

There is still time to make your reservations at the Sun office for the Big \$18.95 New York Tour. Story on this page.

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Delivered Every Thursday

FOURTH YEAR—No. 36

ROCHESTER, N. Y., WEDNESDAY, JULY 2, 1941

To 75,200 Rochester Homes

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

WHAT'S IN FASHION?

Shadow Lace Insets Over Flesh
Chiffon Give Naughty 'Merry
Widow Look to Midsummer Blacks

The first of the entrancing new midseason black dresses have already arrived in town... dresses destined to dominate the cocktail and dinner hours at the Sagamore, the Chateau and other smart urban spots... the sort of dresses that look so right with large summer hats, especially transparent brimmed blacks.

The highlight of the new collection, the little conceit that makes these dresses look new and beguiling is the use of black lace or a black transparent fabric over flesh-colored chiffon in yokes and bodice insets. These shadowed flesh insets give the merest suggestion of the "naughty nineties" look, a tantalizing Merry Widow air. Marquisette and black chiffon are used over flesh georgette for square and oval yokes, sometimes tucked.

Black Chantilly-type lace over flesh chiffon is also used for neckline insets. Yet another treatment is the use of a smooth square yoke of black crepe extending from sleeve to sleeve, the bodice proper draped on to the yoke with intriguing shadow lace insets peeping out among the draped folds.

Self Flower Appliques

A light weight or mat sheer crepe is the favorite fabric for these beguiling blacks. Self applique of flowers plays an important role... the self flowers frequently outline the shadow yokes, or dramatically point out flesh-colored bodice insets.

Forerunners of fall fashions, these dresses have flatter, smoother shoulders. Skirts have some hem width, but are gored to sleek, molded lines at the hips. Pockets are sometimes used for drama, to emphasize the extended midriff or the flatter hipline. When used they are quite large, and sometimes have the effect of a side drape or peplum.

A new and decidedly "merry widow" note is the dress with the long molded torso bodice with sideswept swallowtail effect set on a skirt accented pleated to sheathlike slenderness. Always self applique of flowers ramble up the side of the bodice to accent the side-sweep and the plunging, surprise neckline.



John DeWolf, co-manager of DeWolf's Grocery, 1843 East Ave. and vice-president of the Monroe County Retail Food Merchants Association, recommends a carton of the new soft drink sensation "Squirrle" to one of the firm's customers.

"Because of its entirely different flavor, Squirrle is making a tremendous hit with the Rochester public," said DeWolf.

Former Wing Star In Card Line-Up for Exhibition Game

A player returning to the Cardinals this season and bringing with him memories of two successive National League pennants in St. Louis is Catcher Gus Mancuso, who will be with the Red Birds when they appear here to play the Red Wings.

An exhibition game next Tuesday. This game will follow the regular league game with Newark starting at 6:30 p. m. Mancuso's major league career dates back to 1930 when he caught 76 games for the Cardinals.

Free Tickets Offered For Grotto Rodeo

Do you want a couple of "Annie Oakleys"—free passes to you—to the Grotto Rodeo which is coming to Edgerton Park for six nights and two matinees, starting Monday, July 14, with Hoot Gibson, noted range, screen and rodeo cowboy, as guest star?

Col. Jim Eskew, who is furnishing the wild stock to be used in the Rodeo contests, is bringing here six brand new outlaw bronchos. These horses have never been ridden—in fact they have never been named.

For the five best lists of six names submitted by readers of the Rochester Sun, Col. Eskew will give a pair of tickets.

Names must be original and must in no way conflict with these names already assigned to bronks in the Eskew string:

Harris Black, Eagle, Undertaker, Pussini Wagon, Hell Diver, Papoose, Bag Time Jimmy, Bad Land, West of the Pecos, Lobo, Calamity Jane, Brown Jug, Yo Yo, Trouble, High Tower, Why Not, South of the Border, Sam Rayburn, Strawberry Road, Class Eye, Dark Alley, Bumpy, Lease-Lead, Kiowa Chief, Helldorado, Tomstone, Yellow Fever, Our Surprise, Mickey Mouse, Hot Shot, Waverley, Flaxie, Dumb Bell, Serenaden, Buckskin Joe, Pictures, Farmer Boy, Chili Bean, Loose With the Wind, Doozy Wooley.

All lists should be addressed to the Rodeo Contest Editor, Rochester Sun, 420 Burke Bldg., and must be in this office by Friday, July 12. Tickets will be mailed to winners and their names published in The Rochester Sun.

Reservations for N. Y. Tour May Be Made At Sun Office Until 6 P. M. Tomorrow

There are just 24 hours in which to make reservations for the Rochester Sun New York City tour and join in one of the greatest vacation parties ever offered Rochesterians.

The Rochester Sun office will be open until 6 p. m. tomorrow night to make your conditioned New York Central train carry-reservation for the trip. The speedy air-

three days and two nights at New York's famous Hotel Lincoln situated right in the heart of the Times Square district.

Four-hour grand tour of New York City—uptown, downtown and all around the town in deluxe Gray line tour coaches, whose headquarters are at the hotel.

Four-hour steamship cruise around Manhattan Island. You'll see the famous New York skyline as you've never seen it before.

Tour of the broadcasting studios at Radio City.

National Broadcasting Company Television tour.

A ticket of admission to the roof promenade of Rockefeller Center's RCA Building, 65 stories above the street, for a marvelous bird's eye view of the great metropolis and surrounding country.

Also, at no extra admission charge you may tour: New York Stock Exchange in Wall St. New York Times Newspaper Plant.

Rockefeller Home Center, American Museum of Natural History.

"Behind The Scenes" tour of Macy's the World's Largest Department Store.

Museum of Costume Art, The Pierpont Morgan Library.

Whitney Museum of Modern Art.

New York Aquarium.

New York Zoological Park.

New York Botanical Gardens.

Hall of Fame for Great Americans.

The Frick Collection.

"The Exchange itself will be closed on the Fourth and also Saturday but you may visit the financial section.

Don't hesitate and be disappointed. The Sun office will be open until 6 p. m. tonight and tomorrow night for reservations. Telephone Stone 6001 right now and tell us how many will be in your party. The only place in town that you can make reservations for The Sun tour is at the Sun office, so you'd better hurry.

HARRIS NUSBAUM

Just in Time for the Long Week-End Ahead!
COOL GAY SUMMER DRESSES

Hundreds of them in 3 exciting Price Groups

\$1.95 \$2.95 \$3.95

Sparkling, lovable fashions you'll live in till Fall. New colors, new fabrics, new styles, in such variety you'll surely go away delighted. Here they are—ready for your careful choosing—at typical Nusbaum savings. Sizes 9 to 17, 12 to 20, 38 to 52.

- Bemberg Prints
- Novelty Cottons
- Seersuckers
- Jerseys
- Sharkskins
- Twin Print Sheers
- Shantung
- Piques
- California Sheers

Pretty, Pretty
SWIM SUITS
\$2.95

Novelty latex, in the smartest swing models. Plain colors, stripes, prints, checks and dots. We have hundreds but suggest you buy early while selections are complete. Sizes 32 to 44.

Cool, Cool
PLAY SUITS
\$1.95

All the new summer shades. Fabrics chosen to keep you looking smart in the most wilting weather. Wear them for sport, on picnics, at the beach or when you're just plain loafing. Sizes 12 to 44.

HARRIS NUSBAUM

221-229 JOSEPH AVE.

Open Evenings to 9
Friday 9 A. M. to 8 P. M.
Saturday 8 to 10 P. M.

Open Evenings to 9
Friday 9 A. M. to 8 P. M.
Saturday 8 to 10 P. M.

STOP
HERE
FIRST!

AT CHAMPIONS
FOR QUALITY AND LOWER PRICED
SPORTSWEAR
AND
Open Saturday For Your Convenience

For a Swell
VACATION

Half the enjoyment on a vacation is being comfortably and properly dressed for relaxation. Here at Champions we have everything you need to make your weekends or regular vacation the most enjoyable you ever experienced.

A Special Lot Men's and Boys' White Cotton Knit
POLO SHIRTS

29c 4 for \$1
Sizes 32 to 44

Regular \$1.95
HI-LO CAMP STOVES
Size 11 1/2 x 18"

No greater thrill than cooking outdoors. This grill is compact and easily carried.

\$1.69

MEN'S GABARDINE
TENNIS SHORTS
\$1.89
Others at 2.25

Pr.

Champion
KNITWEAR CO. 71 ST. PAUL ST.

MEN'S AND LADIES
RIDING APPAREL
LADIES JODHPURS \$2.95-\$3.95
LADIES BREECHES \$2.95-\$3.95
LADIES JODHPUR BOOTS \$2.80-\$3.75
LADIES RIDING BOOTS \$7.95
MEN'S RIDING BREECHES \$3.95
MEN'S RIDING BOOTS \$8.49

TENNIS RACQUETS AND EQUIPMENT
Regular 6.50 - 7.50 Value
TENNIS RACQUETS \$5.00
TENNIS BALLS 3 for \$1.00
TENNIS NETS \$3.60-\$4.42
TENNIS PRESSES 49c
TENNIS COVERS 19c to 59c
TENNIS MARKERS \$1.49

BOYS' CAMP AND VACATION WEAR
KHAKI SHORTS
89c
Pr.
Sizes 6 to 18

Men's Sweat Shirts
White 59c Sizes 36 to 46
LADIES' SWEAT SHIRTS
59c
Pr.
Small Medium Large

MEN'S WASHABLE
SPORT SLACKS
\$1.98
Pr.
Others to \$5.95

LADIES' FLEECE-LINED
CARDIGANS
With Hood For Beach Wear
\$1.59
Blue White Yellow



Here's how to Beat the Heat!

Relax with a Refreshing Crown Collins

Cool off with this tall, refreshing drink made with smooth Seagram's 5 Crown. Enjoy the mellow, full-flavored taste, ideal for cool summer drinks. Over 100,000,000 bottles (all sizes) enjoyed since 1934! Reasonably priced everywhere. Say Seagram's 5 Crown—today.



Here's how to make a Crown Collins

Into a cocktail shaker put the juice of 1/2 lemon and 1/2 lime; 1 teaspoon sugar. Add a jigger of smooth Seagram's 5 Crown. Shake and strain into glass; add ice, soda. Garnish with slice of lemon and cherry.

Seagram's 5 Crown

Biggest-Selling Brand of the Greatest Name in Whiskey!

Seagram's 5 Crown Blended Whiskey, 90 Proof, 72 1/2% Grain Neutral Spirits, Seagram-Distillers Corporation, New York

Host And Hostess

Have you ever wondered how gin got its name? It seems that many, many years ago some forgotten Edison of another age experimented with the fruit of the juniper bush and coriander. He was probably Dutch by birth, but in any event his new-found elixir soon found its way into France, where for reasons known only to the French the juniper bush is called "genievre." But when the Continental Englishmen came in contact with this concoction their inadequate acquaintance with the French language soon shortened "genievre" to "gin". As the Empire expanded, so did the use of this new-found nectar. Today it is universally known simply as "gin".

The distribution of the fruits of juniper and coriander was aided and abetted largely by the pirates, for many of the colorful corsairs valued gin even more highly than the gold and jewels taken from the heavy-laden Spanish galleons. Dutch sailors, too, took it with them on long voyages as a substitute for water.

Little by little the palates of all peoples of the world discovered the delights of gin drinks, until today it is the only liquor that has the right to be called "the international drink."

In the middle of the last century, gin was becoming so popular among London imbibers that Messrs. W. and A. Gilbey, famous wine merchants, decided to go into the gin business. They perfected a price-less formula and carried on the manufacture of the inimitable Gilbey's Gin.

The Gilbey's Gin of today is made from the same formula as the gin that followed the earliest settlers into Australia, New Zealand, Africa, Oceania and the Indies. As the Empire-blazing sons of England went forth into new parts of the world, Gilbey's International

Gin swiftly came along behind providing the comforts of relaxation and the appeasement of peace of mind in their exhausting struggles.

On the next scorching day, take your bottle of Gilbey's International Gin and dream up one of the following. Relax amid thoughts of empire and far-off places of the world... interrupted only by occasional sips of one of these cooling, soothing international favorites.

Three quarter Number One—GIN SQUIRT
1 1/2 jigger of Gilbey's London Dry Gin
1 bottle of Squirt
Cracked ice
Serve in tall glass

Best of Bond — GIN 'N TONIC
Cracked ice in high ball glass
1 jigger of Gilbey's London Dry Gin
Fill up glass with Indian Quinine Tonic
A twist of lemon peel

Super cooler — TOM COLLINS
1 tablespoon of powdered sugar
Juice of 1 lemon
1 jigger of Gilbey's London Dry Gin
Shake in cracked ice, strain into high ball glass
Add ice and bottle of club soda

Here's look — GIN BUCK
Juice 1/2 lime and peel
1 jigger of Gilbey's London Dry Gin
Pour into ice glass and fill up with ginger ale

Keep in the pink—PINK GIN
1 dash Angostura Bitters
1 jigger of Gilbey's London Dry Gin
Shake well in ice and serve



GIFT POTTERY

Beautiful vases, bowls and many interesting unique pottery items. These make original gifts — prizes. Inexpensive and expensive pieces. Come in today and look around.

Smith Ceramic Studios
903 MONROE AVENUE

Mrs. Mae Whittaker, 542 Benton St.

Make AMERICA Strong! Put Part of Your Earnings In DEFENSE BONDS

Strengthen Your Own Defense
As You Help Your Country

Purchase Your
Defense Bonds at
any of our ten Bank
Offices

Denom- inations	Issue Price	Maturity Value*
\$ 10	\$10.75	\$25.00
25	27.50	50.00
50	55.00	100.00
100	110.00	200.00
500	550.00	1,000.00
Albums Free		

LINCOLN-ALLIANCE
BANK AND TRUST COMPANY

Member Federal Reserve System

Member F.D.I.C.

Local Distributors Attend Sales Conclave

Al M. Goetzman, manager of the Rochester division and Frank Goodman, sales manager of the liquor department of McKesson and Robbins, Inc., with nine of the company's salesmen from this territory, have returned from a special sales convention held in Albany last week.

W. M. Barnett, vice-president in charge of wine and liquor sales, conducted the sales meeting which was attended by sales representatives from the New York State and New England districts.

The company is announcing an elaborate promotion program to be known as McKessonville Carnival which includes a salesmen's contest for merchandise prizes.

SALE

Red Cross Shoes

\$4.95

REGULARLY \$6.50

- ★ May not be priced so low again
- ★ Thousands of pairs on sale
- ★ Most styles included! All sizes
- ★ Authentic Arthur Kent fitters

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

A SAVING on Every Purchase or Your Money Back

4TH Sportswear Specials

At Rochester Jobbing House

EVERYTHING in Sportswear and Spectator apparel at Rochester Jobbing House! Lowest prices due to large volume buying. Largest selections due to quantity buying. Buy sportswear for the whole family here and come out AHEAD OF THE BUDGET!

LADIES

BATHING SUITS

\$1.89

Reg. Val. 2.69

- Satin Lastex • Bolero • Dressmakers

A wide variety of smart new styles, and many new colors to choose from. Make your selection now, while stocks are still complete.

OTHERS to 4.98

FOR BOYS

- BOYS' WOOL SWIM TRUNKS **69c**
- BOYS' WASHABLE SPORT SHIRTS **55c**
- Boy's Basque Stripe Polo Shirts **29c**
- 4 For \$1.00
- Boys' Sanforized SLACKS **\$1**

What Value! LADIES' PLAY SUITS SLACK SETS **98c** 12-18 SIZES

Buy several of these cool, light weight ensembles at this low price.

MEN'S WOOL LASTEX

Swim Trunks

Choose your swim trunks from Rochester's most complete assortment at the Jobbing House. Newest styles, colors and fabrics. Lowest prices guaranteed for similar quality.

- Wool Lastex **95c**
- Satin Lastex **\$1.39**
- Corded Lastex **\$2.39**

Extra Large Size Swim Suits **95c** MEN AND WOMEN



Men's—Ladies' Children's
Moccasins
GENUINE LEATHER

Real Indian type. You'll practically live in them all summer. Ideal for camp, vacation or lounging. — A super-value. **\$1.39** to \$2.79

Sizes 1 to 5 and 6 to 12

• MEN'S SANFORIZED SHRUNK

SPORT ENSEMBLES

Handsome tailored, smartly styled ensembles in all popular colors. Coat style shirts with matching slacks and belt. Full range of sizes from 29 to 42. Others to \$7.98.

Reg. 7c Value, Washable **\$1.89** MEN'S SPORT SHIRTS 55c

CREW SHIRTS

Fine combed yarns. Washes easily, needs no ironing. Good for work and sport. All sizes. **35c** 3 FOR \$1

SLACKS

New herringbone weaves... you'd ordinarily expect to pay twice as much for slacks like these. You must see them to appreciate the value. Colors: blue, tan, green. **\$1.19** SIZES 29 to 42 OTHERS to \$1.98



FOR DEFENSE



BUY A SHARE IN AMERICA

The new United States Defense Savings Bonds and Stamps give all of us a way to take a direct part in building the defenses of our country.

This is the American way to provide the billions needed so urgently for National Defense.

☆ United States ☆
**DEFENSE SAVINGS
BONDS and STAMPS**

THIS MESSAGE IS PUBLISHED BY US IN THE INTEREST OF NATIONAL DEFENSE

weis & fisher

SINCE 1889

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

Sparkling Values For Your 4th of July



Get Set for Glorious Days of Play In Slack Sets \$2.19

- PERFECT FOR YOUR PICNICING!
- BREEZY NAUTICAL STUNNERS!
- FOR VACATION AND CAMP!

Well, tailored denims in flattering pastel colors to add more color to your tan. Wear them touring, picnicking, lounging! Wear them for any occasion on your holiday and summer calendar. Blazer or nautical shirts with matching or contrasting slacks in flattering pastel rose or blue. Sizes 12 to 20.

AIRL. 12

Styler by "Loomcraft" for Summer Fun! BUTCHER BOY PLAY SUITS

\$1.00

Matching and contrasting combinations of broadcloth and pique! Cunning styles! Grand values for 4th of July and for all summer wear. Get your stock now! Sizes 1 to 3.

Other Play and Sun suits 59c to \$1.00



Tots' Swim Trunks 69c

Cut for splashing young fry! Smooth fitting all wool shorts with colorful woven belts. Sizes 3 to 6. All wanted colors.

AIRL. 14



Girls' Swim Suits \$1

Tricky numbers in wool, cotton and lastex to keep your daughters in the swim all summer. Every style! Every color! 1-3; 3-6.



See These Wonderfully Cool Washable DRESSES \$2.94

- WASHABLE RAYON BEMBERG SHEERS!
- COOL CRISP RAYON SHARKSKINS!
- DARKS! PASTELS! PRINTS! PLAINS!

Cooler of cool rayon sharkskins in styles tailored after the fashion of higher priced styles in sweet pastels! Figure moulding rayon bemberg sheers that wash in a flash and see you around the clock looking fresh. Prints, plains, pastels, whites! All occasion types for every one. Sizes 12 to 20; 38 to 52.

AIRL. 12

Big Buys for Men and Boys!

MEN'S SLACK SETS

The Ensenada
Featured in
"Life" Magazine

\$1.89

Grandly tailored shirt and slacks set. Rugged cotton, sanforized shrunk (shrinkage less than 1%). Slacks with pleat front and matching belt. 2 pockets on shirt. Blue, green, natural. Sizes 29-42.

BOYS' SLACKS \$1.00

Grand "buys" in cotton wash slacks. Full-belted, with popular pleat fronts. Sanforized shrunk (shrinkage not over 1%). Stripes, plaids and checks. In all wanted colors. Sizes from 12 to 18.

BOYS' POLO SHIRTS 59c

Full-cut, well-made cotton shirts with saddle-stitched collars. White, blue, tan, green, rust. Sizes from 8 to 18. Wear them in or out!

BOYS' SWIM TRUNKS \$1.00

All-wool trunks for all summer wear! Excellent for camp! All made with matching belts, pockets for change and built-in supports. Color choice. 24-32.

BOYS' SLACK SETS \$1.29

Cottons in cool colors of blue, green and natural. All made with pleated front slacks and matching belts. In-and-out shirts. Sizes 12 to 16.

Boys' Shorts & Jumpers 59c

Boys' covert cloth, lastex back shorts and suspender style jumpers. All sanforized shrunk (1% shrinkage). Blue, green, brown. Jumpers, 5-10. Shorts 8 to 16.



MEN'S SPORT SHIRTS 79c

Irregulars of \$1.00 to \$1.39 cotton slubs, meshes, broadcloth, novelty weaves. All made with cool convertible collars and bellow-flap pockets. All colors.

Men's Sanforized SLACKS \$1.19

Sanforized shrunk (1% shrinkage only). woven through materials for perfect fit. Pleated fronts! Some with belts! Plains, fancies, including white ducks. 29-42.

MEN'S SWIM TRUNKS \$1.00

The fine wool trunks you usually expect to pay much more for. Belts to match! Change pockets! Built-in supporters. Blue, green, maroon, gray, brown. 30-44.

BASMENT STORE FOR MEN



There's Color and
Comfort in These

BEACH GOODS

Colorful Bathing
Shoes Pr. 25c

Kiddies
Sun Glasses 10c

Moulded Shape
Bathing Caps 25c

Beach Bags 79c

Sun Glasses 25c

AIRL. 7



Notched Collar
Glory Striped

Button-Front Broadcloth

\$1.09

A tailored whiz at \$1.09! Wear it picnicking, touring! Washes and irons quickly and easily! Navy, copen or red stripes. Sizes 14-44.

AIRL. 16



\$1.00 Irregulars of
Famous Brand Rayon

FIGURIZED SLIPS

59c

2 for \$1

2-gore, 4-gore, tailored, lace or embroidery trimmed! Rayon satin or crepe in tearose or white! Beautifully tailored. Sizes 32 to 44.

AIRL. 10, CENTER



Seconds of \$1
Famous Brand

SILK HOSIERY

39c

3 Pcs. \$1

Holiday stock-up event! 3-thread sheers, 4-thread walking chifons with lisle foot. Splash-proof! Beautiful shades. Sizes 8 1/2 to 10.

AIRL. 2, CENTER

SHOP WITH
SHOPPING
COUPONS

The Big Basement
SIBLEY, LINDSAY & CURR CO.

PHONE
STONE
6500

RUGS 12x12 \$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.

Exhibition Game...
(Continued from Page 1)
nals, battling a sensational 365
as a rookie and helping the Red

OPPORTUNITY SALE!
FUR PRICES REDUCED
35% - 40% Small Deposit
Holds Any Fur

CLIFFORD FUR CO.
1283 Clifford Ave.
1 Block East of
Portland
MAIN 474

Blessed Relief...
FOR DIFFICULT DAYS
CHI-CHES-TERS PILLS are
helping thousands of women
resist from "The Look-of-the-
Month League." Why don't
you try them to relieve
symptoms of periods pain
and discomfort.
Absolutely safe to take as 50¢
doses. Contain no habit-
forming drugs or narcotics.
Used beneficially for over 35 years
CHI-CHES-TERS DIAMOND PILLS

DOLANS... Where You Buy
THE CUTS OF CHICKEN YOU PREFER
Breasts lb. 49c Livers lb. 45c Necks lb. 12 1/2c
Wings lb. 23c Giblets lb. 19c Legs lb. 43c
DOLANS 600 JEFFERSON AVE.
cor. Bartlett
Telephone Genesee 1417
Mrs. Mary Schmidt, 116 Lapham St.

