses	\$.97c to \$5.90

SPORTSWEAR SHOP, SECOND FLOOR

Blankets, Bedspreads, Comfortables

Originally	Clearance Price
\$3.48—Just 20 Nashua Plain-Color Blankets, size 72x84 inches	\$.2.48
\$1.98—Just 30 Novelty Blankets, 33 1/3% wool, solid colors with Jacquard borders. Size 72x84 inches	\$.1.49
\$2.98—Just 25 Finer Jacquard pattern, solid color Blankets, novelty styles, 33 1/3% wool	\$.2.29
\$1.89—Just 22 Novelty Jacquard Blankets in dark colors. Size 60x80 inches	\$.1.27
\$2.48—Just 29 Slip-Quick Mattress Covers, Sanforized to allow less than 2% shrinkage! Dustproof, full or twin bed size	\$.1.98
\$3.98—Just 20 Patchwork Quilts, size 80x84 inches. Vat-dye fast colors—2 shades only	\$.1.98
\$3.98 and \$4.98—Just 30 Chenille Bedspreads, single bed size, white grounds, with colored tufting, or plain solid colors	\$.2.29
\$4.98—Just 15 Solid-Color Chenille Bedspreads, single bed size in good color assortment	\$.3.97
\$6.98—Just 14 Closely Tufted Chenille Spreads in delightful solid-color design	\$.5.59
\$8.48—Just 10 Celanese Rayon Satin Comfortables with 50% pure wool and 50% cotton filling	\$.6.89
\$2.59—Just 15 Goosefeather Bed Pillows, size 21x27 inches with art covers	each \$1.77

BEDDING, THIRD FLOOR

Linens, Sheets and Towels

Originally	Clearance Price
\$4.98—Just 14 Cotton-and-Rayon Lunch Sets, cloth size 56x56 inches with 6 napkins. Peach and rust only	\$.2.49
\$3.98—Just 8 Cotton and rayon Dinner Sets in gold color only	set \$2.66
\$1.00—Just 12 Applique Bridge Sets, 5-piece, in broken color assortment	set 59c
22c—Just 132 California Printed Doilies, size 12x18 inches	each 15c
17c—Just 540 All Pure Linen Colored Border Napkins, size 14x14 inches	each 9c
\$1.29—Just 30 Chenille Bath Mat Sets, floral pattern	set 79c
\$2.29—Just 25 Heavy Chenille Bath Mat Sets in assorted colors	set \$1.69
\$1.49—Just 96 Fine, Heavy Sheets, size 81x108 inches	each \$1.09
\$1.05—Just 84 Extra Strong and Serviceable Sheets, size 72x99 inches	each 84c
35c—Just 113 Plain Color Turkish Towels, extra soft	each 24c
35c—Just 240 Assorted Turkish Guest Towels, plain colors	each 22c
89c—Just 80 Turkish Towels, size 22x44 inches, extra heavy, peach color only	each 59c
25c—Just 100 Embroidered Linen Guest Towels, mostly dark colors	each 10c
\$1.79—Just 30 Printed Linen Lunch Cloths, size 52x52 inches	\$.1.29
\$5.98—Just 12 Handmade Lace Table Cloths, approx. size 72x90 in.	\$.4.49
\$1.39—Just 50 Colored-Border Pure Linen Lunch Cloths in blue only. Size 50x50 inches	\$.1.00
69c—Just 68 Turkish Towels with Jacquard borders, assorted colors	each 49c

LINEN, MAIN FLOOR

RUGS 9x12 \$1.00
CLEANED and STEAMED
RUGS, Steamers, Cleaned, Washed,
Sized, Mott, Damp and
Germ-proofed \$3.00
ELTER CO. Est. 1872
Glenwood 3468 - 44 Arthur St.

INDIGESTION
may affect the Heart
Gas trapped in the stomach or gullet may act like a
hair-trigger on the heart. At the first sign of indigestion
smart men and women depend on Ball's Peppermint
Candy. It is the only candy that acts as a cathartic.
Getting medicines known for anti-indigestion. If the
FIRST DOSE doesn't give relief, take a second, before
going to bed and receive DOUBLE Money back, 25c.

**Dollar Bills Rain
On City As Money
Shower Continues**

Crisp new one dollar bills were passed out to 250 more Rochesterians during the past week by Western Union messenger boys representing 7-Up. Sponsors of the "dollar shower" claim that every home in Rochester will be visited before the campaign closes. To obtain the dollar bill, it is necessary to produce six full or empty 7-Up bottles in their car when the messenger calls at your home. Frank M. Richardson, manager of the local bottling company, said this week "Rochester is definitely 7-Up conscious. I hope that we can present a dol-