WINE-LIQUOR SPECIALS
FOR THE FOURTH
'Lord Baltimore' product of Hiram Walker
BLENDED WHISKEY 25% 4 years old 75% neutral spirits \$1.79 Full Quart
86 Proof
GOOD OLD GUCKENHEIMER 100 PROOF Famous since 1825. Bottled at the distillery. This fine whiskey is being sold at \$1.95 Full Quart
BOTTLED IN BOND RYE 5 YRS. OLD \$1.95 Full Quart
BENNETTS No. 10 100% Grain Spirit to The mild flavor and delightful aroma compares with fine you'll buy at \$1.65 Full Quart
LONDON DRY GIN 90 Proof \$1.65 Full Quart
IMPORTED WEST INDIES RUM GOLD LABEL \$1.45 Compare the quality! \$1.29 value. Fifth
LIMITED QUANTITY STILL AVAILABLE
Fine Imported FRENCH-DRY VERMOUTH Produced by the house of A. De France, St. Emilion, France. At this price you may still see imported Vermouth in your Martini Cocktails. 30-oz. Bottle \$1.29
IMPORTED FROM SCOTLAND "Highland Laddie" 15-YR. OLD WHISKEY \$3.19 Fifth
KING IMPORTED GEORGE IV SCOTCH \$2.94 Fifth
READY-CHILLED WINES & COCKTAILS NO EXTRA CHARGE
SAVE! Our Case and 1/2 Case Prices Are The Lowest in New York State. **SAVE!**

PARISIAN LIQUOR STORE
Prompt Free Delivery 1517 LAKE AVENUE GLEN. 4152
Open As Usual 8 A. M. to Midnight 4th-Friday

Thirsty?
have a
Squirt
Reg. U. S. Pat. Off.
This tart-sweet drink quenches thirst with the refreshing tang of sun-ripened grapefruit. It's different!
Tart-Sweet
A BOTTLE or 6 for 25c

Birds to their third flag. He remained with the Cards through 1932, then moved to New York where he spent six seasons with the Giants.
During his extensive stay in the Polo Grounds, the depend-

TIRE SALE
Buy Now Before Prices Rise
You'll want them for that July 4th outing and the vacation to come anyway... why not buy when prices are known to be lowest?
FIRST QUALITY TIRES
GUARANTEED 1 YEAR
4.75x19 \$4.60
5.25x18 \$5.40
5.50x17 \$5.55
6.00x16 \$5.95
All Prices Include Old Tires
50c WEEK

RADIATOR BUG SCREEN 10c
With every purchase of 5 gals. of gas or more. Reg. 9c.
KOMINZ TIRE CO.
417 MONROE AVENUE AT AVERILL
Open 7:30 A.M. to 11 P.M. Daily and Sunday
182 MONROE AVENUE AT SAVANNAH
Open 9 A.M. to 9 P.M. Daily

Mr. Hatt Dedicates Mr. Hi...
My friends, we built this statue as A tribute to a man Who likes his whiskey smooth and light - A loyal Kessler fan.
SMOOTH AS SILK but not 'High Hat'
KESSLER'S BLENDED WHISKEY
KESSLER'S PRIVATE BLEND - A BLENDED WHISKEY. 75% Neutral Spirits distilled from Grain. 86 Proof. Julius Kessler Distilling Co., Inc., Baltimore, Md.; Lawrenceburg, Ind.
Sun Wand Ads produce the most yet cost the least. Shopping News Want Ads are read in 75,200 Rochester homes.

Save with Gas
The FUEL That's FRIENDLY to the Family BUDGET
DOLLAR for dollar, you can't beat GAS.
Gas goes farther because it burns clean and leaves no waste. It is quick, economical and for all family uses it is CLEAN
COOL and ODORLESS
Use GAS for house heating, cooking, water heating and refrigeration
Rochester Gas & Electric

With Chicago in 1939 and Brooklyn in 1940, Mancuso caught his share of ball games and proved an invaluable aid with the backstopping knowledge stored up through years of experience in the senior circuit. Mancuso's ability has been clearly demonstrated in schooling young pitchers and catchers, and this is one of his important tasks with the 1941 Cardinals

SIX CHANCES TO WIN \$100 CASH
\$600 TO BE GIVEN AWAY - \$600
AT THE GROTTO RODEO
HOOT GIBSON Featured at Every
as Performance GUEST STAR
SIX BIG NIGHTS
EDGERTON PARK - JULY 14-19
MATINEES WED. AND SAT.
THRILLS, SPILLS, CHILLS, KILLS
Reserved Seats Now On Sale at Rodeo Ticket Office, 36 East Avenue

WHAT CAUSES EPILEPSY?
A booklet containing the opinions of famous doctors on this interesting subject will be sent FREE, while they last, to any reader writing to the Educational Division, 335 Fifth Ave., New York, N.Y. Dept. KS-161

2 Mistakes Young Wives So Often Make
At this very moment there are countless thousands of young wives who are beset with uncertainty. The pity of it is that these young women will go on making needless mistakes because they have no one to turn to for much needed advice.
Because of inward shyness, many women live in ignorance about the subject of feminine hygiene. Others are woefully misinformed and, as a result, have used douches of over-strong solutions of acids which can actually burn or scar delicate tissues. Your own doctor will verify this.
Today, there is a truly safe product for the douches that offers amazing hygiene protection. This great discovery is Zonite. You will find on skull-and-crossbones on Zonite's label, because Zonite is non-poisonous, non-caustic. Yet, it kills germs, bacteria on contact. Zonite actually destroys undesirable odors. Protects personal cleanliness. Most important, is safe for delicate tissues.
So enthusiastically have women accepted the safe hygiene protection of Zonite that over 35,000,000 bottles have already been bought.
Free Book Tells Intimate Facts
If there is any doubt in your mind about the subject of feminine hygiene, get this frankly written booklet, "Feminine Hygiene Today," which we will send you FREE, without obligation, in plain wrapper. Send name and address to Zonite Products Corporation, Dept. 340-B, 370 Lexington Avenue, New York, N. Y.

IVORY SOAP MEDIUM SIZE 3 for 13c
KEY DRUG
SANITARY NAPKINS Box 12 Limit, 2 9c
KEY DRUG
CLOTHES PINS Box 14 Reg. 10c Limit, 2 FOR 9c
KEY DRUG
PAPER NAPKINS Pkg. of 30-Reg. 10c 2 for 9c
KEY DRUG
Double Edge BLADES Pkg. 25 Limit, 2 13c
KEY DRUG
TREET BLADES Box of 14 25c
PETROLEUM JELLY White, 13c Size 8c
CORN WHISK BROOMS Reg. 35c 19c
"Delecta" Bathroom SCALES \$2.30 Value \$1.79
ZIPPER BAGS Rubber Lined, 70c Val. 49c
RUBBING ALCOHOL Pint Bottle 9c
Picnic Supplies Paper Plates 5 inch Box 12 8c
Spoons & Forks Wood, Sanit-Packed
Drinking Straws 3 for 23c
SQUIBB'S NAVITOL 50 c.c. \$1.97
470 N. GOODMAN ROAD NEAR MAIN
KEY ROCHESTER'S MODERN CUT RATE DRUG STORES
724 WINTON ROAD NO. 2 (NEAR HANCOCK)
457 RIDGE RD. W. (NEAR DEWEY)
TODAY THRU NEXT WEDNESDAY
Borden's AT ALL KEY DRUG STORES
ICE CREAM 15c, 20c, 25c, 30c Pint
Guaranteed ELECTRIC FANS Dependable quality and performance. Smooth, quiet, running motor. Economical to use. \$1.19
OTHERS TO \$4.98
SALE! Eastman Cameras, Kodaks
SIX-16 BROWNIE SPECIAL This is the world's most famous box camera. Fitted with folding bellows, lens, finder, flash, shutter release, minimalist controls. Near-perfect form. Retains shutter for snap and time exposures. Key's Low Price \$3.62
SIX-20 JIFFY KODAK Simplest of folding cameras. Has Telemeter lens with two-point (near and far) focusing. Snapshots and time exposures. Key's Low Price \$7.50
SIX-20 BROWNIE JUNIOR even more popular picture taking than the earlier Brownies. Has two (vertical and horizontal) adjustments. Focus button, shutter release. Makes 12 pictures on roll of No. 127 film. Key's Low Price \$1.70
SEND HOME PICTURES FROM CAMP
KODAK BANTAM f/8 Slips into your pocket with room to spare. Gets the picture at the touch of a button. Through modern finishing methods it leads to pictures 2 1/2 x 3 1/2 inches. Price, only \$3.95.
FILMS DEVELOPED & PRINTED 23c
Any 8 x 10 exposure roll.
REGULAR VERICHROME
\$120 ... 20c \$120V ... 30c
\$127 ... 17c \$127V ... 25c
\$116 ... 25c \$116V ... 35c
\$620 ... 20c \$620V ... 30c
\$616 ... 25c \$616V ... 35c
\$122 ... 45c \$122V ... 55c
McKesson's ASPIRIN Bot. 100 Tablets 2 for 49c
POLAROID SUN GLASSES All sizes and shades \$1.95
SQUIBB'S MINERAL OIL Quart Size 89c
FOUNTAIN SYRINGE 1 qt. capacity 10c Val. 31c
ANACIN TABLETS Bot. 30 Reg. 75c 59c
IFANA TOOTH PASTE 5c Size Tube 39c
MOLESKIN 1/4 yd. by 7 inches 19c
HINDS HONEY & ALMOND LOTION 51 Bot. 49c

18th Ward Democrats To Picnic In August

By DON MATTARO
Central 18th Ward Democratic Clubs will stage their 14th annual picnic at Costich Park on August 3 under the direction of Joseph J. Oca, recently re-elected to his 13th term as general chairman.

Last year more than 10,000 persons attended the affair, attracted by a talent contest and fashion parade.

Members of the Women's Auxiliary will distribute candy, peanuts and refreshments to the youngsters and will also be in charge of the field day events, tentatively scheduled.

Executive aides for the outing are listed as Al Papalia, Peter Ruffino, Al Biondo, Frank LaMarca, Francis Ponticello and Thomas Faria. Heading the Women's Auxiliary will be Mrs. Marna M. Oca, Mary Malone, Grace Mattaro, Mary Parrinello, Mrs. Mary Guide, Mrs. Rosina Buscemi, Gertrude Callon and Mrs. Mildred Anderson.

BRITISH LEGION MEET

The British Legion and Women's Section will meet at the Union League Hall, Gregory St., on Saturday, July 12 and again on July 26.

Melt common alum in a glass spoon—result, a very efficient cement for mending glass, china and metal objects.

Add New Zest To Summer Lunches

with
NANCE'S
MUSTARD SAUCE



Points up the flavor to an unsuspected deliciousness. Made from a fine old Southern formula.
At ALL FOOD STORES

VISITS VASSAR

Mrs. Sidney Karrow of Park Avenue is in Poughkeepsie attending the Institute of Euphonics at Vassar College.

To keep cut flowers fresh, add a small piece of sugar or camphor, or a drop of spirits of camphor to the water.

TIPS FOR DOG OWNERS

Stale bread, added to soupy foods, is a very nutritious addition to the diet.

Don't give your dog hot or soft, sloppy food; it is unnatural, loosens the teeth and leads to indigestion.

"Ja
[YES]

Inderdaad
[INDEED]
GILBEY'S
GIN

Whether it's a Dutch rubber planter's verandah in the Straits Settlements, or a beach club at Southampton, "Gilbey's" is one name the world's waiters all know... because for nearly a hundred years, men who know fine liquors, have been insisting on Gilbey's GIP. Why don't you?



The INTERNATIONAL GIN distilled by GILBEY in the United States as well as in England, Australia, and Canada.

National Distillers Prod. Corp., N. Y.—99 Proof—Distilled from 100% grain neutral spirits.

ROCHESTER'S LARGEST POPULAR PRICED STORE

Edwards

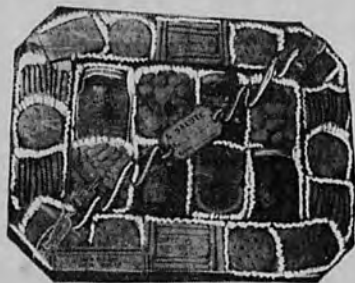
Holiday SALE of CANDIES & COOKIES

For Your Soldier Boy or Hostess



Beautiful Gift Package **99c**

Good to give because they'd be good to get! Each package contains a full measure of crackers, cookies, fancy cheeses, candies and delicious, tempting jellies.



On Sale at EDWARDS
Special Candy Counter

Reg. 39c
Values **29c**

- ★ Milk Choc. Coated Peanut Butter Sticks
- ★ Assorted Coconut Snow Balls
- ★ Milk Chocolate Molasses Chews
- ★ Milk Chocolate Bottomed Snow Tops
- ★ Nut Whipped Cream Fudge—Chocolate and Vanilla
- ★ Assorted Coconut Bon Bons
- ★ Assorted Pectin Jellies
- ★ Toasted Marshmallows

"Symphony" Sweet Favorites

Reg. 39c
lb. **29c**

- ★ Crystallized Pineapple Tid-Bits
- ★ Assorted Fruit Jelliettes
- ★ Tangerine Slices
- ★ Cellophane Wrapped Assorted Clear Crystals
- ★ Crystallized Jelly Circellettes

EDWARDS—Street Floor

JUMBO VALUE

2 for 1 SALE! Reg. 29c lb.

2 pounds 29c

One Day Thursday Only

One Lb. Soft Jelly Gum Drops And Your Choice of 1 Lb.

Of Any Of The Following:

- ★ Toasted Marshmallows
- ★ Cellophane Wrapped Caramels
- ★ Brazil Nut Roll
- ★ Brazil Nut Topped Chocolate Fudge

EDWARDS—Street Floor

On Sale ALL DAY Thursday
Store Closed All Day Friday and Saturday



Open A 90-Day
Charge
Pay: 1/3 Aug. 10th
1/3 Sept. 10th
1/3 Oct. 10th

New Cool SUMMER DRESSES

Every One Made To Sell For 5.95

An almost endless variety of zephyr-cool frocks in sheers, meshes, jerseys, spun rayon—many of them washable! Pick them in prints, stripes, dots, pastels, navy or black. Just a few will solve the big part of this summer's dress problem!

5.50
2 for \$10

All Sizes: 9 to 15; 12 to 20; 38 to 42; 18 1/2 to 24 1/2

EDWARDS—Third Floor

Men's Sport & Dress Shirts

Comparable to 1.95 Values

\$1

Dress Shirts: woven madras, woven broadcloths, prints and end-to-end madras in white, fancies, stripes, checks and patterns. Sizes 14 to 17 in the group.

Sport Shirts: Short sleeved styles in icy cottons, twills, slubs, broadcloths, prints or smart novelty weaves. Wanted colors of white, blue, tan, green, fancies. S. M. L.

Men's 55c & \$1 Ties

29c

A collection big enough to suit every masculine taste. Fabrics are the finest, colors are the newest! Carry off a dozen!

EDWARDS—Street Floor



SAVE 10c a Pair In This SALE of "FINERY" Sheer 3-Thread CHIFFONS

Regular 69c
Value **59c**

Made of pure, long-wearing silks that feature a live, clinging feel and a dullness in texture that's very leg-flattering. Another thing—these fine silks are extra-absorbent and cooling—an important point to remember when buying summer stockings.

★ All Silk From Top To Toe

★ 5 New Summer Colors

★ Sizes 8 1/2 to 10 1/2



EDWARDS—Street Floor

TWIN BED OUTFIT

INCLUDING
2 Mattresses and 2 Coil Springs

Complete \$39

\$4 DELIVERS! BUY ON EASY TERMS

6 Pcs. Included

Twin poster beds... sturdy, well finished maple or walnut... plus two fine comfortable mattresses and two carbon tempered steel coil springs—A top-notch value in better bedding at Lauer's... On sale starting today.

Use Lauer's Budget Terms

IN ORDER TO GIVE OUR EMPLOYEES A 3 DAY HOLIDAY
LAUER'S WILL BE CLOSED ALL DAY FRIDAY, JULY 4TH
AND ALL DAY SATURDAY, JULY 5TH

50 STATE ST LAUER'S 50 STATE ST

Relieves Pain at Periods
Female Weakness
AND HELPS BUILD UP RED BLOOD!
Lydia E. Pinkham's TABLETS (with added iron) have helped thousands of girls to relieve pain of functional monthly weakness. Pinkham's Tablets ALSO help build up red blood and thus aid in promoting MORE STRENGTH. Worth trying!

To judge your dog's capacity while it eats. Stop him when he appears to be full but not swollen. A swollen or bloated condition indicates the presence of worms.
Shopping News Want Ads get quick results at low cost.

Finest Custom Made **SHOES**
Crescent shoe maker, ready to make any personal specifications and measurements. Ask for complete list. Satisfaction guaranteed.
CRESCENT SHOE
167 Campbell St. Gen 3399-R

CHOICE OF MILLIONS
ST. JOSEPH'S ASPIRIN
WORLD'S LARGEST SELLER AT
10¢

Ex-Nazi Tells Of Air Raid Killings

A former Nazi flyer, now prisoner of war in Canada, this week reveals his regrets for participation in air raids on England which erased the lives of countless women and children.

Dr. Heinz Liepmann, noted author, interviewed the captive aviator in a Canadian concentration camp and reveals his rueful admissions in the current True Story Magazine.

The prisoner is Lieutenant Fritz Landa whose capture in England closely parallels that of Rudolf Hess. Dr. Liepmann was granted permission to see Landa, by Canadian authorities, because of his boyhood friendship with the prisoner.

Landa told the author he was horrified by the assignments his Nazi superiors forced him to carry out—the machine-gunning of air raid shelters where women and children sought protection. When Landa's wife gave birth to a child he was determined to flee from his post in occupied France. His plane evaded the pursuit of his countrymen but crashed in England, the article reveals.

Taken to a British hospital, he recovered from injuries he

suffered and was later transferred to Canada. Landa professes to have given up all his former Nazi ideology because of the horrifying experiences to which he was a party.

Come and GET IT!
FREE
WITH THE PURCHASE OF ONE PINT OF
CAIN'S
MAYONNAISE OR SANDWICH SPREAD!

THIS LOVELY CRYSTAL-CLEAR TUMBLER
WITH SMART IMPORT DESIGN
Hurry! Get yours while the supply lasts
FREE! FREE! FREE!

with your purchase OF ONE PINT OF
CAIN'S
MAYONNAISE OR CAIN'S SANDWICH SPREAD

Mrs. Jennie Spry, 38 Exchange St.

Call for SCHENLEY
and treat yourself and your guests to the whiskey bottled at the "Peak of Flavor"

Schenley Black Label 65% Grain Neutral Spirits, 86.8 Proof. Schenley Red Label 72 1/2% Grain Neutral Spirits, 90 Proof. Both Blended Whiskey. Schenley Distillers Corp., N. Y. C.

PENN VACUUM STORES—ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

USED ELECTROLUX
Complete WITH ATTACHMENTS FULL CASH PRICE **\$16.95**
EASY TERMS
TRY IT ON OUR 10-DAY TRIAL PLAN
FULLY GUARANTEED FOR SAME LENGTH OF TIME AS A NEW ELECTROLUX

MAIL ORDERS FILLED! SEND \$1 DEPOSIT

If You Can't Come In, PHONE or Write for Free Home Demonstration

LIBERAL ALLOWANCE ON YOUR OLD CLEANER

PENN VACUUM STORES
30 SOUTH AVE. Open Mon., Wed. and Fri. Evenings till 9
STONE 6747

IMPORTANT! ASK US ABOUT THE THREE ADVANTAGES OF BUYING FROM VACUUM CLEANER SPECIALISTS. WE SELL NOTHING ELSE!

THESE WEST SIDE STORES NOW HAVE
Squirt
GET A CARTON TODAY

NOETH'S Specials FOR THE 4TH JULY

IT'S THE SUBJECT OF CONVERSATION THE WAY NOETH SAVES YOU MONEY ON YOUR LIQUOR PURCHASES!

OUR BIG VALUE
Imported **RICORO RUM**
\$1.49
26-oz. Bottle
OUR REG. \$2.00 VALUE

VERY SPECIAL
Extra fine quality. By appointment in the late King George V.
Imported From Scotland
NICHOLAS SCOTCH
\$2.69
4 1/2 Quarts
Our Reg. \$3.65 Value

HERE'S A BUY FOR YOU!
OLD GENERAL GIN
90 PROOF
100% neutral spirits distilled from grain. SAVORY, fine per bottle! Blends smoothly with all fruit juices or Vermouth.
OUR REG. 2.25 VALUE!
Full Quart
\$1.64

State Seal Champagne, Extra fine! 4 1/2 quart, 3 for \$5.00. Each **\$1.89**
HOLLOWAYS Old Fashion and Martini cocktails, Special, 4 1/2 quart **\$1.39**
Sieger's Imported from Trinidad B. W. I. Bouquet RUM, Heavy Dark, Excellent for Plantation Punches, 90 proof. Very rare, 4 1/2 quart. Regularly sold for \$3.75. One of our leaders **\$2.89**

HOLLOWAY'S LONDON DRY GIN
\$1.89
Full Quart
Our Reg. \$2.60 Value

Only a Limited Quantity
PLANTATION 3 YEARS OLD STRAIGHT BOURBON WHISKEY
2 QTS. FOR \$3
An extraordinarily low price. Regular \$2.25 value.
Full Quart
\$1.59

VINO DE NOBILE CALIFORNIA WINES
BURGUNDY • CLARET • SAUTERNE • CHianti • ZINFANDEL • BARRERA
We believe you'll agree this is the best wine value in town! Famous California quality — Regular 65¢ value! Alcohol 14% by Volume!
One Half Gallon
49¢

PAUL NOETH
DELIVERY • 19 CLINTON AVENUE • MAIN 874
Just a Step off Main St., Opposite Hotel Seneca — Open Every Night Till Midnight

- W. Listman 577 Thurston Road
Greer Grocery 517 Thurston Road
Kress Bakery 268 Thurston Road
Thurston Grocery 398 Thurston Road
Bennett's Grocery 415 Thurston Road
Jackson Confectionery 835 Chilli Ave.
M. G. Reynolds 128 Dewey St.
C. S. Jones 346 Post Ave.
Lamasco Elliott St.
Kohlers Grocery 335 Chilli Ave.
Deleth Grocery 625 Chilli Ave.
White Grocery 35 Chilli Ave.
Ready Money Grocery 838 West Main St.
Kass Grocery 820 West Main St.
Butler's Grocery 748 Seward St.
Bell Market 425 Jefferson Ave.
C. Falconia 463 Jefferson Ave.
Dolans Market 600 Jefferson Ave.
Reliable Grocery 863 Jefferson Ave.
F. Lombardi 901 Jefferson Ave.
Patsy Grill 507 Maple St.
Russer Market 257 Ames St.
Coreora Grocery 1217 Jay St.
M. Kostiw 1228 Jay St.
Sassone Grocery 954 Jay St.
Frank Vose 305 Childs St.
Tate Grocery 380 Childs St.
Montano Grocery 366 Whitely St.
Mrs. N. Antenucci 167 Whitney St.
E. Deusing 368 Maple St.

ALL WEGMAN STORES
Squirt
"It's In The Public's Eye"

69¢
LUCKY TIGER \$1.50 VALUE
ONLY 69¢ AT YOUR DRUGGIST
A COMBINATION of one 75c bottle Lucky Tiger (Regular) for Hair and Scalp—and one 75c bottle Lucky Tiger Magic Shampoo—both packed in a single carton. Lucky Tiger is now made two ways—One Regular for Oily Hair, and One With Oil for Dry Hair. Insist on getting the one made for you.

BOTH-69¢
Regular \$1.50 Value
LUCKY TIGER HAIR SCALP SHAMPOO

SALE Wines & Liquors
• PRICES SPEAK FOR THEMSELVES!
• WE STAND BEHIND THE QUALITY!

RON ROMERO 86 PROOF RUM FIFTH \$1.69	RED MILL 90 PROOF GIN QUART \$1.59
'Piping Rock' Straight 100 Proof BOTTLED IN BOND RYE QUART \$1.98	Assorted Quarts Alc. 14-20% Vol. WINE 3 for \$1.10

LAKE AVENUE LIQUOR STORE
OPEN 8 A. M.—12 P. M. 554 LAKE AVENUE NEXT TO LAKE FOOD MKT.

Where to Play BINGO.

ATTENTION
Patrons of
Plymouth Church BINGO PARTY
We will not be open during the warm summer weeks. Save your door stub. Jackpot will remain unchanged.
WATCH THE SUN FOR RE-OPENING ANNOUNCEMENT

Beeley's Bingo
\$1 On Reg. Boards, Fri. Nite
MON., TUES., FRI. at 8:15 P. M.
SUNDAY at 2:30 P. M.
WED. at 1:30 P. M.
Extra Board Free With Purchase of a Triple Board.
142 GENESEE ST. IN REAR

BINGO
19th WARD CLUB HOUSE
237 HAWLEY ST.
Thurs., Fri. and Saturday Eve.
Admission 25c
Extra Board and Special (Free) With Each Admission
Friday Night Admission FREE

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

THE P. M. CLUB THURSDAY AFTERNOON BINGO
University and Atlantic TOWNER'S HALL

CHILI RECREATION HALL 515 CHILI AVE.
Bingo Every Monday, Tuesday, Thursday, Friday and Saturday at 8:15 P. M.
Tuesday, Wednesday and Saturday at 2:00 P. M.
MON. NITE Reg. Boards—Jack Pot
\$6 \$55
NO GAME ON JULY 4th

ORIGINAL HOLLYWOOD BINGO
35 PULLMAN AVENUE
EVERY WED., THURS., FRI. AND SAT. NITE
\$600 EACH NITE Including Jackpots
FREE — 50c Coupon To Each Patron Attending Game on July 2 and 3 Only
No Game Friday, July 4th in Observance of the National Holiday.
BINGO BROWNS Management

TOWNERS HOLLYWOOD
University & Atlantic Pullman Ave.
EVERY SUN. NIGHT
ADMISSION 20c
23 GAMES... \$10 EACH—JACKPOTS... \$50-\$110
INCLUDING JACKPOTS SPECIALS \$40

BANG!
Townners Hall Open As Usual FRI. JULY 4th

WED. SAT. SUN. **\$475** NIGHTS

JACKPOTS:
FRIDAY \$50-\$120
SATURDAY & WED. \$50-\$225
SUNDAY \$50-\$120

THIS TICKET WORTH **45¢**
When purchasing a triple board and book of Specials. Good opening nite, July 10 at Towners Hall.

JONES BINGO
SEA BREEZE—ON THE BOARDWALK
NEXT TO THE FERRIS WHEEL
THIS COUPON GOOD FOR ONE FREE GAME—ANY TIME 'TIL LABOR DAY!

BINGO
Wed. & Sat. Afternoon 1:30 JACKPOT EACH AFTERNOON
Saturday Afternoon Jackpot \$55
If Not Taken Wednesday Monday Night 8:30 Jackpots \$90 & \$135
Sunday Nite 8:15 Jack Pots \$60 & \$135
UNION LEAGUE HALL Gregory at South Av.
TAKE 50c AVE BUS TO DOOR

What's NEW?
THE Fresh-Flavor GRAPEFRUIT DRINK
Squirt
Reg. U. S. Pat. Off.
Tart-Sweet
A BOTTLE or 6 for 25c

WEGMANS

Holiday FOOD VALUES

All Eight Wegmans Market Will
Be Closed All Day Friday and
Open All Day Saturday
Store hours: Thur. and Sat. 8 A.M. to 6:30 P.M.

WEGMANS TENDER-SWEET CURED

HAMS

These hams are guaranteed
to be the pride of the picnic!
They're tasty, flavorful and
so tender that you can cut
them with a fork. Whole
ham or shank half.

29^c

lb.



1 Lb. Blue Ribbon
**POTATO
CHIPS**
29^c
Pkg.

You'll Find Your Every Picnic
Need at Wegmans

80 COUNT HANDY PICNIC
PAPER NAPKINS... pkg. 5c

14-OZ. BOTTLE SCOTT'S
CATSUP... 2 bot. 15c

40' ROLL KITCHEN CHARM
WAX PAPER... 2 rolls 9c

1/2 PKG. FRESH RITZ
CRACKERS... pkg. 19c

PT. GREEN GABLES
SANDWICH SPREAD, jar 19c

COMPLETE ASSORTMENT
PICNIC SUPPLIES... pkg. 9c

46-OZ. CAN GILBERT'S
TOMATO JUICE... can 15c

CRISP SWEET MIXED
PICKLES... quart jar 19c

WILSON'S CERTIFIED
CORNED BEEF... can 17c

SIMON PURE
BEER... quart bot. 18c



FRESH and SWEET

EVEN IN THIS
WARM WEATHER
Because it's churned from
SWEET (not sour) CREAM

LAND O'LAKES SWEET CREAM BUTTER

No matter what price
you've been accus-
tomed to paying you
won't find a finer
butter than LAND O'
LAKES.

Wegmans
HOME OWNED FOOD MARKETS
FREE PARKING FOR CUSTOMERS

WANT ADS

MOVING—CARTING
ARE you moving? Call Ryan Carting
Company, Main 1160. Storage, packing,
long distance, modern equipment.

FOR LOWEST PRICES, good service—
Phone Elmer Delella, Main 4664.

WANTED TO BUY
RAGS—3c lb. magazine 50c, papers,
mattresses, metal, Stone 3839-JL.

LEGAL NOTICE
Notice is hereby given that license
No. 678 North Street in the City of
Rochester, County of Monroe in the
State of New York for off premises
consumption.

Michael Florella and Sons
No. 678 North Street

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ICED TEA



Made With Van Dyk

SUPERIOR TEAS

IS REALLY
REFRESHING

—USE VAN DYK TEAS—

TURNERS 385
MAIN ST. E.

Mrs. Della Mahar, 18 Copeland St.

Brand new kind of perspiration and check PHILLIPS' DEODORANT LOTION

Not a liquid • Not a paste

Sweetens and neutralizes perspiration odor

- makes perspiration odorless... sweetens underarms
- safely checks moisture
- new delightful form... a lovely lotion
- rubs in instantly... no waiting to dry
- doesn't irritate skin... soothing after shaving
- doesn't stain or ruin dresses... greaseless, harmless



Contains
2 great
acid-
neutralizers
instead of 1

35^c

MADE BY THE MAKERS OF PHILLIPS' MILK OF MAGNESIA CREAMS

Both Stores Closed
Friday and Saturday
July 4—July 5

Sears

Roebuck and Co.

SLACK SUITS

Of Lustrous Cotton Poplin



BIGGEST
SLACK VALUE
in Sears History

\$2.98

ON SALE
BASEMENT
MONROE
STORE

Main Floor — Ridge Store

Long or Short Sleeves!
Tan, Blue or Green

No ordinary sale of slack suits is this!—tested and
proven the country over for their popularity these
are the suits that solve weekend problems of what
to wear—golfing, picnicking—like—they are the type
of slack suit that is as much to home on a tennis
court as on a veranda—cool as a cucumber—light as
a feather, long or short sleeves, shirts can be worn as
“in or out” pleated front slacks with self belt that
hold crease like worsted fabrics. All sanforized
shrink for maximum shrinkage of 1% small medium
and large sizes, on sale Basement Monroe
Main Floor Ridge Road store.

They're Cool!
They're Dressy

- ★ Light weight yet
sturdily tailored
- ★ Shirts may be worn
as in-or-outers
- ★ Long point collar may
be worn with tie
- ★ Breast pockets with
button down flap
- ★ Full cut well tailored
slacks hold crease
- ★ Small, medium and
large sizes for men
and youths

Sport Back
Full cut sport
back allows
plenty of free-
dom through
shoulders, no
binding.



THERE ARE TWO SEARS STORES IN ROCHESTER

Monroe Ave. at S. Union—476 Ridge Rd. West Stone 2500, Glenwood 556

Sears

Roebuck and Co.

WAREHOUSE CLEARANCE

- 5 5-pc. Breakfast sets, were 24.88, now 17.88
- 5 Unfinished beds, were 8.95, now 5.88
- 1 9-pc. Dining room suite, was 149.50, now \$99
- 6 Nite tables, were 8.98, now 6.88
- 1 3-pc. Mahogany bedroom suite, was 89.95, now 68.88
- 5 Vanity benches, were 4.95, now 3.88
- 9 Cedar chests, were 19.98, now 16.88
- 6 Butterfly tables, were 4.39, now 3.88
- 2 Ferneries, were 6.95, now 5.00
- 10 Occasional chairs, were 6.98, now 5.88
- 4 Oak dinette chairs, were 1.69, now 1.25
- 15 3-pc. Bedroom suite, were 49.95, now 34.85
- 1 3 pc. Tapestry living room suite, was 109.00, now 84.90
- 1 Velour lounge chair, was 34.95, now 24.95
- 1 Recliner, boucle, was 39.95, now 24.95
- 10 Metal cabinets, were 3.98 to 12.95... 50% off
- 1 10-pc. Walnut dining room suite, was 219.00, now 150.00
- 1 Vanity & Mirror, maple, was 15.00, now 12.00
- 1 Chestrobe, was 39.95, now 29.95
- 1 Chest, was 25.95, now 17.95
- 4 Boudoir chairs, were 11.95, now 8.95
- 1 Walnut dresser & mirror, was 12.00, now 9.00
- 1 Chiffonrobe, was 39.95, now 29.95
- 1 Chest, was 24.95, now 19.95
- 1 Dresser base only, was 19.95, now 10.00
- 1 Lot dining room chairs, were 5.00, now 3.00
- 1 Maple chair, was 3.95, now 2.50
- 1 Maple wing chair, was 12.00, now 8.00
- 3 Glider canopies, were 19.95, now 10.00
- 1 Lot metal beds, were up to 12.00, now 5.00
- 5 Ash trays, copper, were 98c, now 49c
- 3 Ash trays, brass, were 49c, now 25c
- 3 Brass fruit dish, was 49c, now 25c
- 3 Candy dishes, were 49c, now 25c
- 4 Bulb dishes, were 49c, now 20c
- 1 Vanity set, was 1.19, now 88c
- 7 Brass candlesticks, were 79c, now 49c
- 2 Banks, were 49c, now 10c
- 2 Desk sets, were 1.98, now 98c
- 1 Brass cigarette box, was 1.49, now 98c
- 3 Centerpieces, were 98c, now 39c
- 1 Centerpiece, was 3.98, now 1.98
- 2 Glass vases, were 49c, now 10c
- 14 Console sets, were 1.19, now 88c
- Copper ash trays, were 1.19, now 88c
- 1 Glass fruit dish, was 25c, now 10c
- 14 Pictures, were 1.49, now 25c
- 24 Pictures, were 25c, now 10c
- 10 Pictures, were 59c, now 39c
- 2 Pictures, were 59c, now 39c
- 2 Pictures, were 59c, now 39c
- 5 Figures (China), were 1.19, now 88c
- 5 Dogs (China), were 79c, now 49c
- 5 Floor torchers, were 5.98, now 4.98
- 3 Floor lamps, were 14.95, now 10.95
- 3 Swing arm palms, were 11.98, now 9.98
- 3 Floor lamps, were 11.98, now 9.98
- Table lamps, were 3.98, now 2.98
- 3 Table lamps, were 3.98, now 2.98
- Table lamps, were 3.98, now 2.98
- 1 Table lamp, was 3.98, now 2.98
- 2 Table lamps, were 4.98, now 2.98
- 5 Boudoir lamps, were 79c, now 49c
- 14 Mirrors, were 39c, now 15c
- 5 Wall racks, were 1.98, now 1.00
- 50 Cottage sets, were 79c, now 38c
- 75 Net curtains, were 79c, now 38c pr.
- 85 Cretonne drapes, were 1.79, now 1.44
- 85 Homespun drapes, were 1.79, now 1.44
- 42 pr. Quaker lace curtains, were 2.98, now 1.98
- 100 pr. Priscilla curtains, were 79c, now 49c pr.
- 400 yds. Curtain material, were 15c, now 8c yd.
- 400 yds. Cretonnes (36"), were 19c, now 10c yd.
- 150 Hollywood awnings, were 1.00, now 66c
- 250 30" Box awnings, were 1.00, now 84c
- 40 Porch awnings, 5'-6'-7'-8', now 4.44
- 150 Dining room chair covers, were 39c, now 25c
- 100 Chintz boudoir chair covers, were 1.49, now 98c
- 250 Holland shades, were 69c, now 39c
- 500 Fiber window shades, were 39c, now 25c
- 14 9x12 Axminsters, were 36.50, now 26.88
- 65 Axminster & velvet, (27x54), were 3.98, now 1.98
- 98 Twist weave (27x54), were 6.25, now 2.79
- 160 yds. Inlaid remnants, was 1.09, now 69c sq. yd.
- 185 yds. Inlaid remnants, was 1.39, now 79c sq. yd.
- 175 yds. Inlaid remnants, was 1.79, now 89c sq. yd.
- 39 yds. Felt base remnants, was 59c, now 25c sq. yd.
- 150 Imported rag rugs, 24x48, were 49c, now 29c
- 150 Utility stove mats, 4 1/2 x 1 1/2, were 98c, now 49c
- 15 Fiber rugs, 4 1/2 x 7 1/2, were 8.95, now 5.88
- 10 6x9 Fibre rugs, were 10.95, now 7.88
- 15 6x12 Fibre rugs, were 13.95, now 10.88

SEARS, ROEBUCK AND CO.

Monroe Ave. at S. Union 476 Ridge Road West

LOTS OF HOT WATER AT CHICKEN-FEED COST!



New DUO-THERM Fuel Oil WATER HEATER gives:

Hot water for an average family at less than 4¢ a day!
Fully automatic—no gas or electricity!
Plenty of hot water—has extra storage capacity and faster heating service!

Small Down Payment
EASY TERMS!

PHONE YOUR DEALER FOR FACTS

119 Bancroft Dr.

WANT ADS

ANNOUNCEMENTS

FOR the best spaghetti in Rochester stop at Norman's Cafe, 402 Campbell St. Main 1023, for reliable painter and free estimates.

ARTICLES FOR SALE

ICE Box, Side Icer, holds 50 lbs. Suit-shed for cottage.

LADIES' SILK, RAYON, LINEN SUITS, DRESSES. Values to \$4.95, now \$1.50, \$1.95. Plain and figured materials. Smith's, 118 State St. Free parking next door.

LADIES' EXTRA SIZE DRESSMAKER SWIM SUITS, sizes 42 to 52. Value to \$3.95—with this ad, \$1.95. Smith's, 118 State St. Free parking next door.

BEAUTY INSTRUCTION

BEAUTY CULTURE—Intensive summer course. Be ready for fall. Easy terms. Licensed. Kall Beauty School, 430 Burke Bldg.

BUSINESS OPPORTUNITIES

BEAUTY SALON for sale. Established seven years. Reasonable. Stone 3172.

BEAUTY SHOPS

STEAM OIL Wave \$1.50. Peeney, 378 Chittenden Ave., Genesee 6632.

BUSINESS PERSONALS

MATRESSES new or renovated; beds, springs, pads, pillows. Flower City Bedding, 238 Hudson, Stone 5063.

MRS. EVA ROBINSON at 58 Jefferson Terrace daily, Genesee 3550.

BED pillows steam cleaned, sterilized; new covers; reasonable. Rochester Pillow, 111 No. Water, Main 1370.

EASY-WRING Mop Sets, refills. Rogers, 287 Breck, Culver 2228-R.

CARPENTERS-CONTRACTORS

ALTERATIONS—Paperhanging, painting, general contracting. Glenwood 211 or 471.

CHIROPRACTORS

FRANK BROWNELL, 65 Bronson, L. A. Young in attendance. Genesee 1492.

CURTAINS LAUNDERED

CURTAINS laundered, stretched, ironed, 25¢. Beautifully finished. Delivered. Genesee 2136-W.

PAINTERS - DECORATORS

DECORATE and paint now on easy payment plan, 12-14 months to pay. Call George H. Wabnitz Inc., 113 State Main 1023, for reliable painter and free estimates.

DECORATING — Painting, paperhanging, work guaranteed. Northmore, 700 University, Monroe 1245-R.

GOLDFISH

GOLDFISH — For pools, all sizes. Engle's, 237 Clifford, Main 3752.

TRAVEL

DRIVING to Philadelphia. Have room for 2 or 3 passengers, to share expenses. Stone 1885-R.

USED CLOTHING WANTED

GORDON pays most! Men's used clothing 90 North, Main 6888.

WANTED TO SWAP

HAWAIIAN steel guitar with case, music rack, \$35 worth of music for bed, prings and mattress. Culver 5522-J.

"Mild" IS THE WORD FOR IT



National Distillers Products Corp., New York—90 Proof, 60% grain neutral spirits.

LIVADAS
ROCHESTER'S VALUE LIQUOR STORE

Compare THESE PRICES

BUY YOUR WINE & LIQUOR Needs at Deep CUT PRICES

A GREAT VALUE
No Better At Any Price
King George IV SCOTCH
\$2.94
FIFTH 86.6 Proof
Compare! \$3.75 Value!
Superb Scottish Blend with an enchanting matchless bouquet — 100% Scotch Whisky, distilled and bottled by one of Scotland's greatest distillers. Remarkably low price.

Our Lowest Price!
CHECK THIS LIVADAS BONDED BOURBON
V FULL QUART
V BOTTLED IN BOND
V 4 YEARS OLD
V MADE BY A Famous DISTILLER
DOWLING
Kentucky Straight Bourbon Whiskey
\$1.99 Quart
COMPARE! \$3 VALUE!

Special Purchase and Sale!
CALIFORNIA SAN REMO BRANDY
8 YEARS OLD
\$2.19
COMPARE! 3.25 VALUE
84 PROOF
Fifth
Real brandy drinkers know that \$2.19 is a rock-bottom price for Schenley's 8-year-old San Remo Brandy. It's a sensational value at this low price!

Special Purchase and Sale!
MAYFLOWER RUM
8 YEARS OLD
\$1.79
COMPARE! \$3.00 VALUE!
90 PROOF
Fifth
From Schenley's, one of the largest and finest producers of rum in this country, delightfully smooth and mellow — our lowest price!

"Did ever a Girl get a Proposal as Strange as this?"

WHAT ARE ANNE LINDBERGH'S SECRET THOUGHTS?

Even though so many question his attitude, Anne Lindbergh stands by her husband.

"What Are Anne Lindbergh's Secret Thoughts" will be this month's most widely discussed magazine article . . . in August True Story Magazine.

KATE SMITH TELLS THE SECRET OF HER PERSONALITY

Where can we get the experience and the wisdom and the inspiration to meet the pressing problems of modern life?

Kate Smith tells you the source of her inner strength, the origin of the light that illuminates her way. Read "Just Look About You" by Kate Smith herself in August True Story.

GERMAN CONSULS GO AS NAZI PLOTS ARE REVEALED

A beautiful Nazi girl agent tells all — exposing inside of German subversive activities on the Pacific Coast. Don't miss "In the Grip of Hitler's American Gestapo" in the August issue.

175,000 NEW READERS LAST MONTH

The new, up-to-the-minute, modernized True Story Magazine is a revelation of life — the life everywhere about you. 175,000 new readers thrilled to it last month. Get the August issue today.

True Story MAGAZINE

Don't miss the big August vacation number

Exceptional Values!

CREAMY HEAD SLOE GIN
A very fine quality at an exceptionally low price. You save 31 cents. Makes a superior Fizz or Rickey.
\$1.49
Fifth
COMPARE! \$2.00 VALUE!

Gold Seal Caribbean Club RON RUM
Here's a Rum that we will highly recommend. Compare \$2.25 Value!
4/5 Quart 85 Proof
\$1.69

Very High Quality Whitney Club RYE WHISKEY
3 Years Old, 85 Proof. Very Low Price. Full Quart
\$1.59

Sandy Hollow, Straight Rye WHISKEY
4 Years Old, 90 Proof. Full Quart
Compare \$2.25 Value!
\$1.79

Great Western American VERMOUTH
Sweet or Dry Alcohol 15% by Volume. Large 10-oz. Bottle.
Compare! \$1.25 Value!
89c

Private Stock Fruit MEDALLION'S WINES
3 FULL QUARTS
\$1.10
\$1.50 Value!
Blackberry
Cherry
Apricot

No Finer Quality! LIVBRO GIN
100% Grain Neutral Alcohol
\$1.65
Full Quart 90 Proof
Compare \$2.45 Value

Our Famous LIVBRO Brand RYE WHISKEY
90 Proof
\$2.30
Full Quart
Compare \$3.25 Value

A real bargain in fine whiskey. Please note it 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.

BALBOA WINES
UNQUESTIONABLY Rochester's Greatest VALUE

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 •
• Port • Sherry
• Muscatel • Tokay
FULL GALLON **\$1.35**
3 Full Quarts **\$1.10**

• DRY •
• Burgundy
• Zinfandel
• Claret
• Barbera
• Chianti
• Rhine
• Sauterne
99c GAL.

LIVADAS
A NAME YOU CAN TRUST
183 MONROE AVE.
N. Y. S. LICENSE L-4229
FREE DELIVERY STONE 3549

Vacationists, as well as Homemakers, Will Find Special Values
Advertised by Leading Stores in this Issue of Shopping News

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Delivered Every Thursday

FOURTH YEAR—No. 38

ROCHESTER, N. Y., THURSDAY, JULY 17, 1941

To 75,200 Rochester Homes

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

WHAT'S IN FASHION?

New Nail Polish Shades Influenced

By Popularity of Maritime Fashions;

"Packable" Hats Make Headline News

With oceans and navies, strange exotic seas on everyone's tongue, what could be more natural than that the dominant fashion note for spring and summer be sounded from the very depths of the deep seas themselves?

From the gay, decorative sea horse on our suit lapels, to the print dress with the nautical pattern, our finery this summer will carry out this motif — and all in the lovely sea mist colors, driftwood browns, coral reds and pinks, ocean blues and sea-greens. It's new, exciting and different.

The nautical theme doesn't stop at handkerchiefs, lapel pins or just prints. There are enchanting Deep Sea evening gowns — slacks that could pass for our Navy's uniforms; sailor hats and blouses with the good old middy collar. Everywhere you look, women have taken the "Navy" to their hearts.

That is the very note La Crosse has struck in its Deep Sea nail polish shades, the sophisticated color-tones created for those who will be "patriotic" or "subtly sireneseque" down to their fingertips this marine-inspired season. The names themselves are inspiring — Sea Wheat, Red Amber and Lobster. They were created specifically to go with the most important fashion trend this country has seen in many a decade.

We can't join the navy, girls — but we'll all be riding high on this fashion tidal wave for months to come.

Another big fashion hit of the vacation season... hats that really are dashing smart — and packable! Remember those "vacation

hat problems" of seasons past? Either you resigned yourself to getting by with one hat, and the rest of the time stuck to tennis visors to shade your eyes, peasant kerchiefs to bind up your hair... or you had to take extra luggage, just to carry your hats.

Thanks to the ingenuity of our American designers, it's the simplest thing in the world this year to have clever, charmingly styled hats to harmonize with your vacation clothes. For the American designers have concocted a collection of inexpensive hats that pack as easily, arrive as crisp and fresh looking as a wrinkle-resistant shirtmaker dress.

Pique, nub spun rayon (sometimes with a linen-like look) crocheted calots, turbans and crocheted brims that roll are among the snappiest looking types in the packable hat collections. Large pique brims, sometimes faced top or bottom with a contrasting color have airy cool crowns of fish net; and can be packed flat as a pancake. In white, pastels or color combines, they shade the eyes and are charming and appropriate to wear with cotton play suits and casual cotons.

New ripple brims of nub spun rayon are young and flattering, and for all their dashing air of style, they too can be packed flat. The secret lies in the construction of the slotted crown, so both crown and brim can be smoothed out flat. Stitching tricks on brims and crowns give dressmaker touches to these packable hats, make them look "important"

(Continued on page 2)

Sun Offers Prizes For Pet Photos

Dog owners are given an opportunity to win cash and merchandise awards for snapshots of their pets in a contest announced this week by The Rochester Sun.

Contest rules are extremely easy and all dog owners are urged to enter this contest for which there is no entry fee.

First prize is a cash award of five dollars; second, three dollars; two prizes of one dollar each and 46 prizes of three cents of Ideal Dog Food each.

To be eligible for one of the prizes contestants must submit a recent snapshot of their pet, along with the dog's name, owner's name and address and a label from a can of Ideal Dog Food. All entries should be addressed to The Dog Snapshot Editor, Rochester Sun, 420 Burke Bldg., Rochester, N. Y., and must be postmarked not later than midnight, August 10. Originality in posing will count heavily in making the awards, but breed of dog will not. Mongrel and pure bred have an equal opportunity.

No photos will be returned unless requested.

Winning photos will be published in the August 14 issue of the Rochester Sun and the judges' decision will be final.

Auction To Aid United China Relief Drive

Haste in lending assistance to China's starving refugees was urged upon Rochesterians this week by Col. Oscar N. Selbert, chairman of United China Relief campaign, as preparations were being made to bring the fund drive to a close on Thursday, July 24, with a Chinese Auction Festival at Edgerton Park.

National headquarters of the group has notified local workers that more funds are required at once to take care of the 50 million refugees who are in need of food and medical care.

The auction will start at one o'clock in the Grand Stand of Edgerton Park and will continue during the afternoon and evening. Feature of the auction will be a Dragon Dance presented by Chinese professionals between 3 and 4 o'clock.

More than 500 lots of Chinese merchandise will be offered for sale including art objects, silks, jewels and costumes. Many of the items are treasures sacrificed by Chinese residents of Rochester to help save refugees. A charge of admission to the auction will be made but admission money will be refunded as purchases are made. If no purchase is made, holders of ticket stubs will be given packages of tea.