lar bill to every Rochesterian before the campaign closes." Last week dollar bills were presented to the following:
Mrs. R. Morrison, 74 Russell St.; Mac
Cohen, 47 Culver Rd.; Mrs. Weiss, 23
Audubon St.; Mrs. Yachler, 29 Calumet
St.; Mrs. E. Chrysler, 74 Beverly St.;
Mrs. Sigel, 17 Erickson St.; Mrs.
Dodson, 21 Erickson St.; Mrs. Row, 29
Erickson St.; Mrs. Welsburgh, 929 Har-
vard St.; Davis Pfeiffer, 978 Harvard
St.; Mrs. Goldstein, 993 Harvard St.;
H. Levinson, 1166 Park Ave.; Mr.
Tinsley, 1215 Park Ave.; J. C. De-
Lem, 1293 Park Ave.; Mrs. Brand, 88
East Blvd.; Mrs. Lombard, 1708 East
Ave.; Mrs. D. McGervey, 227 Nunda
Blvd.; Mr. E. H. Ball, 16 Nursery St.;
D. Ardan, 22 Harten St.; O. Bump, 43
Harten St.; D. Nelson, 270 Hillside St.;
J. Briggs, 205 Hillside St.; H. R. De-
Malle, 127 Hillside St.; E. G. Hill, 25
Cobbs Hill Dr.; B. Dana, 172 Cobbs Hill
Dr.; Albert Adams, 943 Genesee St.;
Chas. Miller, 97 Monica St.; John Gim-
merman, 50 Millbank St.; Ed. McCall,
24 Monica St.; R. P. Watson, 5 Mill-
bank St.; Chas. Montague, 115 Mill-
bank St.; J. A. McPadden, 20 Paise
St.; R. Owell, 27 Barton St.; John
Carroll, 25 Kron St.; W. W. Barton, 28
Kron St.
P. Wunder, 79 Evangeline St.; T. E.
Sullivan, 223 Elliott St.; J. E. Chas-
man, 34 Burlington St.; L. Stewart, 20
Burlington St.; R. Buckley, 48 Burling-
ton St.; W. L. Cousins, 62 Burlington
St.; P. J. Brennan, 616 Post Ave.;
George Adams, 606 Post Ave.; Mrs. R.
Gehrig, 575 Post Ave.; L. Moore, 32
Enterprise St.; M. Kennedy, 33 Enter-

HOLIDAY SPECIAL
GUARANTEED — DUSTLESS
COKE \$9.50 PER TON
CASH—SHOVELED OFF
PRICES SUBJECT TO CHANGE WITHOUT NOTICE
LAKE COAL CO.
255 LYELL AVE. **Glen 538**

DOAN'S
Kidney Pills
75c Size **33c**
BLONDEX
28c Size **48c**
MARROW
Oil Shampoo
\$1.00 Size **14c**

DAW'S
ORIGINAL CUT-RATE DRUGS
OPPOSITE TEMPLE THEATER 56
CORNER AQUEDUCT 31
1 DOOR FROM STILLSON 353
CORNER DEWEY 452
AT BULL'S HEAD 880
JUST OFF MAIN 473
NEAR GOODMAN 539
CLINTON AV. & MAIN ST. E. MAIN ST. N. RIDGE RD. W. MAIN ST. W. N. GOODMAN MONROE AV.

HYGIEA
NURSERS
Reg. 15c **8c**
TOOTH PICKS
Reg. 5c Boxes **2 for 5c**
CASHMERE
Bouquet Cold Cream
25c Size **2 for 25c**

WITH THIS COUPON
Hot Water Bottle
Heavy, well made... Reg. \$1. Value
fresh red rubber...
quart capacity.
Lowest Price Ever
Sold!
39c
(Limit 1)
These Prices Today Thru Saturday

WITH THIS COUPON
CASHMERE BOUQUET
HAND LOTION
35c size .35c
20c size .15c
Both For **36c**
(Rights Reserved to Limit Quantities)

WITH THIS COUPON
THERAPEUTIC
SUN LAMP
Bake your pains away with these
health-giving infra-red rays. Sunshine
at the snap of a switch.
Reg. \$2
Value **\$1.19**
Complete with
bulb and cord.
(Limit 1)

MINERAL OIL
U.S.P. Quality
Pint Bottle **16c**
WHEAT GERM
Genuine Prescription
50c 1-Lb. **18c**
SODA
BICARBONATE
One Pound **9c**

WITH COUPON
TODDY
"The Original
Chocolate
Malted Milk"
Reg. 25c
1/2 lb. **11c**
(Limit 2)
WITH COUPON
PRO-PHY-LAC-TIC
TOOTH POWDER
Regular
25c size **8c**
(Limit 2)

Prescriptions
FILLED AT DAW'S
Costs You Less
CANTOR OIL, Pare, 2 oz. Bottle 7c
ADLERIKA Medicine, \$1.00 Size 68c
FEEN-A-MINT Laxative Gum, 25c Size 19c
ANACIN Tablets, 25c Size 19c
LITTLE LIVER PILLS Apex, 25c Size 8c
PAPE'S 60c Diapensin Tablets 33c

WITH COUPON
LUX
TOILET SOAP
Reg. 10c Bars **3 for 11c**
(Limit 3)
WITH COUPON
Dog Food
PLAY BALL BRAND
Reg. 10c 1-Lb. Cans **4c**
(Limit 3)

EPSOM
SALTS
5-lb. Box **11c**
SEIDLITZ
POWDERS
Box of 12 25c Value **8c**
GLYCERINE & ROSE WATER
4 Oz. Bottle **11c**

WOODBURY'S
Talcum Powder
25c Size **13c**
NASON'S
COD LIVER OIL
\$1 Size **72c**
BLAUD'S
IRON PILLS
Bottle of 100 **14c**

WITH COUPON
TOOTH BRUSHES
Oval or Tufted
25c Value **8c**
(Limit 2)
WITH COUPON
BAUME
BEN-GAY
Analgesic
75c Size **59c**

MENTHO-
LATUM
Tube or Jar
30c Size **27c**
WITH COUPON
ADHESIVE
PLASTER
1/4 inch x 5 yds.—Reg. 10c
2 rolls for 11c

WITH COUPON
VICK'S
NOSE DROPS
30c Size **24c**
Musterole
Rub Ointment
30c Size **33c**
SCOTT'S
Cod Liver Emulsion
60c Size **49c**
Pertussin
For Coughs
60c Size **49c**

COLGATE
TOOTH PASTE
Sold Only in 2 Units
Large Size **14 1/2c**
GERBER'S
BABY FOODS
Plain or Chopped **5c**
NOXZEMA
Specially Prepared for
Shaving Barber Size
\$1.25 Value **49c**

ZINC
Stearate Powder
25c Size **11c**
CAMPHOR ICE
Tube or Cake
10c Value **6c**
THERMOS
BOTTLES
\$1 Pint Size **77c**

ANACIN
TABLETS
25c Size **19c**
ENO
SALTS
60c Size **49c**
BROMO
QUININE
35c Size **27c**

SCOTT'S TOWELS
For Kitchen Use
150 Sheets in Roll
2 Rolls For **17c**
HILL'S COLD Tablets, 25c Size 13c
SYRUP OF CUCULLANA For Coughs, 4 oz. 19c
FATHER JOHN'S Medicine, 60c Size 29c
ANALGESIC BALM, 50c Size 16c
MENTHOL Inhaler, 10c Value 6c
EPHEDRINE Inhalant, 60c Size 29c
MEDICATED THROAT Discs, P. D. & Co., Box of 60 15c
TERPIN HYDRATE With Codeine, 4 ozs 59c
65c PINK Concentrate 54c
CHERACOL Syrup, 4 ozs. 59c
PINE TAR & Honey, 30c Size 24c
SEDATOLE Syrup, 4 ozs. 49c
SMITH BROS. Cough Syrup, 35c Size 29c
BROWN'S MIXTURE For Coughs, 4 ozs. 29c
PAPE'S 35c Cold Compound 21c
VAPEX Inhalant, 75c Size 59c
FOUR-WAY Cold Tablets 2 boxes for 25c

Alka-Seltzer
Only relief of HEADACHE, COLIC, SOUR STOMACH, ACID INDIGESTION and MORNING MISERY
60c Size **49c**

GOLD MEDAL
HARLEM Oil Capsules
35c Size **18c**
PHILLIP'S
Milk of Magnesia Tablets
50c Size **26c**
COCOA
BUTTER
10c Size **6c**
BABY
BOTTLES
oz. Size **2c**

BOBBIE PINS
Black or Brown
Card of 25 **3c**
STAR
BLADES
Pkg. of 14 **25c**

SCOTT'S TOWELS
For Kitchen Use
150 Sheets in Roll
2 Rolls For **17c**

Alka-Seltzer
Only relief of HEADACHE, COLIC, SOUR STOMACH, ACID INDIGESTION and MORNING MISERY
60c Size **49c**

Alka-Seltzer
Only relief of HEADACHE, COLIC, SOUR STOMACH, ACID INDIGESTION and MORNING MISERY
60c Size **49c**

IT WAS A VERY
MERRY CHRISTMAS
for
Mr. H.A. Stevens
of 76 GRASSMERE PK.
from
WEGMANS



Mr. H.A. Stevens
Won the New \$930
CHEVROLET
at
WEGMANS XMAS DRAWING
ON MONDAY AFTERNOON OF THIS WEEK
The New Car Was Delivered To Mr. Stevens
on Christmas Eve With The Compliment of the
WEGMAN FOOD MARKETS