Army Exhibition, Radio Star At Stadium for Vet Night

American Legion Night, Tuesday, July 29, at Red Wing Stadium, will provide one of the most spectacular offerings of the baseball season. Besides the regular league game between the Jersey City Giants, there will be an exhibition by two searchlight units from the 369th Coast Artillery (AA) stationed at Fort Ontario, Oswego; concerts and drills by a half dozen crack musical organizations, fireworks and a personal appearance by Bill Stern, native Rochesterian, who is one of the best-known sports commentators in American radio.

Profits of the affair will be used to help defray expenses of the state Legion



BILL STERN

Friends Push Ward Leader As Democrat Councilman Nominee

Friends and members of various veterans organizations have started a campaign urging the nomination of John J. Gokey as a candidate for City Councilman on the Democratic ticket to oppose Harry Frank, Republican incumbent.

Gokey, who is in the real estate business is president of the 18th Ward Democratic Club. He served as chairman of the Irondequoit Board of Assessors for four years, and is a former commander of the Veterans of Foreign Wars.

Drive For Scrap Aluminum Opens In City Monday

More than 5,000 boy scouts will begin the task of collecting scrap aluminum in the Rochester area next Monday in answer to the government's appeal for the metal.

Actual collection will take place next Thursday, Friday and Saturday with a door-to-door inventory canvass planned for the forepart of the week. No collection will be made during the inventory period.

The Civic Exhibits Building has been designated as the central gathering point for all aluminum. To facilitate the house-to-house collections, however, some 300 depots have been established throughout the city and it is to these depots that the scouts will bring the aluminum collected in the homes.

The collected aluminum will be turned over to a smelter designated by the government.

William A. Lang, co-ordinator for the Rochester Defense Council pointed out this week that the entire procedure will be carried through without financial profit to any individual or organization. The job is simply to give aluminum which will not have to be replaced to the government in its vital task of rearming the nation for its own defense.

A SAVING on Every Purchase or Your Money Back

ROCHESTER JOBBING HOUSE PRESENTS ROCHESTER'S GREATEST SPORTSWEAR VALUES

SALE!

MAMMOUTH CLEARANCE OF ENTIRE SUMMER STOCK
SWIM SUITS — ENSEMBLES — SLACKS — SPORT CLOTHES

NOW DOUBLY DESIRABLE WITH THE EXTRA SAVINGS BROUGHT YOU BY THIS SWEEPING STORE-WIDE SALE. Look at the prices below — then try to match them! Our prices are always low due to our low overhead and large volume buying — in this huge sale they're even lower! Come in and be convinced.

SALE!

ON SALE! LADIES!

79c

SLACK ENSEMBLES! PLAY SUITS!

79c

SHORT AND BLOUSE SETS

HERE'S REAL VALUE! Complete outfits for less than the regular cost of one piece. You've never seen value like this before — you'll probably never see it again!

ON SALE
Men's Wool
SWIM TRUNKS
Reg. \$1.29
Val. **79c**

ON SALE
Men's Wool Lastex
SWIM SUITS
Reg. \$2.19
Val. **\$1.69**

ON SALE
Men's
SPORT SHIRTS
Choice of green, blue or tan. Shantung or stripes.
59c
3 for \$1.50

ON SALE
Men's
LOAFER COATS
They're ideal for cool days and evenings on vacation, at the park or home. Smart two tone combinations.
\$3.98
Reg. 6.98
Value

ON SALE
Men's — Boys' — Ladies'
MOCCASINS
Real Indian-Type! He'll practically live in these all summer long. Camp — Vacation — Home lounging. Sizes 1-5 and 6-10.
\$1.39
To 2.79

ON SALE
Ladies Cotton Print
DRESSMAKERS
Beautifully colored prints, lined throughout with fine combed jersey.
Reg. \$2.00
Val. **\$1.19**

ON SALE
Men's Sanforized — White —
DUCK PANTS
Reg. \$1.59
Val. **\$1.19**

ON SALE
Men's Plain or Trimmed
CREW SHIRTS
4 for \$1
Reg. 45c Each

ON SALE
Boys' Trimmed or Plain
CREW SHIRTS
3 for \$1
Reg. 35c Each

ON SALE
Boys' Sanforized
SLACKS
Reg. \$1.19
Val. **85c**

ON SALE
Ladies'
SPORT SHIRTS
Assorted patterns or plain colors in broadcloth and shantung.
39c
EACH

Better Grade — LADIES —
BATHING SUITS
Wide variety of latest, jersey and wool suits in one and two piece models, with and without skirts. Smart styles for young and old.
25% Off

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

BOYS' BETTER GRADE
SPORT ENSEMBLES

Cotton, Gabardine and spun rayons. Beautifully tailored, smartly styled. Colors: Blue, Tan, Green, Brown and Rust.

25% Off

25% Off

Thirsty 'Corporal'

With army life becoming a personal concern of thousands of families, it's not surprising that one of the most popular new towels now shown in the

stores should be called "Corporal." It has five corporal's stripes at each end, gleaming white against a solid color texture—a big thirsty fellow ready and willing to do a job.

Have nothing else in the oven when you bake a cake and place the cake as near the center as possible to prevent any one side from becoming too well done before it has risen enough to turn over.

New Personal Radio Permits Constant Mass Audience

Latest in the "personal" radio field lays claim to the title of "world's smallest and lightest." Only two inches deep and weighing but three pounds, it is said to fit into a suit pocket. It is believed that this small radio, easy and light to carry, will serve as a boon to the American public by enabling listening to important broadcasts in the street, on trains or airplanes, in autos or busses, or wherever one may be at the moment.

The new set is manufactured by Emerson Radio and Phonograph Corporation. The set is encased in an unbreakable plastic, jet black and highly polished, with a satin chrome instrument panel. Two thumb-knob controls make tuning and station selection easy, and an automatic "on-off" safety switch prevents battery waste. Recently introduced at an advance showing by Hickson Electric Co., the Emerson "Personal" surprised everyone by the power and quality of its performance. First shipments of the new pocket radio have now been made, and the set is on display at local dealers.

Irish Ballads To Be Sung At Hibernians Picnic Sunday

Annual picnic of the Ancient Order of Hibernians will be held Sunday at Elser's Grove, Buffalo Rd., starting at 1 p. m. Sports, games, dancing and refreshments will be offered as well as many special features. Miss Mary Joyce will sing old time Irish tunes, accompanied

by Paddy Ryan and his Irish Ramblers. Jerry Flynn, young radio commentator and former Notre Dame University cheerleader, will act as master of ceremonies.

ANNUAL GET-TOGETHER

Annual picnic and get-together of the Holy Redeemer Athletic Association will be held this Sunday at the St. Paul Exempt Firemen's grounds on Thomas Ave.

Lodge Groups To Make Pilgrimage Sunday

Odd Fellows and Rebekahs Lodges of Monroe County will hold their annual pilgrimage to the Lockport Home on Sunday, Aug. 3rd.

Members have been notified to meet at Broad and Main St. W., at 10 a. m., from where the cars will start. Those wishing

transportation will meet there at that time and transportation will be provided.

Those having room for one or more in their car will please get in touch with Robert Deacon.

A basket picnic with each providing their own lunch and dishes will be held on the grounds. Coffee will be provided at the home as usual.

SMALLS GLASSES

Can Actually Improve Your Appearance



Not only will Dan G. Albert, Small's registered optometrist examine your eyes and prescribe correct lenses—but, he will also assist you in the selection of the most becoming frames.

NO MONEY DOWN • SMALL SUM WEEKLY

Small's

28 E. MAIN ST.

BUY ON CREDIT

Mrs. Agnes Haack, 39 Longview Ter.

HOW TO REDECORATE Without Fuss or Fuss At Unusually Low Cost

ONLY 69c

It costs so little to turn a drab room into a bright one with these beautiful lace curtains. Luxurious, they wear like iron. ONLY double and triple-hold threads are used. Ready to hang. No sewing necessary! Your Choice of Plain or Fancy Patterns.

ROCHESTER CURTAIN SHOP

134 CLINTON AVE. S. In Loew's Theatre Bldg.

Lauer's
50 STATE ST.

See the **NEW NORGE**
1942 GAS RANGE!

LAUER'S NEW 1942 NORGE
MAKES COOKING A REAL
PLEASURE FOR YOU...



**HERE'S THE GAS RANGE
THAT'S A YEAR AHEAD!**

Lauer's have it ready for your approval... The sparkling new 1942 Norge! Here is a stove that has no peer. It's fully insulated with heat retaining fibre glass. It has the new Spiro-Speed top burners that concentrate the heat right where it does the most good. The big oven is lined with easy-to-clean porcelain. And 27 other outstanding features make Norge the stove-buy of the year at Lauer's.

**New NORGE
Spiro Speed
BURNER
FOR
GREATER FLEXIBILITY
AND GREATER ECONOMY**



• Improved Mod-Fire oven burner assures better oven baking and roasting results.
• Big oven, lined in light speckled porcelain, takes largest turkey, conveniently.
• Handi-Hi broiler makes broiling as easy as frying... retains nutritious meat juices.

Let Lauer's show you how good the new 1942 Norge stove really is! Compare values... Compare appearance... Compare performance. Then buy a Norge stove at Lauer's.

New Norge Models as low as **\$54.95**

OPEN TONIGHT 'TIL 9

**Open Saturday 'til 1 P. M.
During July**

Lauer's
50 STATE ST.

SEE NORGE BEFORE YOU BUY!

GLO-BRITE ANTHRACITE
Pennsylvania **HARD COAL**
LOW PRICES THAT
MEAN BIG SAVINGS

EGG-NUT STOVE
\$11.20
TON
Bckwt. \$7.95
PEA \$9.50
RICE \$6.95

ROCHESTER FUEL
AND FEED COMPANY
OFFICE & YARD - 1525 CLINTON AVENUE NORTH

Mrs. Sadie Marine, 51 Werner Pl.

\$1,510,125.00

invested in

DEFENSE BONDS

through the

LINCOLN-ALLIANCE

Since May 1, 1941

THE customers for whom we have bought these bonds have, in our opinion, invested their money wisely—and are helping their country prepare its defenses.

We recommend the purchase of United States Defense Bonds and cordially invite you to buy your Defense Bonds or Stamps at any of our ten Bank Offices.

**LINCOLN-ALLIANCE
BANK AND TRUST COMPANY**

Member Federal Reserve System Member F. D. I. C.

Is There Such a Servant?



Sure there is:

It's Electricity!

Electric service enables the average housewife to maintain her home without outside help. She does it easily and economically, thanks to the steady lowering of electric rates, combined with reduced cost and improved efficiency of household appliances.

The benefit which business operation of utilities has passed along to the public is shown by the fact that the average residential customer in the Rochester area last year (after eliminating the amount of the bill that goes for taxes) received 60 per cent more electric service than ten years ago while the company derived 6 per cent less revenue for supplying it.

Rochester Gas & Electric

**A Regular
Old Time
BARGAIN
FESTIVAL!**



Next Thursday - Friday - Saturday

— are —

**SUPER-SAVINGS
DAYS IN ROCHESTER**

Leading stores have planned their outstanding summer value offerings for this gigantic city-wide sale. Shop and save in Rochester next week-end.

For Complete Shopping News Be Sure To
READ THE BIG SUPER-SAVINGS DAYS
EDITION OF

THE ROCHESTER SUN

Delivered Into Your Home Next Thursday, July 24th

ROCHESTER SUN, THURSDAY, JULY 17, 1941

Look For Your Name Between The Ads—Win A Dollar

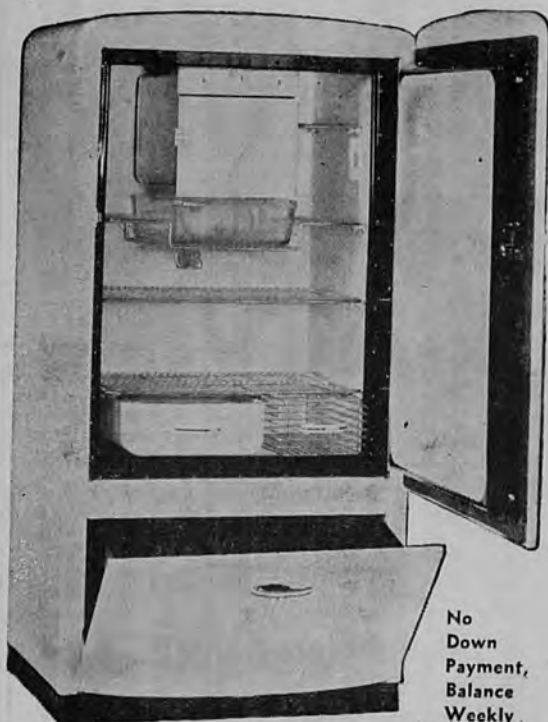
PAGE THREE

ROCHESTER'S LARGEST
POPULAR PRICED STORE

Edwards

Compare the Value!

Large 6.47 Cu. ft. Edwards 1941 ELECTRIC REFRIGERATOR



The Season's Biggest Refrigerator

Buy at

114⁹⁵

Where Else Can You Get Such Outstanding Features In a Refrigerator:

- ★ 12.36 Sq. Ft. Shelf Area
- ★ All Steel One-Piece Cabinet
- ★ 5-Year Warranty—Hermetically Sealed Unit
- ★ Acid-Resisting Porcelain Interior
- ★ Chrome Hardware
- ★ Automatic Defroster
- ★ Large Storage Bin
- ★ Electric Light
- ★ Large Oversize Freezer
- ★ Freon Refrigerant
- ★ No Belts, No Fans, No Pulleys
- ★ Hydrator Sliding Type Fruit Basket

EDWARDS—Sixth Floor

No
Down
Payment,
Balance
Weekly

American "Fern Rose" Dinnerware

53-Pc. Service for 8

Reg.
14.98
Value

9⁹⁸

Thrifty-priced... but a "luxury" set in every sense of the word. Made in America... features a wide ivory border. Pink, blue or yellow colors. Seldom, if ever, priced to save you an important \$5!

Set Consists of:

- | | |
|-----------------------|------------------|
| 8 Large Dinner Plates | 1 Platter |
| 8 Small Salad Plates | 1 Vegetable Dish |
| 8 Sauce Dishes | 1 Sugar Bowl |
| 8 Soup Plates | 1 Cream Bowl |
| 8 Cups & Saucers | |

Available In Open Stock

EDWARDS—Second Floor



Repeating A Sell-Out!

"MARLENE"

Combination Offer

Face Powder... Rouge and Lipstick
In 4 Assorted Shades

Reg. 50c Each — \$1.50 Value

ALL
3
for

57^c

With
This
Coupon

BRING THIS COUPON

This Coupon Entitles You To Purchase
This Special Marlene Offer

- | | |
|------------------------------|-------------------------|
| Reg. 50c Marlene Face Powder | } 57^c |
| Reg. 50c Marlene Rouge | |
| Reg. 50c Marlene Lipstick | |
| Total | \$1.50 Value |

EDWARDS TOILETRIES—Street Floor

Catch Up On Your Reading

JOIN Edwards SUMMER LENDING LIBRARY CLUB

A good selection of books can add much to the enjoyment of your summer vacation or your week-end trips. Edwards Lending Library Club represents a smart and thrifty way for you to catch up on your reading.

This Plan Entitles You to Take
12 Books Every Month
6 Books At A Time

Start With These Best Sellers:

- | | |
|------------------------------|-------------------|
| THIS ABOVE ALL | Eric Knight |
| RANDOM HARVEST | James Hilton |
| WHISTLE STOP | Marjitta M. Wolff |
| H. M. PULLMAN, ESQUIRE | John P. Marquand |
| IN THIS OUR LIFE | Ellen Glasgow |

EDWARDS—Street Floor

ALL PURPOSE HARDWATER



- | | |
|---------------|--------|
| Apple Blossom | Pink |
| Pine | Green |
| Gardenia | White |
| Honeysuckle | Yellow |

Truly a luxury soap. Contains cold cream and it's streamlined to fit the contour of your hand. Very special at 54c a dozen. Limited supply, so hurry!

EDWARDS—Street Floor

Knights of Calvin To Picnic Sunday

The Knights of Calvin will hold their annual picnic next Sunday at 1 p. m. at the German Athletic Field on Lexington Ave., opposite the General Motors plant.

Peanuts, suckers, ice cream, pop, hot and other refreshments will be served. A program of sports for young and old under the direction of Franklin Evert has been arranged.

William Pannetiz is chairman of the committees.

UNION LEAGUE MEETING

A meeting of the Union League Republican Club has been called for next Tuesday evening at 8 p. m. in the clubhouse.

The ideal deodorant at last!



Not a liquid - not a paste
A lovely Quick-Drying Lotion
sweetens and neutralizes perspiration odor

- ★ makes perspiration odorless... sweetens underarms
- ★ safely checks moisture
- ★ rubs in like a hand lotion... no waiting to dry
- ★ doesn't irritate skin... soothing after shaving
- ★ doesn't stain or ruin dresses... greaseless, harmless
- ★ new delightful lotion form... not runny, not sticky

CONTAINS 2 GREAT
ACID-NEUTRALIZERS
INSTEAD OF 1

Prevents perspiration odor
safely checks moisture

PHILLIPS' DEODORANT LOTION

MADE BY THE MAKERS OF PHILLIPS' MILK OF MAGNESIA CREAMS

National Basement

COMPLETELY
AIR-COOLED

Sale!

Broken Groups Of Our Finest

BASEMENT SUITS

\$16.45

Values To \$21.95!

EVERY suit in this big clearance is taken from amongst the finest we have in the Basement: Practically all of them are good, serviceable, long-wearing WORSTEDS in colors and patterns suitable for wear this Fall and Winter: Broken groups, of course, but there are several hundred suits in the sale, so you'll have no trouble finding a style and pattern you'll like: Single and double-breasted, 3-button styles and drape models.



- Get A Few of These... You'll Need
- Them For Your Vacation And All Summer!

Hundreds Of Brand New

Men's Sport Shirts



69^c

Here are sport shirt values worth seeing! A huge variety of this season's best-selling styles. Tan slubs, basket weaves, cotton shantungs, and air-cooled meshes. Whites, plain shades, deep tones. Two-way collars. Washable.

Shirts & Shorts... 27^c

Combed-yarn ribbed undershirts. Broadcloth shorts with gripper snap fasteners. Four for \$1.00.

Men's Slack Hose... 19^c

Regular length hose and ankle socks in bright summery pastels. Lises and rayons. Three pairs 56c.

Charge It At The National

Pay 1/3 Aug. 10 — 1/3 Sept. 10 — 1/3 Oct. 10

Boys' Shirt 'N Slack Sets

\$1.79

Exceptionally good values in these popular sport shirt and slack sets for boys. Plain shades and two-tones. Shirts have two pockets. Slacks are pleated and come with self belt. Washable.

Boys' Wash Slacks

95^c

Perfect quality—nicely tailored, cut to fit. Twills and cotton gabardines. Pleated fronts. Sanforized Shrink.

Boys' Wash Shorts

59^c

Plain shades and patterns... a huge variety... All sturdily tailored. Elastic waistbands. Sanforized Shrink.

Boys' Sport Shirts

49^c

Practically every color or fabric you could ask for. Plain, fancy and jitterbug designs. Cool and dressy.



Take the lumps out of brown sugar by steaming it in a double boiler.
Take out old stains with potassium permanganate or oxalic acid.

Now Open

The Ice Cream Center Of The East Side

COMMUNITY DAIRY



See our new Ice Cream 'Rendezvous Room'. You may now enjoy all kinds of Sundaes and Ice Cream Sodas made with Community Dairy's popular Ice Cream as well as Quarts, Pints and Cones. We particularly recommend the new Banana Supreme Sundae, and just to make sure you don't miss this taste sensation there's a coupon below entitling you to a dish at cost. DON'T MISS IT!

SAVE 10c

COUPON
REGULAR 50c QT.
KREAM-MAID
40c WITH COUPON

COUPON
— INTRODUCING —
THE FOUNTAIN RAGE OF ALL ROCHESTER
Banana Supreme
REGULAR 25c SUNDAY WITH COUPON

DRIVE IN AND COOL OFF AT

COMMUNITY DAIRY
695 ATLANTIC AVE.
PHONE CULVER 1821

Mrs. Margaret Fleming, 4203 Lake Ave.

BEE BUSY BARGAINS

AT YOUR INDEPENDENT GROCER

6 oz. 10c
FREE HOT DAM SPOON with each jar of FRENCH'S MUSTARD
9 oz. 15c

Old Dutch Cleanser 3 for 15c	BORAX, 1 lb. 15c
Windex 15c	BORAXO, 2 for 29c
Sweetheart Soap, 3 for 19c	BREAST-O-CHICKEN TUNA, 2 for 35c
BAB-O 12c	OAKITE 10c
Babbitt's Cleanser 5c	"Cleans a Million Things"
Stems and Pieces 2-0z.	
Jacob's Mushrooms 10c	

SALADA TEA

TEA BAGS	RED LABEL
9's 9c	1/2 lb. 40c
18's 17c	1/4 lb. 21c

BOSCO FOOD DRINK 38c

FRENCH'S SPICES
BLACK PEPPER, 4 oz. 9c
GR. CINNAMON, 2 oz. 9c
GR. GINGER, 2 oz. 9c
GR. NUTMEG, 2 oz. 9c
GR. PAPRIKA, 1 oz. 9c

Good Luck Desserts 3 For 25c
Lemon, Chocolate, Vanilla and Butter Scotch

CRISCO 1 lb. 19c 3 lbs. 51c	SPRY 1 lb. 19c 3 lbs. 51c
P & G SOAP, 5 for 19c	RINSO 19c
IVORY SNOW 21c	SILVER DUST 21c
IVORY FLAKES 21c	LUX FLAKES 21c
CHIPSO 20c	Lux or Lifebuoy Soap 1/4 25c
OXYDOL 19c	SWAN SOAP , lg. 9c
SELOX, 2 for 23c	SWAN SOAP Med. 4 for 21c
IVORY SOAP, lg. 9c	FAIRY SOAP 5c
IVORY SOAP Med. 4 for 21c	



FOR BETTER HEALTH
SCOTTISSUE 4 rolls 29c
WALDORF 3 rolls 14c
SCOTTOWEL 2 rolls 19c

BUSY BEE STORES ARE OPERATING WITH B-K CO. INC.

Old-Fashioned Homemade Ice Cream Made New Way

TESTED RECIPES SUPPLIED BY R. G. & E. HOME SERVICE DEPARTMENT

There are a few things to keep in mind when making ice cream in your automatic refrigerator. First, use a good recipe, follow directions exactly and use all level measurements. Then, set cold control to fast freezing before starting to make dessert. The faster the dessert freezes, the finer in texture it will be. Also, ice cream will freeze faster if it is poured into two trays rather than one.

To have a smooth, fine texture in sherbets and ices, freeze to a firm mush, then beat until smooth but not melted. Fruit should be put through a sieve as large pieces will freeze icy. For a smoother ice cream, thoroughly chill the custard foundation first. If ice cream freezes too hard, remove from freezing compartment and place on shelf in refrigerator for 20 to 30 minutes.

French Vanilla Ice Cream

2 c milk
1 T cornstarch
1 c sugar
1 c light corn syrup
1/4 t salt
2 eggs
2 T powdered sugar
1 c heavy cream
1 T vanilla

Scald the milk. Mix the cornstarch, sugar, corn syrup and salt. Add to the milk and cook 10 minutes. Pour onto the beat-

en egg yolks, beat well and chill. Beat egg whites until stiff, add sugar, then fold in the chilled mixture. Fold into thickly beaten cream. Add the vanilla. Pour into the trays of an automatic refrigerator and freeze 2 to 3 hours.

Chocolate Peanut Ice Cream

1 1/2 squares chocolate
2 T peanut butter
1/4 c sugar
1 c milk
1 c evaporated milk or cream
1 t vanilla

Melt chocolate, add peanut butter and sugar. Stir until smooth. Add the 1 c milk gradually, and cook until the mixture is smooth. Chill. Fold into the thickly beaten evaporated milk. Pour into trays of an automatic refrigerator and freeze 2 to 3 hours.

Raspberry Sherbet

1 1/2 c sugar
1 c water
1 egg white
1 qt. red raspberries

Combine sugar and water and heat until sugar is dissolved. Cool and add orange juice. Wash and pick over berries and crush very fine. Combine with first mixture and place in freezing tray of an automatic refrigerator. Freeze to a firm mush. Beat well, fold in the stiffly beaten egg white, return to the freezing compartment and complete the freezing.