THE FOLLOWING 100 WINNERS EACH RECEIVED
\$5.00 BASKET OF GROCERIES

Mrs. W. C. Ashion	R. Haberbusch	Joe Neumeyer
Al Ayers	Gertrude Harney	H. C. Pappa
Charles T. Ayers	L. J. Hagadorn	Leona Peck
H. C. Barrett	Mrs. J. R. Honis	Carl Perry
J. Barrone	Mrs. Dollie Hooper	Muriel Perry
A. Bock	Mrs. Hunter	Debbie Peters
Mrs. Burchile	E. L. Holland	Mrs. F. Pethick
Mrs. George Cannon	Ed Holmes	M. J. Powers
Mrs. H. Casle	James M. Hurley	Enice P. Robena
Christenson	Mrs. Bruce Johnson	Miss E. M. Ross
W. E. Christian	Ethel Jones	R. Rotall
A. Cirabala	H. C. Jones	M. Rumlmer
Mrs. G. B. Clayman	Mrs. Joseph Karr	William Sandberg
Albert Clibansky	Arthur Kellar	S. Schlosberg
Mrs. R. J. Closen	S. Kelleit	A. Schmidt
Charles J. Closett	Esther L. Kensele	Mrs. Peter Schmidt
M. Cunningham	E. Kingston	Mrs. J. F. Schutt
Bee Datalo	Mrs. M. Koehalerin	A. Shanahan
George C. Davis	Mrs. H. Keys	Sharon
F. E. Devine	Phil C. Kreckel	Mrs. W. D. Shaw
Mrs. Peter Dick	A. Kruger	E. Snyder
William G. Dicks	Kurley	J. E. Stewart
F. H. Doell	Mrs. V. E. Lacy	E. Sullivan
Paul F. Doelin	Anne Lake	Mrs. Valeska
Miss Mary Duda	G. M. Leathersich	G. Vandenberg
Mrs. Velma Fagan	James Lechander	Grace Van Vechien
Mrs. Walter S. Floom	C. E. Le onde	Helen Wiber
E. Franklin	Joseph Lillich	H. E. Wilkenson
Theresa Flisno	H. N. Lucas	Mr. F. H. Woyske
A. T. Freeman	Wm. T. Mackie, Jr.	Rose Yancone
J. C. Gage	Grace Manti	Alf Zehner
George Germeroth	Mrs. S. Matwysen	A. Zimmerman
Edwin Giles	Charles Metzger	
	Mrs. Miller	

Wegmans
HOME OWNED FOOD MARKETS
FREE FREE PARKING CUSTOMERS

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R. Plymouth
Ymouth Ave
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Ave. C. L.
Ave. J. Mun
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Martin, 994 8
998 B. Plym
Doran St. - B
Gallivan, 9 D
John Hann
Troyden, 41
Violetta St.
L. E. Dum
Schatt, 8 Pul
Fuller Pl. D
W. Sextons,
Harrar, 1031
Clockbridge,
Dewane, 209
628 University
Miles St. - M
C. J. P. Biele
Lans, 11 8a C
L. S. Goodm
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St. J. Gese
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Dollar Shower

(continued from page 8)

R. Plymouth Ave.; G. Wilson, 793 S. Plymouth Ave.; H. Quaid, 250 S. Plymouth Ave.; H. Schmitz, 779 S. Plymouth Ave.; E. O'Connell, 223 S. Plymouth Ave.; C. L. Wilson, 841 S. Plymouth Ave.; J. Munroe, 866 S. Plymouth Ave.; G. Bohlig, 944 S. Plymouth Ave.; M. Martin, 964 S. Plymouth Ave.; W. Lee, 998 S. Plymouth Ave.; M. Powers, 20 Doran St.; W. O'Reilly, 36 Doran St.; Gallivan, 9 Doran St.
John Hannah, 36 Doran St.; Wm. Toyerson, 41 Doran St.; L. Tufano, 34 Violetta St.; H. Deutchlein, 5 Colbert St.; E. Dummer, 13 Fenwick St.; C. Schatt, 8 Fuller Pl.; W. L. Scollery, 4 Fuller Pl.; Dunlap, 1048 Exchange St.; W. Sexton, 1056 Exchange St.; L. Harrar, 1031 Exchange St.; Mrs. H. E. Clockbridge, 264 Alexander St.; J. W. Boynton, 290 Alexander St.; M. Buley, 225 University Ave.; Mrs. Schatner, 176 Meigs St.; Mrs. E. Sticker, 236 Meigs St.; P. Biele, 31 Bowler St.; B. Williams, 11 B. Goodman St.; Fred Morse, 18 B. Goodman St.; D. McDonald, 305 B. Goodman St.; A. Pepper, 29 Beacon St.; H. Gasser, 9 Delaware St.; Alva Euston St.; 22 Delaware St.; K. Delimash, 37 Delaware St.; E. R. Smith, 48 Delaware St.; E. W. Gabbit, 217 Merriman St.; C. Olenberger, 3 Fairmount St.; Mr. Shaff, 6 Fairmount St.; Mrs. J. Palmer, 41 Clifford Ave.; Mrs. A. Stein,