DON'T MISS THIS GLORIOUS GIFT OFFER!

FREE
A smart import-design tumbler free with your purchase of a pint of CAIN'S MAYONNAISE or CAIN'S SANDWICH SPREAD. Ask your grocer.



CAIN'S MAYONNAISE

'DRESS BLONDIE'

WIN GUEST TICKETS TO SEE

"BLONDIE IN SOCIETY"

With Penny Singleton,
Arthur Lake,
Larry Simms

STARTS FRIDAY
JULY 25th

At
LOEW'S



Here's an opportunity for youngsters and grownups alike to show their creative talents in dress designing. Blondie needs an evening gown for her society debut.

You sketch your idea of what her dress should look like right here on this picture of Blondie.

For the 25 best creations, a guest ticket to see "Blondie in Society" at Loew's will be awarded by The Rochester Sun.

Mail all entries to The Movie Contest Editor, Rochester Sun, 420 Burke Bldg. before Monday midnight July 21. The judges' decision will be final.

Former Sun Carrier To Sing For President's Wife at N. Y. A. Fete

Charles Leopold of 110 Stout St., a former Sun carrier, will sing for Mrs. Franklin D. Roosevelt, wife of the President, at the official opening of the N. Y. A. Resident Center in Auburn tomorrow. At that time there will be a luncheon at the Case Home for special guests.



BREAST-O-CHICKEN TUNA FISH
This better-tasting tuna is just right for the one wholesome hot dish required for warm weather menus. When you use flavorful Breast-O'-Chicken Breast Tuna you'll find that 'light', appetizing dishes are nourishing, too!

FREE COOKBOOK
Includes 20 treats for summer menus. Write: Westgate Sea Products Co., Dept. 7, San Diego, California



DON'T MISS WEGMANS JULY BARGAIN CARNIVAL

You have just 2 days left to take advantage of the sensational savings offered at all eight Wegmans markets during the July Bargain Carnival! So better hurry up... hop on the bargain bandwagon... shop and save at Wegmans, tomorrow and Saturday.



Better Cake Flour
SWANS DOWN
19c lb. pkg.

Delicious
BAKERS COCOA
12c lb.

No. 2 Can Olympic
LIMA BEANS
5c 1ge. pkg.

Quart Bottles
SIMON PURE BEER
18c Bot.

WILSON'S DELICIOUS CORNED BEEF can 17c

6 DELICIOUS FLAVORS JELLO DESSERT, 6 pkgs. 25c

FLOWER CITY BRAND EGG NOODLES, lb. pkg. 10c

16-OZ. HERSHEY'S RICH CHOCOLATE SYRUP, can 8c

LB. BLUE RIBBON CRISP POTATO CHIPS .. pkg. 29c

28-OZ. BOTTLES ASSORTED SOFT DRINKS .. 4 bot. 25c

QUART BOTTLES OLD ABBEY ALE .. qt. 18c

12-OZ. BOTTLES FRONTIER BEER & ALE 4 bot. 25c

CAMPBELL'S TASTY TOMATO JUICE, 4 cans 25c

TASTY CORTEZ TUNA FLAKES can 10c

NO. 2 CAN TINY SWEET TENDER PEAS .. 3 cans 28c

14-OZ. BOTTLE ZESTY SNIDERS CATSUP, 2 bot. 25c

TAS-T-MIX CALIFORNIA FRUIT COCKTAIL, can 10c

1/2-LB. ORANGE PEKOE FOOTES TEA pkg. 31c

CRISPY KELLOGG'S CORN FLAKES pkg. 5c

EASY TO DIGEST POST TOASTIES pkg. 5c

KELLOGG'S MINERAL-RICH ALL-BRAN lg. pkg. 17c

LB. STRAWBERRY & RASPBERRY PURE PRESERVES, lb. jar 17c

Wegmans
HOME OWNED FOOD MARKETS
FREE PARKING FOR CUSTOMERS

PHONE
STONE
6500

The Big Basement SIBLEY, LINDSAY & CURR CO.

SHOP WITH
SHOPPING
COUPONS

Sale! Seconds of Beautiful 89c to \$1.00 Quality Full Fashioned SILK HOSE

Fine Gauge and High Twist
Crepes Included

39^c
3 PAIRS \$1.00

Summery shades in a hosiery value you won't want to miss! Grand buys for you starting on your vacation. Marvelous buys for stay-at-homes. Whatever you do, get your share of this really sensational summer hosiery saving. Sizes from 8½ to 9½.

aisle 9 center



Closeout! Higher - Priced Non-Tarnishable Stainless Steel FLATWARE

- Stays Bright! Rust-Proof!
- No Polishing Needed!

9^c

Attention, restaurant and boarding-house keepers! Attention, cottagers! This is an event to give you a supply of good looking stainless steel table service at a very nominal price. Included in the lot are stainless steel knives, dessert spoons, table spoons, soup spoons, forks, sugar shells, butter knives, butter spreaders and pickle forks.

aisle 7



Just Your Ticket for "At Home",
Marketing or Picnicking in the Grove!

"Fruit Of The Loom" COTTON \$1.00

It's on and off in a flash and as neat as a pin! Beltless zipper-front cotton in colorful paisley print you can buy in rose, blue or green. The shirred shoulders and nipped-in waist will help to give you perfect fit. Two sizeable tape bound pockets. Sizes from 12 to 44.

aisle 14

RUG RIOT

Tremendous Purchase of Brand New Rugs Slightly Soiled and
Fine Quality Used Rugs

Values that surpass even our own tremendous rug events! Measure your floors and be here at the stroke of 9:30 tomorrow to get the rug and carpet you want and save yourself money. Colossal is a mild word compared with these record-breaking values.

Size	Type	Condition "Perfect"	Regular Price	Sale
(4) 2'3"x3'6"	Burgundy Floral Axminster	Soiled	\$ 3.95	\$ 2.49
(2) 2'6"x4'6"	Tan Floral Axminster	Soiled	4.95	2.98
(2) 2'6"x4'6"	Blue Figured Axminster	Soiled	5.95	2.98
3'5"x6'	Plain Blue Wilton	Soiled	9.50	5.75
2'6"x10'3"	Plain Eggshell Twist	Used	25.00	7.50
3'4'6"	Plain Dark Brown	Used	14.95	2.98
3'6"x7'6"	Plum Wilton	Used	23.50	6.75
4'4'5"	Grey Slate Wilton	Used	13.50	2.49
3'4'4"	Plain Salmon Wilton	Used	9.00	2.98
3'x9'	Plain Green Twist	Used	21.00	8.95
4'5'x9'	Blue Leaf Axminster	Soiled	16.25	9.98
4'x7'	Plain Twist	Used	25.50	4.95
4'5'x9'	Blue Leaf Axminster	Soiled	16.25	9.98
4'5'10"	Plain Slate Grey	Used	23.85	7.50
4'3'12'	Plain Green Wilton	Used	29.75	11.50
3'9'x15'	Plain Slate Wilton	Soiled	26.75	11.95
4'7'x12'10"	Red Figured Wilton	Used	45.00	6.75
4'5'x11'8"	Red Figured Wilton	Used	45.00	5.75
3'8'x12'7"	Plain Blue Wilton	Used	50.98	19.95
3'9'9"	Red Figured Wilton	Used	23.50	2.98
3'4'x18'9"	Plain Grey Wilton	Used	43.75	4.98
2'7'x15'	Plain Olive Decor	Used	28.15	4.50
2'10'x24'5"	Plain Olive Decor	Used	48.00	9.98
5'x9'	Figured Axminster	Soiled	34.50	22.50
6'6'x9'	Figured Axminster	Soiled	33.50	24.95
6'x9'	Figured Axminster	Soiled	25.50	17.95
5'5'x9'	Burgundy Figured Axminster	Soiled	39.95	26.50
6'3'x15'	Apple Green Wilton	Used	59.00	29.98
6'x16'6"	Blue Floral Axminster	Soiled	21.25	15.95
7'x9'	Burgundy Fern Axminster	Soiled	52.25	29.95
5'5'x9'	Burgundy Fern Axminster	Soiled	38.50	22.75
6'8'x9'	Rust Figured Axminster	Soiled	33.50	21.75
7'2'x9'	Leaf Axminster	Soiled	32.00	19.95
7'4'x9'	Burgundy Fern Axminster	Soiled	26.00	19.95
8'x9'	Taupe Figured Axminster	Soiled	36.75	29.95
9'x11'	Blue Pine Cone Axminster	Used	73.75	54.00
9'x14'2"	Burgundy Leaf Axminster	Used	58.50	42.25
9'x14'3"	Green Leaf Axminster	Used	58.50	42.25
9'x10'3"	Green Figured Axminster	Used	55.50	35.95
9'x12'	Rose Fern Axminster	Used	76.95	59.95
9'x9'4"	Burgundy Fern Axminster	Used	69.95	44.50
9'x9'	Burgundy Fern Axminster	Used	38.50	26.95
9'x12'3"	Blue Floral Axminster	Used	46.25	36.75
9'x10'10"	Blue Cone Axminster	Used	73.75	57.50
9'x14'7"	Rose Fern Axminster	Used	62.50	44.25
9'x11'6"	Burgundy Fern Axminster	Soiled	45.50	24.89
9'x12'5"	Tan Floral Axminster	Used	47.50	32.95
9'x9'	Blue Fern Axminster	Used	48.25	34.50
9'x16'6"	Blue Floral Axminster	Used	127.95	94.50
9'x12'	Figured Hook Axminster	Used	46.25	32.50
9'x9'4"	Rose Pine Cone Axminster	Used	69.95	44.50
9'x13'2"	Tan Burgundy Floral Axminster	Used	85.75	64.50
9'x9'	Blue Pine Cone Axminster	Used	69.00	44.50
9'x13'5"	Rose Cathedral Axminster	Used	85.75	64.50
9'6'x9'1/2"	Tan Tone Axminster	Used	67.50	39.95
7'6'x15'	Burgundy Figured Axminster	Used	55.50	29.95
6'3'x15'	Plain Apple Green Wilton	Used	59.00	29.98
7'x9'	18th Century Burgundy Axminster	Used	39.95	24.50
6'x10'9"	Rose Taupe Twist	Used	82.00	34.50
8'10'x12'10"	Plain Orchid Lockweave	Used	77.75	35.50
9'x12'	Figured Persian Axminster	Used	79.50	29.95
9'x11'3"	Brown Leaf Axminster	Used	45.50	32.25
9'x12'	Figured Blue Axminster	Soiled	58.75	39.98
9'x13'2"	Plain Mole Axminster	Soiled	99.75	55.50
9'x15'	Plain Gray Wilton	Soiled	86.25	57.50
9'x17'10"	Rose Floral Axminster	Used	99.00	64.50
9'x18'	Plain Ivory Wilton	Used	139.50	69.50
9'x18'8"	Plain Eggshell Wilton	Used	104.50	42.50
12'x13'	Plain Eggshell Wilton	Used	103.50	69.50
12'x12'	Plain Rose Wilton	Used	118.50	49.95
12'x14'	Plain Tan Wilton	Used	66.50	43.75
10'x4'11"	Plain Mole Wilton	Used	99.75	39.95
12'x17'	Plain Rose Wilton	Used	39.75	22.50
12'x21'3"	Plain Rose Twist	Soiled	82.50	59.25
12'x18'12"	Plain Rose Wilton	Used	175.00	89.50
14'2'x12'4"	Plain Apple-Green Wilton	Used	214.50	85.75
15'x11'2"	Plain Plum Wilton	Used	172.50	69.75
15'x14'9"	Plain Rose Quartz Wilton	Used	145.95	59.50
15'x14'8"	Plain Rose Taupe Wilton	Soiled	123.75	95.50
		Used	210.75	86.50

NO DOWN PAYMENT ON PURCHASES OF \$15 OR OVER.
SMALL MONTHLY INSTALLMENT INCLUDES CARRYING CHARGE

aisle 18

Stock Up on These Remarkable Values In PICNIC SUPPLIES

If you love picnics keep a supply of these good-time necessities on hand. We've a complete line of everything you need to make your al fresco events more than successful.

- "Sweetheart" Straws Pkg. 10c
- Hot or Cold Drinking Cups Pkg. 10c
- 9" Chinette Plates, Doz., 8c 100 for 60c
- 9" Sav-a-Day Plates, Doz. 6c 100 for 45c
- Blue Plates, Doz. 12c 100 for \$1.00
- 6" Chinette Plates Doz. 5c 100 for 35c
- Fluted Plates, Pkg. of 12 10c
- 9" "Kitchen Aid" Paper Plates Box of 50, 25c
- Sibley's Special Napkins, Pkg. 10c 3 for 25c
- 54x108" Tablecloths 25c

aisle 7



Take These Along for Your Comfort! BEACH NEEDS

Don't go off to the beach without the accessories so necessary for your comfort and good times. We've plenty of caps, shoes, and sun glasses to keep you looking your prettiest.

Kleinert's Discontinued Sav-A-Wave Bathing Cap . . 39c

Famous Kleinert quality in a smart white cap to give you excellent service. Very remarkably low priced!

Women's Bathing Shoes . . . 29c

Red, white or blue in sturdy quality. Sizes from 3 to 7.

Sun Glasses 10c, 25c

Grand selection for both children and adults. Protect your eyes from too much sun while at the beach.

aisle 7



ONE WEEK ONLY SALE GIBSON

★ ALL STEEL ELECTRIC REFRIGERATORS

**BUY NOW!
ONLY 18 IN
THIS SALE!**

WHEN PRESENT STOCKS ARE
GONE WE CANNOT GUARANTEE
IMMEDIATE DELIVERY.

A Big 6½ Cu. Ft.

99⁹⁵

MODEL C-631

COMPLETE INSTALLED



MODEL AS ILLUSTRATED \$769.10 — \$209.95

Government Demands On Steel Point To Shortage Soon

Because of the huge government demands on steel for the national defense program, all signs point to an early shortage of steel for refrigerator manufacturing purposes. There may be a decided shortage soon! Don't take a chance. Buy this handsome ALL STEEL GIBSON now and make sure of top quality. Avoid being late!

- ★ No Money Down
- ★ Easy Terms
- ★ 5 Year Warranty
- ★ Liberal Trade-In Allowance
- ★ Immediate Delivery

MODERN ELECTRIC CO.

1692 CLIFFORD AVENUE

Phone Culver 4140 • Open Every Evening

BEAUTY INSTRUCTION
FOR the best spaghetti in Rochester stop at Norman's Cafe, 403 Campbell. Licensed. Kall Beauty School, 439 Burke Bldg.

ANNOUNCEMENTS
FOR the best spaghetti in Rochester stop at Norman's Cafe, 403 Campbell. Licensed. Kall Beauty School, 439 Burke Bldg.

BUSINESS PERSONALS
MATTRESS new or renovated; beds, springs, pads, pillows, Flower City Bedding, 238 Hudson, Stone 3063.

MRS. EVA ROBINSON at 58 Jefferson Terrace daily. Genesee 3520.

Rock Wool INSULATION
BLOWING IN PROCESS
METAL FRAME COMBINATION
STORM SACH & SCREEN
48 years in home-comfort and fuel-saving business. Over 1,500,000 homes do it—ask for further information and free estimate.

TERMS IF DESIRED
Chamberlin
Weather Strip Co.
247 Weldon St. Gen 6150-J



SAVE IDEAL LABELS

CHIROPRACTORS
FRANK BROWNELL, 65 BRONX, L. A. Young in attendance. Genesee 1402

WAS DEAFENED
NOW HEARS CLOCK TICK
A. M. Beethson, Newark, N. J., writes: "Before using Crotone Ear Drops, I was so deafened that I could not hear the clock tick. After using Crotone, I can now hear the clock tick with both ears." Thousands now hard-of-hearing would hear clearly and distinctly again, and also get relief from buzzing, ringing, head aches, dizziness, feeling in ears, if impacted wax that blocks ear canals and prevents on sensitive eardrum was removed. Try Crotone Ear Drops as directed for this purpose. They are safe and contain an ingredient recommended by United States Public Health Service.

DAW-KEY DRUG STORES
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-TERS CHEMICAL COMPANY has been serving the women of America for over half a century.

CHI-CHES-TERS PILLS
THE fresh-flavor GRAPEFRUIT DRINK

You're MISSING SOMETHING!



If You Don't Try **Squirt**

Woodbury
FACIAL SOAP
10c Size Limit, 4
2 for 9c
KEY DRUG

DARLING
CASTLE SOAP
3 for 11c
KEY DRUG

Williams, Scented
TALC POWDER
3c can Limit 2
8c
KEY DRUG

CLOTHES PINS
Box 48 Reg. 10c Limit 2
2 for 9c
KEY DRUG

Single Edge
BLADES
Pkg. 5 Reg. 10c Limit 2
2 for 9c
KEY DRUG

Canning
JAR RUBBERS
12 in a box
3 boxes 11c

Canning
JAR COVERS
Porcelain Lined
Box of 12
23c

ANACIN
TABLETS
Box 30 Reg. 75c
59c

MOLESKIN
¼ yard by 7 inches
19c

CASTOR OIL
4 oz. bot.
11c

Peterman's
ANT FOOD
25c Size
14c

SULPHUR CANDLES
Reg. 10c
2 for 11c

HALEY'S M. O.
Dollar Size
54c

KEY
ROCHESTER'S MODERN
CUT RATE
DRUG STORES
TODAY THRU NEXT WEDNESDAY

Borden's AT ALL KEY
ICE CREAM 15c, 20c, 25c, 30c Pint

Insects Scram!
WHEN THEY SEE THE
Insect Repellent
LAMPS
Through The Use of These
GENUINE
TRANSLUCENT
YELLOW GLASS
LAMPS
It is now possible to enjoy your evenings out of doors without the discomfort of mosquitoes, moths, gnats, flies and other insects usually attracted by common types of artificial light. 99% freedom from insects.

SIX-16 BROWNIE SPECIAL
This is the world's most famous box camera—modernized. Spyglass type finder. Finger shutter release minimizes camera movement. Near and far focus. Rotary shutter for Reg. \$4.25 snaps and time exposure.

NOW!
New Economy Tube
SQUIBB
Dental Cream
49¢
55c value

FILMS
Developed and Printed
Any 8 or 8 Ex. Roll
23c

KOTEX
SANITARY NAPKINS
give you carefree active days

SEAMLESS RUBBER

PACKETTE
FOLDING SYRINGE
Convenient Travel Set. Can be tucked away in luggage or medicine chest. Ideal for personal use.
RESERVE BOX OF 30 . . . REGULAR, JUNIOR AND SUPER
48c
\$1.75 Value

FAT? *Ayds* REDUCING PLAN AND CANDY
30-DAY SUPPLY ONLY . . \$2
(LESS THAN 7c A DAY)
NO DRUGS! NO LAXATIVES! NO EXERCISE!

1¢ SALE
CASHMERE BOUQUET
HAND LOTION
CONTAINS NEW SPECIAL SKIN SOFTENER
LARGE SIZE 1¢
GIANT SIZE 35¢
BOTH FOR 36¢
YOU SAVE 19¢

LIQUID WAX
Pint Quart
39c 69c

LARVEX
1.00 Size
79c

GOLF BALLS
21c ea.
3 for 59c

SHAVE CREAM
25c Size
2 for 26c

FACIAL TISSUE
Box 208 Reg. 25c Limit, 2
11c
KEY DRUG

TOILET TISSUE
1000 Sheet Roll
3 for 11c
KEY DRUG

Borden's Chocolate
MALTED MILK
1b. can Limit 2
19c
KEY DRUG

ADHESIVE Tape
¼-in. by 3 Yds. Reg. 10c
2 for 11c
KEY DRUG

INSECT SPRAYERS
25c Val. Limit 1
9c
KEY DRUG

Vacuum BOTTLE
Pint Size \$1 Value
79c

'WATER GLASS'
Reg. Preservative
Pint Size
13c

Toilet Bowl DEODORANT
Large 15c Size
7c

SHOE POLISH
Black, Brown or Tan
7c

Liquid Wax
Pint Quart
39c 69c

LARVEX
1.00 Size
79c

GOLF BALLS
21c ea.
3 for 59c

SHAVE CREAM
25c Size
2 for 26c

GOLF BALLS
21c ea.
3 for 59c

SHAVE CREAM
25c Size
2 for 26c

GOLF BALLS
21c ea.
3 for 59c

SHAVE CREAM
25c Size
2 for 26c

GOLF BALLS
21c ea.
3 for 59c

ARTICLES FOR SALE

GIRL'S BICYCLE—used very little, \$15. Inquire 191 Monroe St.
VICTROLA and records for sale cheap. Call at 53 Peck St.
LADIES extra size dressmaker swim suits. Sizes 42 to 52. Values to \$2.50. With this ad. \$1.99. Smith's 118 State St. Free parking next door.

ARTICLES FOR SALE

SILK DRESSES—Values to \$2.95. Now \$1. Wash dresses, 49c. Smith's, 118 State St. Free parking next door.
CARPENTERS-CONTRACTORS
ALTERATIONS—Paperhanging, painting, general contracting. Glenwood 211 or 471.

PAINTERS - DECORATORS

DECORATING — Painting, paperhanging, work guaranteed. Northmore, 700 University. Monroe 6249-R.
PAINTING and papering done at once. 518 Merchants, Culver 3869-R.
WANTED TO SWAP
THREE ELECTRIC MOTORS — one sixth and one quarter horsepower for typewriter or what have you? Stone 3889-R.
SITUATION WANTED
BOY, 17—would like job of any kind. Glenwood 3443-W.

WANTED TO BUY

BAGS—20 lb. magazine 50c. papers, mattresses, metal. Stone 3889-R.
BEST prices for all kinds of used furniture, stores, rugs and entire households. Phone Mr. Carter, Main 8926.
MOVING—CARTING
ARE you moving? Call Ryan Carting Company, Main 1468. Storage, packing, long distance, modern equipment.
FOR LOWEST PRICES, good service—Phone Elmer Darleth, Main 4664.

TIRE SALE

BUY NOW — While Prices Are Still Low
FIRST QUALITY TIRES GUARANTEED 12 MONTHS
475x19 ... \$4.60 | 550x17 ... \$5.85
525x18 ... \$5.40 | 600x16 ... \$5.95
PRICES INCLUDE OLD TIRES—50c WEEKLY

SALE WASHING MACHINES

A.B.C. & THOR WASHERS
FREE 60 Lg. Boxes Rinso With Every Washing Machine Sold (LIMITED TIME ONLY) **\$39⁹⁵**
• TERMS 75c WEEKLY •

SALE GAS RANGES

• TERMS 75c WEEKLY •
• FLORENCE • CROSELEY • **\$49⁹⁵**
• QUALITY •

PORTABLE RADIOS

Complete With Batteries
3-WAY-A. C.-D. C. BATTERY **\$13⁹⁵**
TERMS 50c WEEKLY

KOMINZ TIRE CO.

182 MONROE AVENUE
AT SAVANNAH
Open 9 A. M. to 5 P. M.
Daily

417 MONROE AVENUE
AT AVERILL
Open 7:30 A. M. to 11 P. M.
Daily and Sunday

SUMMER SPECIAL REDUCED RATE BINGO TICKETS

Thursday—8:15 P. M.
TOWNER HALL

This ticket is worth 45c when purchasing a book of specials and a triple board at Towner Hall Thurs.

Friday—8:15 P. M.
TOWNER HALL

This ticket is worth 45c when purchasing a book of specials and a triple board at Towner Hall Friday.

Saturday 8:15 — \$500

TOWNER-REXY

This ticket is worth 25c when purchasing a book of specials and a triple board at either Towner Hall or Remy Theatre.
Every Game — \$10.00

Sunday 8:15 — \$500

HOLLYWOOD-TOWNER

This ticket is worth 25c when purchasing a book of specials and a triple board at either Towner or Hollywood Bingo Hall Sunday evening, 8:15.
Every Game — \$10.00
Special Games — \$40.

Tuesday — 8:00 P. M.

HUDSON BINGO

This ticket is worth 45c when purchasing a book of specials and a triple board at the Hudson Theatre.
Wednesday 8:15—\$475

REXY-TOWNER
BINGO HALLS

This ticket is worth 25c when purchasing a book of specials and a triple board at either Towner Hall or Remy Theatre.
Every Game — \$10.00

CHILI Recreation Hall

—519 CHILI AVE.—
Bingo Every Monday, Tuesday, Thursday, Friday and Saturday at 8:15 P. M.—Tuesday, Wednesday and Saturday at 2:00 P. M.
REGULAR BOARDS:
Mon. Sat. Noon Wed. Noon Friday Thurs.
\$6 \$5 \$4 \$5 Or **\$3**
THURS.: Gold Award Nite—TUES.: Free Ticket Day

CETLIN & WILSON present The World on Parade SHOWS

A MILE LONG
GORGEOUS GLADWAY

TONIGHT

AND ALL WEEK!
Two Performances Sunday (Afternoon and Night)
Audiences
Wm. W. Doud Post
2 Free Acts

30 Shows and Rides
898 Buffalo Rd.

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WATCH THE FRONT PAGE OF
Next Week's Rochester Sun
— For Our —
AUGUST SALE of FURS
CLIFFORD FUR CO.
1283 CLIFFORD AVE.
Mrs. Edith Foster, 487 Hill Ave.

NUT MEAT SPECIALS
To Pep Up Summer Menus
Sliced **WALNUTS** lb. **39^c**
Broken **PECANS** lb. **47^c**
Salted **PISTACIOS** lb. **43^c**

Orange Pekoe **TEA** lb. **64^c** 1/2 lb. **32^c**
EXCELLO **COFFEE** lb. **26^c**
Compare it against more expensive blends.
MIXED TEA lb. **57^c** 1/2 lb. **29^c**

Beechnut **SOUPS** Including Consomme and Chicken Consomme **2 for 25^c**
Diamond Crystal **SALT** Plain or Iodized pkg. **7^c**
Black **PEPPER** lb. **23^c** Half pound **12^c**
GROUND SPICES Most Kinds **4 ozs. 15^c**
Free City Delivery on Purchases of \$2 and Over. Free Parking on 50c Purchase.
WHOLE PEEL No. 1 2 for **29^c**
APRICOTS can **29^c**
PEARL TAPIOCA lb. **9^c**
INSTANT TAPIOCA lb. **13^c**
PEA BEANS lb. **7^c**
CORN STARCH lb. **6^c**
BLUE LABEL APPLE SAUCE 2 for **17^c**
PRUNE JUICE 2 for **15^c**
BLEND OF GRAPEFRUIT and **ORANGE JUICE** 6 cans for **55^c**
No. 2 can
46 oz. can Ea. **19^c**
CRAB MEAT can **23^c**
8 OUNCE JAR **MUSTARD** 2 for **13^c**
15 OUNCE JAR OF **RELISH** 2 for **29^c**
RICE 2 lbs. **11^c**
FOR COOKING **COCOA** lb. **8^c**

Atlantic Supply
79 SE. Paul St. — HOUSE — MAIN 472

Where to Play BINGO

HOLLYWOOD • BINGO
Every Wed., Thur., Fri. and Sat.
35 PULLMAN AVE.
• Jackpots
• Special Games
• Entertainment
Free Special Game Any Night With This Ad. — Expires July 19. — Door Prizes — Cash
BINGO BROWN, MANAGER

BINGO
Wed. & Sat. Afternoon 1:30
JACKPOT EACH AFTERNOON
Saturday Afternoon Jackpots \$40 and \$25
If Not Taken Wednesday
Monday Night 8:30
Jackpots \$100 and \$140
Sunday Nite 8:15
Jack Pots \$70 & \$145

UNION LEAGUE HALL Gregory at South Ave.
TAKE 80 AVE. BUS TO DOOR

FREE JONES BINGO
SEA BREEZE—ON THE BOARDWALK
THIS COUPON GOOD FOR ONE
FREE GAME—ANY TIME
'TIL LABOR DAY!
NEXT TO THE FERRIS WHEEL

INSTALL YOUR HEATING NOW!
No Money Down!
No Payments 'til Oct. 1st
STORE HOURS:
Daily 9:30-5:30
Friday and Saturday 9:30-9:30 P.M.

SPECIAL! 18 Inch Size HERCULES \$59⁹⁵
Hercules Furnaces have the largest heating ratio of any in its size class. Heats four to five rooms with ease. Extra heavy grates with 10 year written guarantee. Buy on Our Easy Pay Plan.
18 Inch INDESTRUCTO WARM AIR FURNACE \$69⁹⁵
Guaranteed in Writing for 20 Full Years
Indestructo Furnaces are made of an extra heat-resisting metal that no ordinary furnace could withstand. Made exclusively for Sears of Sears own formula (Pat. Pending). Heats an average home of four to five rooms with ease. One-piece radiator. New exclusive automatic humidifier, unusually large ashpit. Indestructo grates, guaranteed in writing for 20 years against any vulnerable part wearing out. Buy on our easy pay plan.

HERCULES OIL BURNER \$178
COMPLETE WITH ALL CONTROLS
275 GAL. BASEMENT FUEL TANK
Oil heat at its best! Fully automatic, quiet, sturdy, economical operation. Air meter produces correct air mixture. High static fan, full pressure control, transformer shield, no radio interference. Complete installed with room thermostat, draft control, limit switch and 275 gallon basement storage fuel tank. Buy on our easy pay plan. 1 year guarantee and free service.

25 POUND BITUMINIOUS STOKER \$124⁵⁰
Complete With All Controls Fully Automatic
Sears automatic stoker brings increased convenience and comfort. Simple, economical. Pays for itself in fuel saved. Air control provides correct amount of fuel for perfect combustion. Room thermostat maintains uniform room temperature. Limit switch prevents overheating. Fire pilot control prevents going out in mild weather. Easy to fill hopper lasts all day when filled. May be installed to present system. Buy on our easy pay plan. Installation can be arranged.

3 SECTION BOILER OIL BURNING TYPE \$194⁵⁰
Heavily insulated with aircell asbestos. Operates automatically, maintains correct room temperature. New principle of fire travel and base construction makes it one of the most economical of oil burning boilers. All steel casing heavily enameled. All controls completely enclosed. Buy on our easy pay plan. Installation may be arranged.

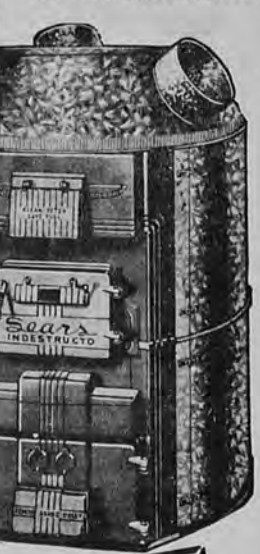
THERE ARE TWO Sears STORES IN ROCHESTER
Monroe Ave. At S. Union—Stone 2500
476 Ridge Road West Near Dewey—Glenwood 556

MAIL for ESTIMATE

Sears Roebuck and Co.,
Rochester, New York.

Gentlemen: Kindly have salesman call for Free Heating Estimate. I know this does not obligate me.

Name
Address
City
Best Time



Boiler Comp'd. 49c
Iron Cement 15c
Stop Leak 4c
Soot Remover 45c
Boiler Brush 49c
Furnace Brush 29c
4 Foot Poker 39c
Furnace Cement 19c
Asbestos Paper 89c
Asbestos 10 lb. 39c
Asbestos 25 lbs. 79c
Asbestos 100 lbs. \$2.39
Smoke Pipe 7" 37c
Asbestos Tape 35c
Steam Air Valve 29c
Water Coil 1" 98c
Water Coil 3/4" 29c
Cold Paste 29c

DON'T DELAY . . .
FILL YOUR BINS NOW
PENNSYLVANIA
HARD **COAL**
EGG \$1.20
STOVE 1 Ton
NUT Grade "A" Every Ton Guaranteed
CASH SHOVELED OFF
LAKE COAL & COKE Co.
255 LYELL AVE. GLEN 538-537

ATTENTION
FACTORY
SAMPLES
TRUNKS and
LUGGAGE at
Bargain Prices
KRIEGER
TRUNK STORE
135 S. Clinton Open Even.

Shopping News Want Ads are
read in 75,200 Rochester homes.

You're MISSING
SOMETHING!

If You Don't
Try **Squirt**
THE fresh-flavor GRAPEFRUIT DRINK

WORLD'S
LARGEST
SELLER
AT 10¢
ST. JOSEPH
ASPIRIN

CUSTOM MADE SHOES
FOR MEN AND WOMEN
For a decent pair of custom made shoes
—call GEN. 3397—Satisfaction guaranteed.
Ask for Clemente. Let
HAND-MADE. TURNS FOR LADIES
CRESCENT SHOE
187 CAMPBELL ST.

WANTED TO BUY
RAGS—3c lb., magazines 5c; news-
papers, iron, metal, tires, tubes, bat-
teries, mattresses, junk. Top prices.
Stone 370-L.
Relieves Pain of Periodic
Female Weakness
AND HELPS BUILD UP RED BLOOD!
Lydia E. Pinkham's TABLETS
(with added iron) have helped
thousands of girls to relieve pain
of functional monthly weakness.
Pinkham's Tablets ALSO help
build up red blood and thus aid in
promoting MORE STRENGTH.
Worth trying!

MINOR BRUISES, BURNS
CUTS SKEETER BITES, RUB
PENETRO
CLEANED and STAINED
Rugs, Steamed, Cleaned, Washed,
Sized, Moth, Damp and
Germ-proofed \$3.00
ELTER CO. Est. 1872
Glenwood 3466 — 44 Arthur St.

ARE YOU
MOTORING
THIS VACATION?

Save money on our
SUMMER
SAFETY
SPECIAL

COOLER 'INSIDE'!

Treat yourself to a tall, cool
SCHENLEY
Whiskey Collins!
You want extra rich flavor in
a long cooling drink—to stand
plenty of ice without loss of
character. Try a SCHENLEY
Whiskey Collins, at home or
at any good bar.


\$4³⁹
(regularly \$6⁶⁵)

- for these services and inspections!
- Adjust Brakes
 - Adjust Steering Gear and Front
 - Rearrange Tires If Necessary
 - Wheel Toe-in
 - Clean Fuel Pump and Adjust
 - Adjust and Clean Spark Plugs
 - Carburetor for Summer Driving
 - Adjust Fan Belt
 - Inspect Battery and Clean Terminals

WE'LL CHECK—Lights . . . Windshield Wipers . . . Horns . . .
Ignition . . . Cooling System . . . Oil Filter . . . Transmission
... Differential . . . Wheel Bearings . . . Shock Absorbers.

Skilled Ford-trained mechanics using genuine Ford
parts will serve you promptly and efficiently. Let us
save you money, time, worry. Come in without delay.


FORD DEALERS
OF ROCHESTER

THE FOLLOWING
STORES NOW HAVE
Squirt
GET A CARTON TODAY
MAIN FOOD SHOP
1280 Main Street, E.
TREIBERS I. G. A. STORE
1424 Main St. E.
EFFINGER RED & WHITE
STORE
1582 Main St. E.
MORRISON'S GROCERY
2121 Main St. E.
WINTON FRUIT &
VEGETABLE MKT.
688 Winton Rd. N.
MANCHESTER GROCERY
818 Merchants Rd.
F. D. MARIE
1479 Mt. Hope Ave.
O & P MARKET
1441 South Ave.
SHULMAN GROCERY
630 South Ave.
BECK'S MARKET
745 South Ave.
P. BLANCA
501 South Ave.
BROOME GROCERY
549 South Ave.
SPENCER MARKET
429 South Ave.
V. GIAMBRONE
1003 Clinton Ave. S.
MINNIE FORD
863 Meigs St.
BERKE FOOD STORE
200 Clinton Ave. S.
RAY TIERNEY
590 Clinton Ave. S.
TIERNEY'S MARKET
312 North St.
RED AND WHITE STORE
847 Goodman St.
A. J. STERIS
305 Webster Ave.
ROSENBAUER GROCERY
1031 Bay St.
ARCHIBALD GROCERY
2301 Culver Rd.
J. DE MAILLE
140 Parrella Ave.
GOFF'S GROCERY
636 Garson Ave.
Sibley, Lindsay & Curr Co.
WM. CHARLELL
379 Lexington Ave.
K. CHRISTOFF
404 Lexington Ave.
ARROW FOOD STORE
137 Dewey Ave.
SOL'S GROCERY
535 Dewey Ave.
DRAKE GROCERY
200 Glenwood Ave.
SHANNON GROCERY
197 Lexington Ave.
ALL WEGMAN STORES

DAW'S MID-SUMMER TOILETRY
SALE
DAW'S COUPON
Beautiful Pastel-Colored
POCKET and BOBBY
COMBS
Practically
Unbreakable
Regular
10c Value
2 for 11c
(Limit of 6)
THESE PRICES
TODAY THRU
SATURDAY
(Right Reserved in Limit Quantities)
DAW'S COUPON
FRESH JELLIED
ORANGE SLICES
Soft and tender, deliciously
flavored. Purchased especially for this
sale — absolutely FRESH!
Full
Pound
Pkg.
11c
(Limit 2 Lbs.)

Rubbing
Alcohol
Pint Bottle
9c
CUTEX
Nail Polish
10c Disc. Pkg.
2 for 13c

WORLD FAMOUS
PERFUMES
A lovely crystal, floral-topped bottle given
with each dram purchase of these World
famous perfumes.
Toujour Moi, . . . \$1.35
Shallimar, . . . \$1.60
Un Air Enbaume 49c
Jel, Corday's \$1.25
Bellodgia . . . \$1.75
Djer-Kiss . . . 50c
Evening in Paris 55c
Coty's Lorigen, Paris etc. 65c

Reg.
10c Boxes
LUX
FLAKES
2 for 15c

EFFERVESCENT
BUBBLE BATH
Effervescing bub-
bles, froth up into
a delightful, fra-
grant foam. Softens
water, saves soap.
Each package con-
tains enough for 12
baths.
13c
2 for 25c

APPLE
BLOSSOM
COLOGNE
69c
25c Size
Phillip's
Milk of Magnesia
Tooth Paste
9c
25c Jars
Cashmere
Bouquet
Cold Cream
2 for 25c
25c Size
LOVALON
Hair Rinse
14c
60c Size
SUN-TAN
OIL
29c
25c Size
Multifid
Cocoon Oil
Shampoo
17c
New Size
ANGELUS
LIPSTICK
49c
50c Size
Jergens'
LOTION
29c
60c Size
JAD
SALTS
29c
35c Size
Citrato of
Magnesia
6c
DOAN'S
PILLS
31c
10c Box
PAPER
NAPKINS
2 for 11c

25c Size
Packer's
Tar Soap
14c
35c Size
ITALIAN
BALM
For the Hands
19c
Large Size
COLGATE
Tooth Paste
14 1/2c
Sold Only in
Units of 2

DAW'S COUPON
DR. LYONS
Tooth Powder
50c Size
21c
(Limit of 1)
DAW'S COUPON
HAIR CURLERS
Perfect For
End
Curls
• ALUMINUM
• SPRING LOCK
3 for 7c
(Limit of 6)

BEAUTY AIDS
Toilet Lanolin 25c Tube . . . 18c
Ambrosia 75c . . . 64c
Rimmels Mascara 1.00 . . . 79c
Woodbury Lipstick 15c . . . 33c
Palmer's Almomeal 60c . . . 41c
Maybelline Mascara . . . 69c
Mercolized Wax . . . 71c

DAW'S COUPON
WILLIAMS
Toilet SOAP
Reg. 10c Bars
Choice of
LAVENDER or
GARDENIA
(Limit of 6)
3 for 11c

DAW'S COUPON
COSMETIC BAGS
With Slidette Zipper
For Jewelry, Comb,
Cosmetics, etc.
Worth
10c
(Limit of 2)
4c

BOBBIE
PINS
Brown or Black
Card of 25
3c
51c Size
HIND'S
Honey-Almond
CREAM
49c
55c Disc. Pkg.
LADY
ESTHER
Face Powder
27c
51c Size
MARROW
OIL
SHAMPOO
49c
50c Size
MOLLE
Shave Cr'm
23c
Gerber's
Baby Foods
2 for 11c
Bottle of 100
BLAUD'S
IRON PILLS
12c
100 Tabs.
SODA
MINTS
6c

DAW'S COUPON
CLEANSING
TISSUES
Boxes of
200 Sheets
(Limit 4)
2 for 11c

FOR THE TEETH
Dental Floss 12 Yard . . . 8c
Teel . . . 10c, 23c, 39c
Polident . . . 24c, 49c
Sylac Powder . . . 34c, 63c
Vince Powder . . . 29c, 59c
Dentlock 50c . . . 34c

DAW'S COUPON
NATIONALLY KNOWN BRAND
PERFUME
(Manufacturers Name Withheld)
2-DRAM
50c Size
(Limit 2 Bottles)
19c

DAW'S COUPON
Quick - Drying
WAVE SET
LOTION
—Not Sticky
—Will Not Flake
Large
6 Oz. Bottles
(Limit of 4)
2 for 11c

DAW'S COUPON
WOODBURY'S
CREAMS
Cold • Cleansing • Facial • Tissue
Large \$1 Size
(Limit 1 Jar)
58c

DAW'S COUPON
HAIR CURLERS
Perfect For
End
Curls
• ALUMINUM
• SPRING LOCK
3 for 7c
(Limit of 6)

FOR THE HAIR
Amami Shampoo 25c . . . 8c
Brilliantine 75c . . . 13c
Glover's Mangle . . . 37c, 69c
Golden Glini . . . 18c
Hennasan . . . 35c . . . 44c
Glostora 50c . . . 36c
Electric Curler . . . 59c

DAW'S COUPON
Quick - Drying
WAVE SET
LOTION
—Not Sticky
—Will Not Flake
Large
6 Oz. Bottles
(Limit of 4)
2 for 11c

DAW'S COUPON
Quick - Drying
WAVE SET
LOTION
—Not Sticky
—Will Not Flake
Large
6 Oz. Bottles
(Limit of 4)
2 for 11c

HARRIET HUBBARD AYER
HALF PRICE SALE!

\$1 LUXURIA CREAM
\$1 Luxuria Face Powd.
\$2 VALUE
BOTH FOR \$1

NOXZEMA
Greaseless
Cream
25c Jar
19c
100 Tabs.
SODA
MINTS
6c

DEPILATORIES
Neel Cream . . . 49c, 79c
Zip Cream . . . 19c, 34c, 69c
Evan's Cream 31c, 49c
De Wan's . . . 39c, 79c
Zip Wax 51.00 . . . 67c
X-Bazin Cream . . . 39c

Cashmere Bouquet
SOAP
Reg. 10c Bars
4 for 26c

Ponds
CREAMS
All Types
55c Size
39c
1-Lb. Roll
Absorbent
COTTON
19c

DAW'S
ORIGINAL CUT-RATE DRUGS
56 Clinton Ave. S. Temple Theater
31 Main St. E. Corner
353 Main St. E. 1 Door From
452 Ridge Rd. W. Corner
880 Main St. W. Bull's Head
473 N. Goodman Just Off
539 Monroe Ave. Near
Glenwood

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Delivered Every Thursday

FOURTH YEAR—No. 39

ROCHESTER, N. Y., THURSDAY, JULY 24, 1941

To 75,200 Rochester Homes

PHONE STONE 6001

COMPLETE NEWS OF SUPER SAVINGS DAYS

Leading Stores Offer Outstanding Savings on Summer Apparel and Household Needs! Read Every Advertisement in this Issue! Shop and Save Double Today, Tomorrow and Saturday.

WHAT'S IN FASHION?

Interchangeable Pieces in Period and Modern Manner—And Simpler Lines—Features of New Home Furnishings

It's the multiple purpose furniture that leads the field in new Fall presentations.

In addition, the fashion forecast shows an accent on lounge and pull-up chairs with clean, simple, comfortable lines minus all gingerbread decoration, decorative trims that run the gamut of inspiration taken from the Salt Box homes of the Pennsylvania Dutch settlers in Colonial times, to the more formal yet colorful Chinese decorations.

Light woods continue to hold a place of importance with softer, more silvery tones replacing in popularity the yellow tan tones of their first appearance. Native woods follow in competition with smoked ash, various pin stripe and sliced walnuts, white oak and a Southern wood known as hackberry leading the list.

Plastic Trims

Eighteenth century styles are still the top-ranking favorites. Though Regency styles have lost none of their popular favor, Federal American is a close competitor. Both have many details in common: grace curving lines, the use of hold striped fabrics and the ever present decoration of the American eagle in gold metal or brass.

Chairs for Fall will again conform to the modern idea of comfort first, with even the pull-up chairs as well as lounge types now built with wider backs, and seats that

are broader but not so deep from front to back.

More and more plastic is continually being used, not only for woven mat chair seats and backs on informal summer or game room furnishings but as decorative drawer pulls, particularly on modern pieces. For one dining room set of very modern design, simple dark Paldao mahogany chairs in a formal design have woven seats and backs of clear, colorless, plastic bands.

Sister Prints in Upholstery

Upholstery coverings make much use of period designs on modern fabrics whether for modern pieces or tradition reproductions. Sister and companion prints, by their very efficiency and adaptability, gain new friends with every season. With Regency and Federal American furniture, fabrics patterned with document designs culled from museum sources and old wallpaper are obviously favored for their decorative harmony.

Carpeting with an embossed design and a hand carved appearance that is now being produced by machine to bring it within the scope of many more budgets, does its bit toward contriving a background of elegance for today's home, while the colors, darker jewel tones — ruby, garnet, dark blues and greens — are set to stage a very definite comeback in decorating fashions.

(Continued on Page 12)

Plans Completed For Legion Fete At Wing Stadium

American Legion Night, next Tuesday at Red Wing Stadium, will offer almost as many features as a three-ring circus. The baseball game between the Wings and Jersey City will be preceded and followed by the most elaborate program in the long history of Legion Night, beginning with the singing of the national anthem by lovely Lucy Monroe, famous radio and operatic soprano, who is the official Legion soloist.

Half a dozen bands and drum corps will play and drill, and the state championship drill team from Winnet Post, Geneva, will go through some of the precision evolutions that won the title. Bill Stern, topnotch radio sports commentator will make a personal appearance and do some of the announcing.

Following the ball game, there will be a demonstration of plane spotting by two searchlight units from the crack 369th Coast Artillery stationed at Fort Ontario, Oswego, and a display of fireworks will conclude the all-features offering.

The Wings will return Sunday from a road trip, meeting Baltimore in a single game. Jersey City will provide the opposition next Monday, Tuesday and Wednesday.

Patriotic Emblem Finds Favor

Said to have been created to supply the need for recognition of defense workers, whether they be in factory or uniform, is a new emblem now appearing in the Rochester area.

Originators of the banner believe that families with a father, son or brother in the service of his country are proud of their distinctive contribution to the safety of America. And likewise, those families whose members serve America in the defense industries.

The banner bears the words "U. S. Defense Family" and also denotes the specific branch being served — Army, Navy, Marine Corps or Industrial.

It is expected that the demand for the emblem will be widespread as it will carry a real meaning. Whereas "God Bless America" and "I Am an American" and other slogans of like nature could be passed off as flag waving, the Defense Family banner will specifically denote a contributing member to the nation's defense.

The emblem is on sale in several leading Rochester stores and a full-color reproduction of it appears on the back page of this issue of The Rochester Sun.

Auction Festival Climaxes United China Fund Drive

A unique and colorful climax was planned for today in the campaign of United China Relief in the Chinese Auction Festival at Edgerton Park with civil and military ceremonies, an exhibition by professional Chinese dragon and sword dancers, and more than 500 lots of Chinese merchandise offered for sale.

Mayor Samuel B. Dicker opened the auction, with Colonel Oscar N. Solbert, chairman of the local committee, presiding at the ceremonies which followed a parade through the downtown section of the city.

It was decided to extend until Friday the time for team captains to make their final reports — because of the auction. Although solicitation by teams will end this week, money is still urgently needed for the relief of suffering among civilians who have fled from their home in China.

Therefore, more contributions are wanted. They may be sent to Carl S. Potter, treasurer of Rochester Chapter, United China Relief, Security Trust Company, 103 Main Street East, Rochester.

Low Cost Detroit Tour Arranged By Sun As August Travel Feature

An opportunity to visit the famous motor city and "defense center" of America is offered Sun readers through the travel department of the Rochester Sun in announcing a grand week-end tour of Buffalo, Niagara Falls, Detroit, Greenfield Village and return.

The special low cost tour rate has been set at \$15.25 per person and \$9.85 for children under 12 years of age.

The tour includes a side trip to Henry Ford's world-famed Greenfield Village and the Edison Institute, plus a trip to Father Coughlin's famed Shrine of the Little Flower, and a tour of the renowned Detroit Zoological Gardens.