119 Clifford Ave.; M. Houlton, 16 Nishton St.; Kerry Winkler, 128 Conkey Ave.; Al Kiemle, 3 Gladys St.; Paul Martin, 19 Conkey Ave.; Joseph Blatter, 187 Conkey Ave.; Ida Lovett, 18 Athens St.; B. C. Tron, 4 Athens St.; Mrs. D. E. Murry, 131 Ave. D.; Mrs. Blocher, 10 Ave. D.; Harold Sigi, 122 Ave. D.; J. Zobel, 112 Ave. D.; McGrath, 78 Ave. D.; R. R. Sager, 7 Planet St.; R. Thompson, 28 Appleton St.; E. Vient, 101 Thordale Ter.; L. Zoro, 104 Thordale Ter.; J. Popp, 106 Thordale Ter.; M. Holschneider, 108 Thordale Ter.; J. Wislimer, 77 Louser St.; H. Howett, 127 Louser St.; M. Sykes, 184 Hobart St.; J. F. Hitchcock, 127 West Ave.; B. Sheppard, 127 West Ave.; H. Leconte, 71 Filmore St.; A. Schwab, 37 Filmore St.; F. Conon, 189 Gardner Ave.; E. Cawelto, 49 Grover St.; E. Simpson, 50 Forbes St.; P. Patterson, 62 Salina St.; M. Trull, 106 Dewey St.; J. Golding, 183 Dewey St.; J. Miller, 173 Dewey St.; J. Dechold, 169 Dewey St.; H. Alderworth, 114 Dewey St.; R. Nervis, 121 Dewey St.; W. Wilcox, 24 Dewey St.; J. Bove, 103 Dewey St.; J. Jarvis, 68 Dewey St.; F. Hubel, 34 Copley St.; W. Wall, 44 Copley St.; J. W. Wilcox, 73 North Main St.; W. R. Grant, 34 Farragut St.; P. Whitmore, 37 Farragut St.; E. Wilcox, 73 Farragut St.; C. J. Jathin, 609 Chull Ave.; T. P. Reilly, 608 Chull Ave.; D. A. Gardner, 609 Chull Ave.; L. Schradler, 374 Chull Ave.; Mrs. Frank Brooks, 44 Wildmore Rd.; Ludwig Hartline, 201 Wildmore



HAPPY NEW YEAR

LIVADAS... Says
WE'RE GOING TO RING OUT THE OLD YEAR AND RING IN THE NEW YEAR WITH LOWER PRICES ON **WINES & LIQUORS**
WHEN YOU MAKE YOUR NEW YEAR'S PURCHASES AT LIVADAS YOU ARE NOT ONLY ASSURED OF THE HIGHEST QUALITY—BUT THE LOWEST ROCK-BOTTOM PRICES FOR WHICH FINE LIQUORS CAN BE SOLD—OUR REPUTATION FOR QUALITY AND LOWEST PRICES IS A WELL KNOWN FACT THROUGHOUT NEW YORK STATE.

SEMET SOLVAY COKE \$10.20
ALWAYS UNDER COVER
CALL GEN. 586
Established Over 25 Years
PAYNE & DUNHAM

Amalgamated League
Arnold Magin turned in the best individual total in the big Amalgamated Clothing Workers' League last Friday at Genesee Hall, a big 662.
Phil Ranalletti had 650, Andy Ambrose 608 and Tony Metzger 602.

We Have Them All Name Your Brand
No finer selection of nationally known brands can be found anywhere in the City—our tremendous stocks... include:

- SEAGRAM'S
- CALVERT'S
- SCHENLEY'S
- HIRAM WALKER
- OLD TAYLOR
- WILSON
- OLD GRAND DAD
- THREE FEATHERS
- MOUNT VERNON
- OLD OVERHOLT
- FOUR ROSES
- PAUL JONES
- JULIUS KESSLER
- HEUBLEIN'S (Mixed Cocktails)
- MARTIN'S VVO
- BALLANTINES

Where To Go New Year's Eve
75,200 HOMES RECEIVE THE SUN EVERY THURSDAY
BEN HELFERS NEW YEAR PARTY
All Night License—Favors \$1 Minimum—Take It Out in Drinks
90 Henrietta St. Mon. 9147
DUTCH MILL MAKE YOUR RESERVATIONS NOW FOR OUR NEW YEAR'S EVE PARTY
Hats—Noise-Makers—Novelties—Favors for the Ladies \$2.50 PER PERSON
Dance Orch. Entertainment 2 SHOWS Full Course Turkey Dinner
Phone CHAR. 1174 Stone Rd. at Dewey Ave. All Night License

BARNARD'S GRILL
2822 Dewey Ave.
MUSIC, DANCING and ENTERTAINMENT
Hats, Noisemakers, Novelties
TURKEY DINNER... 75c
Phone Gen. 2924
For Reservations

One of Scotland's Finest
KING GEORGE IV BLENDED SCOTCH \$2.69
A rare value 100% Scotch Whiskey Distilled, Blended and bottled in Scotland.
86.8 Proof

HAPPY NEW YEAR
For Reservations Phone **CULV. 5812**
★
BENN'S GRILL
628 WINTON RD. N.

SMITH'S GRILL
8-10 MILL STREET
Gala New Year's Eve PARTY—OPEN ALL NITE
Hats—Noise Makers—Souvenirs
\$1.00 Turkey Supper with all the trimmings
Music—Dancing—Entertainment
For Reservations Main 7315

Times Square Supper Club
Cor. Broad & Exchange
MAIN 7631
Make Reservations Now for New Year's Eve Party

VERY SPECIAL!
—And One of Our Great Values
Bottled in Bond Under U. S. Government Supervision
MEADWOOD 4 Years Old—100 Proof STRAIGHT BOURBON WHISKEY \$1.99
Full Quart
When you buy Bourbon, buy the famous Meadwood straight bourbon and you'll be sure of getting sound quality as well as a best-kept price. You could pay far more for a bourbon not nearly so robust and palatable. A product of a great distiller—stock up now. You'll thank yourself for your foresight.