Special New York Central fast passenger express will leave Rochester at 12:33 p. m. Saturday afternoon, August 9. At Buffalo special busses will await the party and start immediately on a beautiful drive through Buffalo over the famous Peace Bridge to the Canadian

side of the Niagara River, thence along the river through Queen Victoria Park to Niagara Falls, Ontario. Here you will get a new conception of mighty Niagara Falls, the Rapids, Whirlpool and other famed Falls spots. Then, back across to the United States side to the N. Y. C. Station in Niagara Falls, N. Y.

The tour will leave Niagara Falls at 5:40 p. m. daylight saving time and arrive in Detroit at 9:35 p. m. Detroit time. Special busses will be waiting for the party to take us directly to the beautiful Hotel Wolverine overlooking Grand Circus Park, in the center of Detroit's business district, near

The trip around the city will be resumed at 10 a. m., returning to the Hotel shortly after noon. At 1:30 p. m. we again board busses for a visit to Detroit's business district, near

(Continued on Page 11)

AT ROPER'S
48 ST. PAUL ST.

Buy A Bengal Combination Range NOW



13 REASONS WHY BENGAL IS THE MODERN RANGE

1. Lightning Change Dual Oven: A flick of the wrist changes the range from coal (or oil) to gas. This feature is found only in Bengals. Oven door has full 3 inches of insulation, contributing markedly to the coolness of your kitchen.
2. Sturdy, heavy construction: Cast iron is used where this metal is most desirable. Heavy sheet steel elsewhere enameled on both sides to eliminate any possibility of rusting.
3. Beautiful modern design: designed by the country's No. 1 industrial designer, Walter Dorwin Teague. It is the last word in beautiful efficiency.
4. Coal Cooking Top: Handsome gun metal finish.
5. Automatic Oven Heat Control: This scientific instrument maintains oven heat at any temperature set by the dial. Helps you to better baking with less attention.
6. Broiler: Large capacity and smokeless! Its porcelain enamel finish makes it easy to clean.
7. Firebox: Large, sturdy; inner ash pit doors remain closed when ashes are being shaken, preventing dust from coming out into your kitchen.
8. Oil Burners: In many models they are built-in, with valve controls entirely accessible but out of sight. (Not illustrated).
9. Two baking racks in oven: Ample oven space for keeping many dishes going at once, when you find this necessary.
10. Harper Top Burners: Here, are the most efficient burners yet designed. Starting burner for frying and fast boiling; cooking burner for maintaining the cooking. They save more than a third in gas over ordinary burners, and keep kitchens many degrees cooler.
11. Automatic lighting of Top Burners.
12. Timer and Condiment Set: Placed in center of shelf, they add much to your cooking convenience.
13. Cooking Top Cover: Lets down over cooking top when range is not in use.

Range prices appear certain to rise. We don't know how much, but perhaps more than you could easily afford. Defense labor and materials priorities explain this. If YOU will need a new range within the next 3 or 4 years, we sincerely urge you to buy NOW. Come to Ropers — you'll be glad you did.

COAL and GAS — OIL and GAS — AND ALSO PYROFAX GAS SERVICE

PYROFAX GAS SERVICE

Pyrofax Gas Service. Real gas in cylinders for homes beyond the gas mains—available also in your Bengal Range.

TERMS ARRANGED TO FIT YOUR CONVENIENCE
SATISFACTION GUARANTEED

ROPER RANGE CO.

48 ST. PAUL ST. CORNER MORTIMER

SALE

FUR COATS • JACKETS

- QUALITY FURS — FAULTLESSLY MADE
- GUARANTEED SAVINGS

VERY SPECIAL

35 Fur Coats
Practically GIVEN AWAY!
Catacul, full skins, Hollanders,
dyed, and Grey Kid Paw.
Your Choice
SOME WORTH \$100!

Kolinsky SCARFS \$4 Per skin and up

COAT SPECIALS

	November Price	SALE NOW		November Price	SALE NOW
(dyed coney)			(dyed coney)		
Northern Seal	\$ 89.50	\$ 49.50	Hudseal	\$110.00	\$ 69.50
(dyed coney)			(dyed guanaco)		
Mendoza Beaver	119.00	69.50	Blue Fox	\$119.00	69.50
(dyed skunk)			Grey Persian Heads ..	125.00	69.50
Opusium	89.50	59.50	Black Persian Lamb ..	189.00	99.50
Blk. Cross Persian Lamb ..	175.00	89.00	Black Persian Paw	225.00	125.00
Blk. Cross Persian Lamb ..	275.00	189.50	Let Out Raccoon	210.00	149.00
Natural Muskrat	135.00	89.00	Sable Dyed Muskrat ..	139.50	89.50
Black & Brown Pony	175.00	98.00	Silver, Fox & Cross Fox (with hat)		

JACKET SPECIALS

	November Price	SALE NOW
Grey, Black and Sable—Dyed Coney	\$29.95	\$19.95
Black Kid—Military Style	59.50	34.95
American Broadtail, Grey Brown & Black	89.50	49.50
Silver, Blue, Red And Cross Dyed Fox	89.50	49.95

CLIFFORD FUR CO.

1283 CLIFFORD AVENUE Phone MAIN 474

1 Block East of Portland
OPEN EVERY EVE. 'TIL 9

JUST BRING
\$10

That's all you need to purchase any coat in this sale. Use our budget plan for the balance. Remember — Clifford Fur sells for less — SAVINGS GUARANTEED!

PAGE TWO

Call The Sun Office If You Do Not Receive This Paper Regularly

ROCHESTER, SUN, THURSDAY, JULY 24, 1941

A quick way to remove iodine stains from the hands is by rubbing them with a mixture of lemon juice and warm water.

Brand new kind of perspiration deodorant and check

Not a liquid... Not a paste
SWEETENS AND NEUTRALIZES PERSPIRATION ODO!



PHILLIPS' DEODORANT LOTION

prevents perspiration odor... safely checks moisture

STILL GOING STRONG



Rochesterians are being acquainted with 'Super Saving Days' this week by means of the ancient Buick pictured here. Still chugging merrily along after 33 years of service, it is the pride of Whiting Buick's grand fleet. Of course the 1941 models have several changes and improvements from this 1908 car — but basically — they're both Buicks and both engineered to last.

Remove fresh coffee or tea stains from your tablecloth by pouring hot water over the stain from a height of two or three feet.

Sour milk can be used as a substitute for sweet milk, when baking, if one-third of a teaspoon of soda is added to each cup of sour milk.

Don't shake a cup full of flour to level it for measuring — pass a knife over the top to scrape off the surplus. Shaking packs the flour.

Sweet milk can be made souring or baking by adding a teaspoonful of lemon juice.

Vacation Now... a good chance for
Vision Check-Up

Children wearing their first eye glasses become more quickly accustomed when introduced to them during the season of play. And will swing into their studies as a matter of course next fall.

Convenient Charge Accounts
E. E. Bausch & Son Co.

CARL E. BAUSCH
Optician
61 EAST AVE. 6 MAIN ST. E.
Close Saturdays at 1 P. M. during July and August



25 EAST MAIN ST.
1806 EAST AVENUE



Pay by Service Check



- \$1.00 opens an account
- No minimum balance
- No charge for deposits
- \$1.00 buys book of 12 checks

Member Federal Reserve System • Member F.D.I.C.

AVON SHOP
132 E. MAIN ST.

STARTING TOMORROW
OUR 4th SEMI ANNUAL

Miracle Sale!



THESE ASTONISHING VALUES JUST CAN'T LAST!

MIRACLE VALUE \$1
REG. \$2.99 AND \$3.99
Whites—**SUMMER DRESSES**
Powder Blue—
Maize—Rose
and Others

These Will Go Like Wildfire at This Price

EXTRA SPECIAL VALUE
150 REG. \$1.00
SENSATIONAL BROOMSTICK SKIRTS
2 FOR \$1
IN ALL COLORFUL NEW PRINTS

500 REG. \$1.00 TO \$1.99
BLOUSES
2 FOR \$1
WHITE AND COLORS ALL SIZES

REG. \$1.00
SLIPS
2 FOR \$1
Sizes 32 to 44
White and Tealose
Lace and Tailored

REG. \$2.99 (3) PIECE
PLAY SUITS
\$1.49
All Colors and Sizes
Halter Tops—Many Zipper Styles

REG. 59c
PANTIES
4 FOR \$1
ALL SIZES AND COLORS
BE HERE EARLY

WARNING!
SALE Starts Sharply at 9 A. M. Tomorrow—Come Early. Our Last MIRACLE SALE Found Hundreds of Customers Turned Away Because Late Shoppers Couldn't Get in Our Store. REDUCTIONS 50 TO 70%—Remember Our Loss is Your Gain!

HURRY! FOR THESE 1 HOUR
Miracle SPECIALS
9 A. M. to 10 A. M. only

SLACKS
REG. \$1.00
48c
RAYON

GOWNS
REG. \$1.00
48c
ALL SIZES

WHILE THEY LAST
BATHING SUITS
REGULAR \$1.69
2 FOR \$1

GABARDINE JACKET
Regular \$1.00 Value!
59c
2 For \$1.00

250 REG. \$1.98
SLIPS 88c
White—Tealose
Camisole Tops
Adjustable Straps
Daintily Trimmed
in Lace—Sizes 32 to 44

It Starts Tomorrow!

At Rivers

SALE AUGUST FINE FURNITURE

Your Biggest Opportunity To Save in Our Entire 30 Years History!

We're pleased to announce our annual August Sale again. We like to consider this event as a sort of dividend to our regular customers, and as an opportunity for new customers to discover the fine quality of our furniture at these surprisingly low prices.

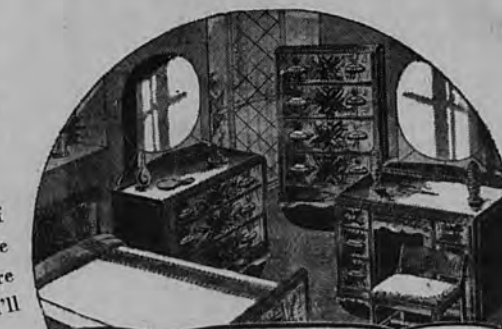
There's a reason for our low prices. It's simply that we had the foresight to make large advance purchases before the price rise. This permits us to DOUBLY lower our price; First—you receive the benefit of last years lower prices. Second—these prices are cut the usual 25% or better of our annual August Sale.

Now every home-maker in Rochester can have the finest furniture at prices and terms to match the home budget. Here's your chance to buy the things you couldn't afford before. Remember that odd piece you've wanted for that particular corner? The old suite that really should be replaced? The indirect-light lamps you've meant to get? NOW you can.

Every year hundreds of Rochesterians take advantage of our August Sale. Many actually look forward to it. ALL are satisfied. Come in yourself... look around. Compare the prices with those of inferior quality furniture. You'll say, "Why not have the best—at the same price?"



2-PC. LONDON CLUB TYPE LIVING ROOM \$109
Wide assortment of Mohair and Frieze covers. Very special... While they last. Our regular price \$139.



3-PC. JAMESTOWN BEDROOM SUITE \$119
Burled Walnut front panels, walnut top and sides. Bed, Dresser and Chest. Reg. sold at \$149. Save 30 dollars!

OPEN
Tues. Thurs. & Sat. Eve.
7 — 9:30
Other Eves. by Appointment

FRANK A. RIVERS CO.
"Famous For Finer Furniture"
226 SOUTH AVE.

BUY NOW FOR FUTURE DELIVERY

RIVERS' LET YOU MAKE YOUR OWN TERMS

A good way to prevent raisins, citron or currants from sinking to the bottom of a cake is to heat them quite well in the oven, then stir them lightly into the batter just before putting the cake in the oven.



THE fresh-flavor GRAPEFRUIT DRINK



IT'S FREE!
This smart import-design tumbler free with your purchase of a pint of CAIN'S MAYONNAISE or CAIN'S SANDWICH SPREAD. Ask your grocer.

GET YOUR FREE TUMBLER WITH CAIN'S MAYONNAISE OR SANDWICH SPREAD



IS YOUR CAR READY FOR THAT VACATION TRIP?



GET OUR LOW-PRICED SUMMER SAFETY SPECIAL

All these important SERVICE OPERATIONS
• Adjust Brakes
• Rearrange Tires if necessary
• Clean Fuel Pump and Adjust Carburetor for Summer Driving
• Adjust Steering Gear and Front Wheel Tension
• Adjust and Clean Spark Plugs
• Adjust Fan Belt
• Inspect Battery and Clean Terminals

\$4.39 (Regularly \$6.65)

Plus this valuable 10 POINT INSPECTION
Lights • Windshield Wipers • Horn • Ignition • Cooling System • Oil Filter • Transmission • Differential • Wheel Bearings • Shock Absorbers

A minimum of skilled attention now will insure carefree summer driving, keep performance at the top peak and contribute to more economical future motoring. Save money! Save time! Save worry by bringing your car to us now.



SALAD BOWL Success
When you use BREAST-O-CHICKEN BRAND Tuna Fish

Cool and refreshing as a California ocean breeze... versatile Breast-O'-Chicken Brand Tuna makes hot-weather menu planning easier. Combine its extra-delicious flavor with crisp fresh vegetables for substantial, main-course summer salads.

Frank Decatur White's Summer Tuna Recipes Send for FREE COOKBOOK WESTGATE SEA PRODUCTS CO., Dept. 7, San Diego, Calif.



FANCY SOLID-PACK TENDER-TASTY

Masonic Group To Convene Here

Legislative and judicial matters affecting the Scottish Rite bodies and membership in New York State will occupy a major part of the 2-day sessions of the Council of Deliberation of the Ancient Accepted Scottish Rite Masons on Sunday and Monday.

Officers and members of the Supreme Council, together with the various other Masonic leaders throughout the state and their guests, will number more than 500, it was announced by J. Allan Doyle, Executive - Secretary of the Rochester Convention and Publicity Bureau this week.

Henry C. Turner, New York City, Grand Master of Masons of the State of New York, heads a large delegation of outstanding members of the Masonic Order.

Local chairman of this year's meeting at Hotel Seneca and Masonic Auditorium is John B. Mullan, active member of the Supreme Council and presiding officer of the Council of Deliberation.

MID-SUMMER SALE!
MILL-ENDS 'FAMOUS' FABRICS
This sale is a real opportunity to you. Our unusually low regular prices have been further reduced. Come see the gorgeous drapery-slip cover and upholstery fabrics in our new DAYLIGHT STORE.

50-INCH LINENIZED CRASH	39¢
54-INCH TAPESTRY	98¢
50-INCH HOME SPUN	59¢
36-INCH THEATRICAL NET	11¢
30-INCH AWNING CLOTH	19¢
Close-Out! CHINTZ	18¢
45-INCH CUSHION DOT MARQUINETTE	17¢

The Mill End Shops
EVERYTHING IN YARD GOODS IMPORTED AND DOMESTIC
69 Clinton Ave. S. - Stone 4787

Sibley, Lindsay & Curr Co. GROCERIES AT 1940 PRICES!

Here are only a few of many, many Specials in Our Great Grocery Today, Friday and Saturday!



STANDING RIB ROAST

Short Cut from Sibley's Superior Yearling Beef, 6 1/2 to 7 lb. each **25¢**

CHUCK ROAST, Well Trimmed Center Cut **Lb. 19¢**

SHORT RIBS For Braising **Lb. 17¢**

PLATE BEEF For Stewing **Lb. 15¢**

HOTS, Tower Parboiled **Lb. 25¢**

SUNKIST ORANGES Extra Large **2 Doz. 69¢**

LEMONS, Sunkist, Large Size **Doz. 29¢**

NEW POTATOES, U. S. No. 1 **15 Lbs. 31¢**

NEW PEAS or BEANS **3 Lbs. 25¢**

GOOSE LIVER Style Sausage **Lb. 37¢**

GOLD'N RICH CHEESE **Lb. 37¢**

BOLOGNA, HAM **Lb. 21¢**

COOKIES Doz. **21¢**
Peanut Butter, Butterscotch Pecan, English Rock

CHOCOLATE CHIP LAYER CAKE Ea. **29¢**

A White Cake filled with Chocolate Chips, Chocolate Fudge Icing.

Home-Made **PEANUT BUTTER** **Lb. 17¢**

Special Introductory OFFER!
To acquaint you with the many uses of convenient **M. C. P. Powdered LEMON JUICE**
Get REGULAR 15¢ 3-oz. CAN For Only 1¢ with purchase of an 8-oz. can at regular price of 25¢
Regular **40¢ VALUE 26¢**

IF YOU CAN'T COME IN, PHONE STONE 6500
If you live in Fairport, East Rochester or Webster Phone 370 at no charge to you.
TELEPHONE ORDER BOARD OPENS AS EARLY AS 8 A. M.

Lenox Coffee Fresh-Roasted **3 lbs. 57¢**

GRAPEFRUIT JUICE, Dr. Phillips, No. 2 Tin **10¢**
3 for 27¢, 6 for **49¢**
SALMON, Libby's Red, No. 1 Tall Tin **25¢**
APRICOTS, Libby's Peeled, No. 2 1/2 Tin **29¢**
3 for 85¢
SUNBRITE Cleanser, 3 Tins **14¢**
GRAPEFRUIT, Dr. Phillips, No. 2 Tin, 2 for **25¢**

CAMPBELL'S Tomato Soup or **CAMPBELL'S Tomato Juice** 14-oz. can **doz. 79¢**

HUNT'S
PEACHES, Superior Yellow, No. 2 1/2 Tin, **19¢**
3 for 55¢
PEACHES, Supreme Yellow, No. 2 Tin **17¢**
3 for 49¢
APRICOTS, Superior, No. 2 1/2 Tin **23¢**
3 for 65¢
PRUNES, Italian, No. 2 1/2 Tin **17¢**
3 for 49¢

FLORIDA GOLD
GRAPEFRUIT, No. 2 Tin **13¢**, 2 for **25¢**
GRAPEFRUIT JUICE, Sweetened, No. 2 Tin **10¢**
3 for 27¢
BLENDED JUICE, Sweetened, No. 2 Tin **10¢**
3 for 27¢

PRINCE'S FINEST
PINEAPPLE JUICE, No. 2 Tin **2 for 25¢**
FRUITS FOR SALAD, No. 1 Tin **12¢**
No. 2 Tin 17¢
APRICOT HALVES, No. 2 1/2 Tin **29¢**
CHERRIES, Royal Anne, No. 2 1/2 Tin **29¢**
PEACHES, Sliced Yellow, No. 1 Tin **2 for 25¢**, 6 for **69¢**
SPINACH, Garden, No. 2 1/2 tin **3 for 49¢**

PRICE INCREASES SHORTAGE OF MATERIALS DELAYED DELIVERIES LIMITED SELECTIONS

SAIL HO! WEIS & FISHER'S TO THE RESCUE — ON A SHOPPER'S TROUBLED SEA!

weis & fisher's
"rochester's showplace of furniture fashion"

52nd and greater than ever

AUGUST FURNITURE SALE

starts Tomorrow at 9:30 A. M.

No need to be shipwrecked in such a troubled sea when a trip to Weis & Fisher's can be made so easily! A huge store full of fashion-right furniture—all sale priced—awaits August Sale crowds. Plenty of stocks—appealing to the eye, the purse and the person. And Weis & Fisher's usual liberal terms are always at your disposal.

STOREWIDE SAVINGS!

weis & fisher's
"rochester's showplace of furniture fashion"

80 CLINTON AVE. SOUTH, AND IN GENEVA, 427 EXCHANGE ST.

SUN TOURS
Planned For Your Pleasure At Rock-Bottom Prices

Leave Rochester Saturday Aug. 9	DETROIT	Return To Rochester Sunday Night, Aug. 10
INCLUDES—Rail transportation to and from Detroit via New York Central Motor Tour through Canada to Niagara Falls. Hotel accommodations, sightseeing trips in Detroit, visits to Father Coughlin's church, Zoological Gardens, Henry Ford's Greenfield Village and Edison Institute Museum.		
Leave Rochester Friday, Aug. 29	BOSTON	Return To Rochester Labor Day Night
INCLUDES—Rail transportation to and from Boston via Lake Shore Express on N. Y. C. railroad, hotel accommodations, Ocean-going steamer trip to Provincetown, sightseeing tours of historic Boston, Harvard University, Lexington, Concord, Bunker Hill, Faneuil Hall, etc., taxicab transfers, luncheon and dinner on dining car.		
Leave Rochester Friday, Aug. 29	TORONTO	Return To Rochester Labor Day Night
INCLUDES—steamship passage to and from Toronto, stateroom on boat, hotel accommodations, sightseeing tours of Toronto, including Mary Pickford's birthplace, Casa Loma, etc., launch tour through lagoons and islands, admission ticket to Canadian National Exhibition, transfers, dinner and dancing on board ship.		
Leave Rochester Friday, Aug. 29	NEW YORK	Return To Rochester Labor Day Night
INCLUDES—railroad transportation to and from New York via New York steamship tour around Manhattan Island, tour of Radio City N. Y. C. radio and television broadcasting studios, Rockefeller Center Roof, and many other special features.		

FOR FULL INFORMATION AND RESERVATIONS
THE ROCHESTER SUN
420 BURKE BLDG. STONE 6001

JULY 24, 1941

PAGE FIVE SEVEN

August Basement Sale!—Rugs Curtains

Over 3,000 Yards (Irregulars) 9, 12, 15 and 18 Foot

BROADLOOM

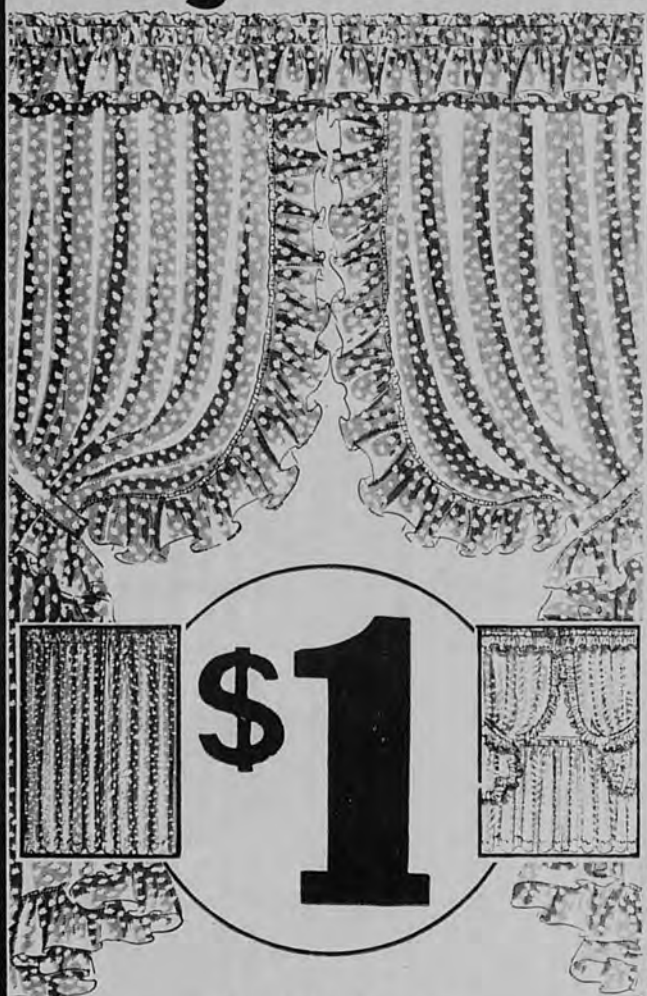
\$3.75 if Perfect \$4.50 if Perfect \$5.95 if Perfect

\$2.98 \$3.89 \$4.98

All-over Floral, Hook, Leaf and Fern Designs in Tans, Blues, Rose, Burgundy, or Green

Sizzling August Sale rug value that will not only save you money but give your home enduring beauty for years and years to come. Thick, rich carpeting you can buy for the proverbial song. Some of the patterns are absolutely perfect! They are just discontinued numbers of great beauty you will not be able to find when this lot is gone. The irregularities of the others are minor pattern flaws you really have to do a Sherlock Holmes to find. AND they positively will not impair the wearing quality in any way. Take your room measurements now! Be here at 9:30 to get your share of this arresting August value.

aisle 14



2100 Pairs of
Billowy New Marquisette

CURTAINS

- Priscillas, Tailored Types and Cottage Sets!
- Dots, Figures, Stripes! White, Cream or Ecru!
- Hemmed and Headed! Complete with Tie Backs!