4 EXTRAORDINARY VALUES!
Rare Value! Spanish SHERRY \$1.49
A Rock Bottom Price! Imported From Portugal A very fine Palomino and Veraca brand ruby port. Imported from Portugal. Rare indeed to get it so low-priced.
Very Unusual Value! Imported From Portugal A very fine Palomino and Veraca brand ruby port. Imported from Portugal. Rare indeed to get it so low-priced.
Delightfully Mellow. An extraordinary fine quality rum for your cocktail arrangements. Compare! \$2.25
A Mighty Fine Buy! Great Western American A very smooth vermouth and fast becoming one of our biggest sellers—Remarkably low priced!

Very Low Price—Very High Quality
WHITNEY CLUB 85 PROOF 5 YEARS OLD STRAIGHT RYE WHISKEY \$1.59
Full Quart
If you insist on a very fine Rye Whiskey—this is it at an extremely low price. We want you to try it, we're sure you'll recognize it's high quality instantly.
COMPARE \$2 VALUE!

Where To Play Bingo
ROCHESTER'S SHOPPING NEWS IS ALWAYS FOUND IN THE SUN
PARTIES AT CARPENTER'S HALL 113 No. Fitzhugh Thursday—8:30 P. M. Admission 20c

Parties at West Ave. Manor
165 West Ave. Wed. Nite—8:30 P. M. Mon., Tues., Thurs. Fri.—1:30 P. M.

BINGO PARTIES at BEELEY'S
Mon., Tues., Fri., Sat. at 8:15 P. M. Sunday at 2:30 P. M. 142 GENESEE ST. in REAR

Parties at Capitol Theatre Hall
\$5 ON EACH GAME 85 W. MAIN ST. Wednesday 8:15 P. M.

Parties at West Ave. Manor
165 West Ave. Wed. Nite—8:30 P. M. Mon., Tues., Thurs. Fri.—1:30 P. M.

BINGO PLYMOUTH CHURCH HALL
Plymouth Ave. at Trout 25 DOOR PRIZES Admission 20c Every Sat. 8:30 P. M. JACKPOT

COUPON
AFTER YOU BUY A 25c ADMITTANCE THIS COUPON IS WORTH A TRIPLE BOARD TICKET when a book of specials is purchased. Good Dec. 26, 27 and 28 only.
HOLLYWOOD BINGO HALL
25 Games 25c—\$5 Each Game—\$20-\$30 on Specials
THURS.—FRI.—SAT.—35 PULLMAN AVE.

PARTIES UNION LEAGUE HALL
Sunday and Monday, 8:15 P. M. Saturday 1:30 P. M. 290 Gregory, at South Ave.

DE LUXE BINGO
EVERY MONDAY NIGHT—WATCH US GROW
MORE THAN \$850 CASH PRIZES
Special Gold Award Ticket New Jackpot Game \$150.00
Dancing to RAY FAGAN'S ORCH. Bings 8:30 to 10:30 P. M. 35 Door Prizes K of C AUDITORIUM CHESTNUT ST.
FREE! After you buy a 20c admission (single board). This coupon entitles you to a 50c Triple Board when book of special is purchased. **FREE!** ALL GAMES AT 8 P. M.

BINGO PARTIES Chili Recreation Hall
509 CHILI AVE. Mon.-Tues.-Thurs.-Fri.-Sat. 8:15 P. M. TUES., WED., SAT. 1.30 P. M.

FRIDAY & SUNDAY NITE—TOWNERS HALL
\$32 SPECIAL GAMES \$240 23 GAMES \$10 EACH
SATURDAY NITE \$35 SPECIALS \$400 23 GAMES \$10 EA. TOWNERS HALL & REXY THEATRE University Ave. South Ave. GOOD DEC. 26-27-28 ONLY

THE FAMOUS FRIARS NEW YORK STATE CHAMPAGNE \$1.75
Produced and Bottled by the Old Monastery Co., Inc., Rheims, New York
One of N. Y. most popular brands, specially priced!

LIVRO GIN
—AT ANY PRICE!
\$1.65
Full Quart 90 Proof
100% Grain Neutral Alcohol
Compare! \$2.45 Value!
No matter how particular you are, you are sure to like this gin... for its smooth and mellow. It's made from 100% grain spirits. Please don't judge it by its price. Let your taste be the test. Try it—you'll realize instantly what a sensational value it is! Livadas assures the connoisseurs of quality gin that there is no finer at any price!

LONDON'S ROCK N' BRANDY \$1.39
Full Quart
48 PROOF
COMPARE \$2.00 VALUE!
That famous cold weather favorite with a base of choice French brandy, skillfully blended with plenty of fresh fruit. You will be delighted to discover its delicious mellow and smooth taste. This low price enables you to stock up, NOW!

LIVRO RYE WHISKEY
—And What A Value!
\$2.30
Full Quart 90 Proof
Compare! \$3.25 Value
A real bargain in fine whiskey. Please note it is a full quart—not a fifth. The straight whiskey in this fine product is 31% mellow 4-year old to give it a distinctive flavor, the remaining 49% is pure neutral spirits.
We have sold thousands and thousands of bottles of this rye because of its quality and outstanding low price.

"PRESIDENT DELUXE" WHISKEY \$1.99
Full Quart
100 Proof All 4 Years Old VERY SPECIAL!
Here's an extraordinary price for a quality Bourbon. Full quarts, not fifths at this low price! The product of one of the country's great distillers. Well rounded in flavor, superb in bouquet. Hundreds of our customers will take this opportunity to stock up, now and save!
Compare \$3 Value!

BALBOA WINES BLENDED BY AMERICA'S FOREMOST VINTNERS FROM CHOICE CALIFORNIA GRAPES
DRY Rochester's Finest and Greatest Wine VALUE! FULL GALLON 99c
• Burgundy • Zinfandel • Claret • Barbera • Chianti • Rhine • Sauterne
SWEET 3 Full Quarts \$1.10 Alcohol 20% By Volume
• Muscatel • Sherry • Port • Tokay
\$1.35 FULL GALLON
LIVADAS A Name You Can Trust
OPEN EVERY NIGHT 'TIL MIDNIGHT
PHONE STONE 5549 183 MONROE AVE. FREE DELIVERY
N. Y. S. License L-4229



Wednesday, December 18 was a lucky day for Mrs. Irene S. John, 70 Minder St. For on that date she was declared, winner of a new Hudson 1941 Sedan offered by Schine's Riviera Theatre. In the photo above she is receiving title to the car from Ray Fetzner, Hudson dealer, through whom the car was purchased. Looking on is Sol Shapiro of the Ace Drug Co., where the winning ticket was received. At the right is Lou Levitch, mgr. of the Riviera Theatre.

BOWLING WITH ED RANDALL

Local bowling fans who like to watch five-man competition will have an opportunity to witness what is promised to be one of the best exhibitions of recent years next Sunday night at Buonomo Hall when the Classic Sweepstakes will get underway. Eight teams representing the pick of various halls, will roll four games across eight alleys for gold and glory.

At this writing the lineups of six teams have been turned in to Charlie Buonomo, and we are listing the personnel for your information.

Schlitz Beer—Harold Servis, Al Johnson, Al DeVonis, Baldy Knapp, Frank DelConte and Spike Spiegel.

Gamrod-Harman—Tony Buonomo, Cap Carroll, Bill Irwin, Herb Scheuch, Frank Ohlau and Elmer Eckert.

Ebonites—Fred (Butch) Hoefner, Joe Hoefner, Russ Thomas, Ray Benzon and Marky Chafel.

Webber Hall—Lou Maira, Norm Wolk, Chuck Stimus, Harold Leavens and Mill Woods.

Harper Ice & Coal—Ed Pryor, George Rodman, Frank Wirtz, R. Nitzman and Bob Streib.

City Radiator—Joe Lusardy, Dr. Milton Rapp, Johnny Allen, Charlie Hoffmeier and Don Crombie.

Arpeako League
Bill Daniel's 609 was the best individual total in last week's Arpeako League at Elm Hall.

J. Y. M. A. League
Frank Weinberg went to town in last Sunday's J.Y.M.A. League at Elm Hall.

Fanatic League
Team matches in last Wednesday's Elm Hall Fanatic League:

FUR COATS \$29.95
CLIFFORD FUR CO. We Sell For Less Up
MAIN 474 1283 CLIFFORD AVE.

To the **NEW YEAR**

Ring it in with FINE LIQUORS at these SPECIAL Prices!

SPECIAL
Hiram Walker Whiskies
86 Proof
Bourbon \$1.95
4 Yrs. Old Straight
STRAIGHT RYE 99c \$1.89
Pint Qt.

SPECIAL
MEADVILLE BONDED RYE
Bottled in Bond under U. S. govt. supervision by Baltimore Pure Rye Distilling Co. (BPR)
\$2.39
4 Years Old — 100 Proof

SPECIAL
GIN BENNET'S NO. 10
100% Grain Neutral Spirits. Compare quality and price.
\$1.65
90 PROOF

ONEIDA WINES \$1.69
Gal.
Port, white port, sherry, dry sherry, muscatel, tokay. For 6 years the most satisfactory wine.

AMERICAN WINE ... Gal. \$1.29
3 TYPES
DRY WINE ... Gal. 99c

3 YEARS OLD ★ 90 PROOF
STRAIGHT Rye Whiskey \$1.69
Full Quart

BOTTLED IN SCOTLAND 15 Years \$2.89
Old 5th
SCOTT'S SUPREME

BOURBON Hillcroft 4 yrs. old, 100 proof, Bonded \$2.19
qt.
IMPORTED PUERTO RICAN RUM Compare Reg. \$2.59 \$1.69

Phone **GLEN 4152** ★ **PROMPT DELIVERY FREE** ★ **OPEN As Usual 'Til Midnight NEW YEARS DAY**
GET OUR CASE LOT PRICES AND SAVE THE DIFFERENCE

You Can Have A Case Made Up in Any Assortment You Choose
PARISIAN 1517 LAKE AVE.

MR. HATT: IS THAT THE WAY TO TREAT THE MAN WHO'S ALWAYS BEEN YOUR FRIEND?

MR. HATT: I'LL TREAT YOU TO SOME KESSLER'S, PAL—THAT LIGHT AND SILKY BLEND!

SMOOTH AS SILK but not HIGH HAT

KESSLER'S AMERICA'S GREATEST WHISKEY VALUE

KESSLER'S PRIVATE BLEND—A BLENDED WHISKEY. 75% Neutral Spirits distilled from Grain. 90 Proof. Julius Kessler Distilling Co., Inc., Baltimore, Md.; Lawrenceburg, Ind.

Sun Advertisers Lead The Way To Greater Values

WITH COUPON
SWEETHEART SOAP 3 for 11c
Limit 3 KEY DRUGS

WITH COUPON
KITCHEN CHARM WAX PAPER EXTRA HEAVY 11c
125 ft. Limit 2 KEY DRUGS

WITH COUPON
Paper NAPKINS Pkg. 80 — Reg. 10c 2 for 7c
Limit 2 KEY DRUGS

WITH COUPON
HAIR CURLERS 3 for 7c
Reg. 5c — Limit 6 KEY DRUGS

WITH COUPON
DOUBLE EDGE BLADES PKG. 25 13c
Limit 2 KEY DRUGS

McKESSON ASPIRIN TABS. Bottle 100 2 for 49c

MINERAL OIL HEAVY AMERICAN \$1.49 Gal.

LIFEBUOY SHAVING Cream Large Size 2 for 33c

PETROSYLLIUM Reg. \$1.25 Size 89c

HALIBUT LIVER OIL CAPSULES Box 100 69c

KEY 92 E. Main near Water
ROCHESTER'S MODERN CUT RATE DRUG STORES
470 N. Goodman near Main
1861 Monroe near Winton
457 Ridge Rd. W. near Denney

THURSDAY THRU NEW YEARS

SQUIBB'S MINERAL OIL, quart	89c	SAL HEPATICA 50c Size	49c
ANTISEPTIC, 75c size	59c	IPANA TOOTH PASTE, 50c size	39c
SODA MINT TAB.	6c	PACQUINS HAND CREAM, 50c size	39c
Bottle of 100	6c	REM 60c Size	49c
PABULUM Large size	39c	CASTOR OIL 4-oz. bottle	14c
FEENAMINT 50 Size	39c	EX-LAX 25c Size	19c
CASCARA SAGRADA AROMATIC, 8 oz.	39c	SOD. SALICYLATE TABS, bottle of 100	23c
HAARLEM OIL CAPS, Reg. 35c	13c	MILK MAG. TAB. Tin of 30	8c
ANALGESIC BALM, large size	14c	TINCTURE OF GREEN SOAP Pint	27c
BANDAGE 2" x 10 yds.	2 for 11c	ANACIN TAB. Bottle of 50	59c
HILLS COLD TAB. 50c size	13c		

THERAPEUTIC RAY LAMP
Gives Off Deep, Penetrating Super Power Infra Red Heat Rays

Excellent for use in conditions such as Arthritis, Colds, Sprains, Rheumatism, Insomnia, Sinus and Skin ailments where penetrating heat rays are of known value.

Regularly Sold for \$3.50
NOW \$1.98
BUY NOW AND SAVE

Complete as illustrated, with reflector, base with switch and bulb. Cost less than two cents per hour to operate.
Ask Our Clerks for Demonstration

AMAZING, NEW LISTERINE THROAT LIGHT!
DU PONT LUCITE TONGUE DEPRESSOR TIP

75c Listerine Throat Light WITH BATTERIES
75c Listerine Antiseptic (LARGE ECONOMY SIZE)

\$1.50 VALUE Both for 98c

WITH COUPON
JERGEN'S TOILET SOAP 5 for 11c
Limit 5 KEY DRUGS

WITH COUPON
FOUNTAIN PEN INK 6c
Giant 4 oz. Bottle Reg. 15c — Limit 2 KEY DRUGS

WITH COUPON
TODDY Lb. Can 22c
Limit 2 KEY DRUGS

WITH COUPON
ELECTRIC IRONING CORD Full Length 11c
Limit 2 KEY DRUGS

WITH COUPON
DISH CLOTHS Pastel Shades 5 for 11c
Limit 5 KEY DRUGS

A. B. D. G. CAPSULES Box 100 \$1.39

PERTUSSIN FOR COUGHS Reg. 60c Size 49c

WYANIDS SUPPOSITORIES Reg. \$1.25 98c

AMPHOJEL \$1.50 Bottle \$1.29

COLLYRIUM FOR EYES Reg. 75c Size 59c

\$1 BILLS FREE

Watch for the Western Union Messengers in your neighborhood NOW.

When they call at your home, if you can produce a 7-up bottle (full or empty) you will receive a crisp \$1 bill.

7 UP of ROCHESTER INC.