Here's more than your money's worth of curtain for just \$1.00. See the beautiful selection of patterns—see how well designed, how expertly tailored these sensational curtains are! We even have some styles with red, green, blue, black and gold figures. Prepare for your fall and winter needs now—get in on these money saving, August-only sales specials.

aisle 14

2,000 Yards of \$1.49 to \$1.69 Quality
Burlap-Backed Standard Weight Inlaid

LINOLEUM

Sq. Yd. **\$1.25**

12 dazzling patterns in long wearing, strong burlap-backed linoleum at a sensationally low August sale price. All perfect merchandise! You can cover your extra large rooms without additional seams or joints with these clever and colorful patterns. Measure your rooms today! Get in on this August sale saving!

aisle 14

Regular \$36.75 and \$39.95 Size 9x12
First Quality—All-Wool Face

AXMINSTERS

\$29.98

While they last! Gorgeous assortment of patterns and colors in luxurious Axminster rugs in full 9x12 size. Specially purchased for our August Sale and specially priced with very worthwhile savings for your fall and winter housekeeping budget. Our supply is limited, however. We suggest you shop these first!

aisle 14

Irregulars of 49c to 69c

SASH CURTAINS

29c

Made from accumulations of mill ends of fine quality marquisette and rayon in versatile ecru color. All tailored. Fine for kitchen and bathroom. Very special values!

aisle 14

75c Value Dainty Scrim

COTTAGE SETS

Set **59c**

Full ruffled top! Crisp tailored bottom! Attractive patterns with colored figures of green, blue or red. Fine for your kitchen or pantry. Hemmed and headed!

aisle 14

Strong Fiber Board VENETIAN BLINDS

\$1.00

Complete with top rail and fixtures! Can be used on inside or outside of casing. Sizes 32x64 to 36x64. Blinds equipped with draw string and tilt cord.

aisle 14

Perfect Quality Mounted WINDOW SHADES

59c

Oil opaque shades made of sturdy, durable materials for exceptionally long wear. Full 36 inches wide by 6 feet long. In dark green, ecru, tan and all white.

aisle 14

\$1.19 Discontinued Scranton

LACE CURTAINS

Pair **88c**

Factory closeout of 5 smart beige patterns—all with slotted top. 30" wide! 2 yards long! The same famous Scranton quality and workmanship you know so well.

aisle 14

Prize Assortment of New

COLORFUL PILLOWS

69c

Square, box pleated, oblong with rolled edges! Rayon rough-text, cretonne and crash covers! Everyone Kapok filled! Use them to brighten your home or cottage.

aisle 14

Irregular \$6.95 Heavy

FELT BASE RUGS

\$4.99

Bright all-over, hook and block designs in a wide assortment of patterns at a very special sale price. Heavy coated surface for long wear. Sizes 9x10.6" and 9x12.

aisle 14

Regularly Sold for \$1.25

INLAID LINOFLOR

Sq. Yd. **89c**

Smooth inlaid surface pressed to a waterproof backing! Will give you years of satisfactory service on an even floor. Wide choice of colorful, attractive patterns.

aisle 14

Heavy Vermin-Proof Jute

RUG CUSHIONS

Reg. \$4.69 **\$2.98**

Both 8x10 and 9x12 sizes with finished edges! Will add years of extra wear to your rugs. \$6.25 Value Waffle Hair Top RUG CUSHIONS **\$4.98**

aisle 14

First Quality Regular 59c

"GOLD SEAL" CONGOLEUM

Sq. Yd. **49c**

Heavily coated famous "Gold Seal" congoleum with a waterproof back that lies flat on the floor. Cleans easily! Wide selection of bright new patterns.

aisle 14

\$5.95 Value Felt Base

"CRESCENT" RUGS

\$3.99

Made by the makers of "Gold Seal" congoleum in lighter weight that wears excellently. Bright new patterns! Both 9x10.6" and 9x12 sizes in this special sale group.

aisle 14

45c Value! First Quality!

"CRESCENT" FELT BASE

Sq. Yd. **33c**

Made by the makers of "Gold Seal" in a slightly lighter weight! Just the floor covering for kitchen, bath or breakfast room. Glossy surface that cleans easily!

aisle 14

PHONE STONE 6500

The Big Basement
SIBLEY, LINDSAY & CURR CO.

No Down Payment on
Purchases of \$15 or More.

YOU CAN LOSE A POUND A DAY!
Read The First Improved Nine Day Reducing Diet
Complete In The
AUGUST GOOD HOUSEKEEPING MAGAZINE
25¢ NOW ON SALE 25¢

EGG-NUT STOVE
\$11.20
TON
RICE \$6.95
PEA \$9.50
Bekwt. \$7.95

The Value-Wise KNOW
That's Why Hundreds Are
Filling Their Bins NOW With
GLO-BRITE ANTHRACITE
Pennsylvania **HARD COAL**

ROCHESTER FUEL
AND FEED COMPANY
OFFICE & YARD - 1525 CLINTON AVENUE NORTH
Mrs. Clara Spears, 27 Grassmore Pk.

For entertaining
at **Home**... PURE
REFRESHMENT



This handy family package, containing six bottles, is an easy way to buy Coca-Cola. Ice-cold Coca-Cola is every place else; it belongs in your refrigerator at home.

Coca-Cola
BOTTLING CO.
A. L. ANDERSON & SONS
Rochester, N. Y.

Accent On Appliques



ALL APPLIQUES INCLUDED IN PATTERNS

What's the news on the fashion front? Appliques! Crisp colorful applique motifs trim the loveliest of the new frocks. They're fun to do—easy enough for anybody—and they're as chic as they are effective. Each one of these frocks is distinctively different, pleasantly individual. They're gay, young and carefree... just what every wardrobe needs right now for a pick-me-up. So get set for that next important occasion! Send for your pattern now and see for yourself how simple these fashion-minded designs are to sew!

No. 3056. Like attracts like, they say, but we can almost guarantee the beauty you'll attract in this peasant-minded frock won't be the same kind as those on your hem. Sizes 11 to 19; 29 to 37. Size 15, 1 1/2 yds. 39-in. fabric for blouse; 3 yds. 39-in. fabric, 6 yds. 3 1/2-in. ribbon for luncheon.

No. 3058. This sleek princess gives you those long, lean lines that turn the other girls green with envy. And just to be different, it's gaily sprinkled with bright red cherries. Sizes 12 to 20. Size 16, 3 1/2 yds. 39-in. fabric, 1 yd. contrasting; 2 1/2 yds. braid.

No. 3054. In this cunning little dress, going to school isn't half as hard as it might be. The bright applique cherries lend a merry touch that your young daughter will love. Sizes 2 to 8. Size 4, 1 1/4 yds. 35-in. fabric, 1/2 yd. contrasting; 2 1/2 yds. braid.

Each pattern 15 cents. Address: PATTERNS, DEPARTMENT, ROCHESTER SUN, 121 West 8th St., New York City. Write plainly your NAME, ADDRESS AND STYLE NUMBER BE SURE TO STATE SIZE YOU WISH.

No. 3055. One man's meat is another man's poison, but there's a soft spot in the heart of every college man for Ivy. The snug bodice and great wide skirt must new frock will do wonderful things for your figure, too. Size 16, 2 1/2 yds. 39-in. fabric, 3 yds. 39-in. fabric, 1/2 yd. contrasting.

Drain fried doughnuts by standing in a shallow pan lined with tissue paper.

Winners Named In Movie Contest

Winners in the "Dress Blondie" contest sponsored by the Rochester Sun, each of whom will receive tickets in tomorrow's mail to see "Blondie in Society," opening at Loew's tomorrow, have been named as follows: Rhea Cookley, 143 Post Ave.; Jean Frank, 8 Somerset St.; Miss Mary Ayers, 45 Ardmore St.; Grace Gliewe, 24 Boston St.; Virginia DeWitt, 210 Roxborough Rd.; Janice Whiteman, 348 Ravenwood Ave.; Miss Marion Butler, 55 Colonial Rd.; Mrs. Dorothy Hargather, 79 Rosalind St.; Evelyn Rosenthal, 103 Troup St.; Miss Irene Balzer, 355 Lanvale St.; Remington St.; Barbara Roach, 76 Dunbar St.; Mrs. Arthur Foster, 93 Beverly Hgts.; Mary Jessup, 78 Sunset Dr.; Arline Weckelman, 85 Murray St.; Shirley Donoghue, 1062 Bennington Dr.; June Knobles, 21 Clairmont St.; Natalie Edwards, 63 Myrtle Hill Pk.; Mary Ellen Hibbert, 710 Dewey Ave.; Marian Sippo, 13 St. Jacob St.; Gerda Breuer, 6 Platt St.; Evelyn Heyer, 59 Tiernan St.; Ruth Whitehead, 47 Woodbury St.; Rita Bohrer, 121 Barton St.; Patricia Rogers, 72 Aldine St.; Margaret Hammill, 59 Lanvale St.

Movie Guide
All Pictures Listed Now Playing Except As Noted:
*Starts Friday
*Starts Saturday
*ROCHESTER — "Blossoms In The Dust," Greer Garson, Walter Pidgeon; "Blonde In Society," Penny Singleton, Arthur Lake.
PALACE — "Tom, Dick and Harry," Ginger Rogers; "San Antonio Rose," Jane Frazee.
CENTURY — "Caught In The Draft," Bob Hope, Dorothy Lamour; "Accent On Love," George Montgomery, Osa Massen.
REGENCY — "The Bride Came C.O.D.," Jimmy Cagney, Betty Davis; "Passage From Hongkong," Lucille Fairbanks.
CAPITOL — "In The Navy," Abbott and Costello, Dick Powell; "Tight Shoes," Broderick Crawford, John Howard.
TEMPLE — "Raiders of the Desert," Richard Arlen, Andy Devine; "Murder By Invitation," Wallace Ford, Marian Marsh.
*RIVIERA — "The People vs. Dr. Kildare," Lew Ayres, Laraine Day; "A Very Young Lady," Jane Withers.
*DIXIE — "Trial of Mary Dugan," Laraine Day, Robert Young; "A Very Young Lady," Jane Withers.
*STATE-LIBERTY — "Man Hunt," Walter Pidgeon, Joan Bennett; "The Cowboy And The Blonde," Mary Beth Hughes, Robert Montgomery.
*MADISON-MONROE — "Great American Broadcast," Alice Faye, Jack Oakie; "Free And Easy," Ruth Hussey, Robert Cummings.
*CAMEO-WEST-END — "Sis Hopkins," Judy Canova; "Bob Crosby," "Doomed Caravan," William Boyd, Russell Hayden.
*WEBSTER — "Bad Man," Wallace Berry, Lionel Barrymore; "Washington Melodrama," Frank Morgan, Ann Rutherford.
*GRAND — "Devil Commands," Boris Karloff, Amanda Duff; "Outlaws of the Paradise," Charles Starrett, Francis Robinson.
*LAKE — "Great Dictator," Charles Chaplin, Paulette Goddard; "Blonde Inspiration," John Shelton, Virginia Grey.

Marine Influence
Perhaps it's the influence of submarines that's making the deep sea such a source of current fashion inspiration. Nail polish comes in mysterious deep sea colors and deep sea jewelry is enjoying tremendous popularity. Swordfish and lobster claws sparkle from chic ear lobes, while starfish, lobsters and bright little minnows are landlocked on suit lapels.

The best way to clean wash- and wrung very dry. Rinse and able window shades is with a hang full length at the window cloth dipped in mild soapsuds to dry.

ROCHESTER'S SHOPPING NEWS
The Rochester Sun
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Lauer's
50 STATE ST.

See the **NEW NORGE**
1942 GAS RANGE!

LAUER'S NEW 1942 NORGE
MAKES COOKING A REAL
PLEASURE FOR YOU...



HERE'S THE GAS RANGE THAT'S A YEAR AHEAD!

Lauer's have it ready for your approval... The sparkling new 1942 Norge! Here is a stove that has no peer. It's fully insulated with heat retaining fibre glass. It has the new Spiro-Speed top burners that concentrate the heat right where it does the most good. The big oven is lined with easy-to-clean porcelain. And 27 other outstanding features make Norge the stove-buy of the year at Lauer's.

New NORGE Spiro Speed BURNER FOR GREATER FLEXIBILITY AND GREATER ECONOMY



Let Lauer's show you how good the new 1942 Norge stove really is! Compare values... Compare appearance... Compare performance. Then buy a Norge stove at Lauer's.

OPEN FRIDAY 'TIL 9 P.M.
Open Saturday 'til 1 P. M. During July

Lauer's
50 STATE ST.

SEE NORGE BEFORE YOU BUY!

SATISFY
That Urge
For a
TRAVEL VACATION
At a Low Cost
With a
SUN TOUR

- DETROIT
- TORONTO
- BOSTON
- NEW YORK

CALL Stone 6001
For Full Information
Sponsored By
The Travel Department
THE ROCHESTER SUN

IT'S MORE THAN JUST A RUG ...

It's A **KARASTAN!**
\$360
12' x 18' Size



Yes—it's a Karastan! The finest rug you can buy today... The product of skilled workers who boast a heritage of centuries devoted to the art of fine weaving. Patterns that bring a touch of luxury to your floors... Tough, long-filled imported wools that cushion your every step like a layer of air—that wear for years and years without a sign of age... Vibrant, enduring colors that simply can't be dimmed... And best of all—you can buy your Karastan in just the correct size for your individual room. See Lauer's complete display of Karastan rugs tomorrow, any time... 14 beautiful patterns. — We know you'll agree that they are really superb!

9'x12' .. \$179.50;	10'6"x12' .. \$210;	12'x16' \$320;	3'x5' \$29;
9'x15' .. \$225;	10'6"x16' .. \$280;	12'x20' \$395;	4'6"x6' \$52.50;
9'x18' .. \$270;	12'x12' \$240;	2'2"x4' \$17.50;	6'6"x9' \$113.

You Can Trade in Your Old Furniture at Lauer's
You get fair trade-in value at Lauer's because Lauer's renovate your used furniture and sell it in their own Bargain Basement.

Lauer's
50 STATE ST.

Legion Conclave Expected To Attract 15,000 To City

The call for more than 2000 official delegates to convene in Rochester August 14 to 16 for the 23rd annual convention of the New York State Department of the American Legion has been issued by State Commander Edward A. Vossler as the national emergency and the opportunity for the World War veterans to re-dedicate themselves to the service of the nation indicated a record attendance.

Based on the receipt of reservations and information from County Housing Chairmen throughout the State, about 13,000 members of the Legion and its six affiliated organizations will attend the three-day session in addition to the more than 2,000 accredited delegates and other official visitors.

Another 5,000 veterans and guests are expected to come here on Friday, August 15, for the annual state department parade, while some 100,000 Rochesterians and thousands more from out-of-town are expected to witness the spectacle.

Acceptance by Frank E. Gannett of the Chairmanship of the all-important Citizens' Committee which will cooperate with the 500 Monroe County legionnaires now perfecting plans for the largest convention here since the state Legion gathered in Rochester in 1935 was announced at the same time by George C. Monagan, president of the Rochester 1941 Corporation, host organization.

Serving with Mr. Gannett on the Citizens group will be most of Rochester's civic and business leaders.

SALESMEN

IF YOU HAVE SOLD INSURANCE OR INVESTMENTS, AUTOMOBILES, EDUCATIONAL COURSES, BUSINESS SERVICES OR OTHER SIMILAR SPECIALTIES, WE WILL PROVE TO YOU BY ACTUAL DEMONSTRATION IN THE FIELD THAT OUR SALESMEN EARN EXTREMELY LARGE INCOMES ON DRAWING AGAINST COMMISSIONS. WE CIRCULARIZE, ADVERTISE AND FURNISH CONTRACTS FOR EVERY CALL. CAN USE MEN ACCUSTOMED TO EARNING \$45 PER WEEK. Apply.

W. E. VOSTEEN, 345 TEMPLE BLDG., ENCYCLOPEDIA BRITANNICA, ROCHESTER, N. Y.



Trust yourself to a taste of **SCHENLEY** Whiskey Collins!

You want extra rich flavor in a long cooling drink—to stand plenty of ice without loss of character. Try a SCHENLEY Whiskey Collins, at home or at any good bar.



ENJOY THE TASTE-ADVANTAGE OF "SCHENLEY'S... BEST... FOR YOU!"
Schenley Black Label 65% Grain Neutral Spirit, 86.5 Proof. Schenley Red Label 72% Grain Neutral Spirit, 86.5 Proof. Both Blended Whiskey. Copyright 1941, Schenley Distillers Corp., New York City

ROCHESTER'S LARGEST
POPULAR PRICED STORE

Edwards



**Floral
Pictures
\$1** ea.

Want to brighten that dark corner or wall panel? Use these floral pictures singly or in pairs. Various colored borders with white frames.

EDWARDS—
Fourth Floor

SAVE MONEY
DURING
EDWARDS



Old Stove Round-up

\$20 ALLOWANCE

For Your Old Stove on the Purchase of a New
AB ARISTOCRAT GAS RANGE

New 1942 De Luxe Model. Regular \$129.95 Value! — Less \$20 for your old stove.

109.95

YOU PAY ONLY

- ★ Exactly As Pictured
- ★ One-Piece Porcelain Top
- ★ One Giant and Three Regular Harper Burners
- ★ Acid Resisting Porcelain Top
- ★ Smokeless Broiler

- ★ Divided Top Burners With Folding Covers
- ★ Robertshaw Heat Control
- ★ Light-Timer Condiment Sets
- ★ Fully Insulated Oven
- ★ Toe Room Base Fits Flush

NO DOWN PAYMENT—BALANCE WEEKLY OR MONTHLY.



EDWARDS—Sixth Floor

OPEN A
90-DAY CHARGE
ACCOUNT

Pay:
1 3 Aug. 10th;
1 3 Sept. 10th;
1 3 Oct. 10th.



JUMBO VALUE

Jumbo Values Represent the Biggest Bargains of the Season—Specially Bought and Specially Priced—for One Day's Selling Only!

MEN'S SLACKS

Sanforized

On Sale Friday Only
1.74

Cut to give you plenty of action room, but styled to fit like your finest dressy trousers! Woven fabrics in herringbones, stripes and checks—all wanted colors. Pleated styles... Sizes 30 to 42. Remember, this price is for Friday only!

EDWARDS—Street Floor

Edwards AUGUST SALE OF FUR-TRIMMED CLOTH COATS

IS NOW IN PROGRESS

\$58 and \$98

EDWARDS—Third Floor

A NEW OFFER

OF IRONING
CONVENIENCE

SPECIAL \$14.90
GENERAL ELECTRIC
IRONING SET

FOR
\$9.95
With Your
Old Iron

BUY THIS
GENERAL ELECTRIC
COMBINATION



EDWARDS—Sixth Floor

Only **SPEED QUEEN**
can give you a
washer like this for **59.95**

NO
DOWN
PAYMENT



The Model #10
Speed Queen has
an Automatic
Timer which washes
each batch of
clothes the correct
time. No danger
of overwashing.



Speed Queen also offers
a model at \$39.95.



You wouldn't think of buying a new car without checking all the "features." Why not do the same in buying a new washer? Don't buy "just another washer." Come in and look at this **DOUBLE WALL** Speed Queen and see how much **MORE** you get for your money.

EDWARDS—Sixth Floor

Final Clearance — Just 125 WINDOW AWNINGS

Regularly Up To
1.98 Each

69c
ea.

For the first lucky 125 customers! Window awnings, complete with hardware. Sizes 2'6"—3' and 3'6". Regularly priced up to 1.98 each, to go at July Clearance price of only 69c each. Be here early and avoid disappointment.

100 Outside Bark-Green Bamboo Porch Shades

Values from 1.49
to 3.98 each

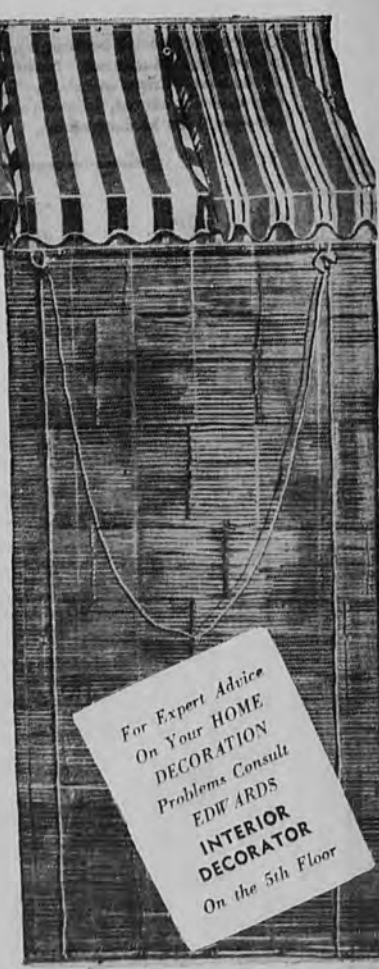
79c
ea.

One hundred won't last long, so you better hurry in for yours. All first quality, outside bark, green bamboo shades—ready to hang. (Not all sizes). With summer still at its height, here is a bargain worth rushing in for!

CURTAIN REMNANTS 50% to 75% off

Do you have "orphan" windows in your cottage or spare rooms? Here's your chance to brighten them up... choose from a wide variety of curtain remnants at 50% to 75% off. All sales final. (Sorry, no exchanges or returns.)

EDWARDS—Fourth Floor



For Expert Advice
On Your HOME
DECORATION
Problems Consult
EDWARDS
INTERIOR
DECORATOR
On the 5th Floor

Balls Will PUT PEP
In The Appearance Of Your Summer Shoes



Ball's new factory method rejuvenates white shoes... in usefulness as well as appearance. Adds months of wear, yet costs no more than ordinary shoe repairs.

CALL BALL AND BALL
MAIN 895 **BALL WILL CALL**
34 CLINTON AVE., NORTH

Mrs. Gladys Wright, 476 Flower City Pk.

NOW is the TIME TO
REPAIR Your FURNACE
or Install a New
HEATING PLANT
NO DOWN PAYMENT
No Interest to Pay 'til Oct. 1st
FREE ESTIMATES
FURNACE VACUUM CLEANED
FOR \$3.25
SINCE 1888

SIEBERTS
ST. PAUL and ANDREWS ST.
Free Parking Open Evenings
CLOSED SATURDAY AT 1 P. M.

New Townsend Club To Be Formed On East Side of City

An organization meeting to form a new Townsend Plan Club on the east side will be held tomorrow at 8 p. m. in Beechwood Hall, over the Post Office sub-station at 1097 Main St. E.

Paul Chase, of Syracuse, national representative of the Townsend movement in New York State and Llewellyn Jones, deputy national representative of the 38th and 39th congressional districts will be the speakers. Chase will talk on "Purpose of Organization," and Jones will tell of Mechanics of the Townsend Plan.

Members of the various townsend units in the city will be guests and the public is cordially invited to attend and "hear the truth about the Townsend Plan."

Edwin E. Wilcox, chairman of the 38th congressional district will preside.

Bread and butter, with a dish of fresh fruit and a glass of milk is a favorite childhood menu. Many a grownup still finds it satisfying. Good for the figure, too—and full of vitamins and minerals.

Blueberries rolled up in a rich scone dough, sliced and baked in muffin pans, are good as hot bread or a simple dessert. As dessert, serve with cream.

Remove fruit stains from table cloths at once by stretching it from a height of from eight to ten inches.

Smalls
SUMMER WATCH FEATURES
... both fine quality 17 jewels

17-Jewel MAN'S WATCH
In the Charm and Color of Natural Gold
\$12.95



Worth much more. Fine lever adjusted movement with smart strap. In the color and charm of natural gold. Season's newest model.

50c Down • 50c Weekly

... both are \$19.75 values!

17-JEWEL LADIES' WATCH
\$11.95



An exquisitely fashioned case in the latest modern design... 17-jewel dependable movement... cord wrist band.

50c Down • 50c Weekly

Both Carry Our Sensational 1-Yr. Free Service Guarantee

YOU CAN BUY WITH CONFIDENCE AT...

Smalls
28 MAIN ST. EAST
ROCHESTER, N. Y.

Free Parking, Casino Station, Rear of Store!

Lodge Groups Plan Joint Picnic

Plenty of suckers, peanuts and soft drinks for the children are promised at the annual joint picnic of the Clan MacNaughton Lodge, Order of Scottish Clans and Lady MacNaughton Lodge Daughters of Scotia on Saturday at 1 p. m. at Genesee Valley Park picnic grounds No. 2.

General chairman is Charles Bain, with Mrs. Jessie Napier as co-chairman. A box lunch will be served.

3 Doors from Loew's Theatre
LEFT'S STORES, INC. PRESENT
A Special Purchase
LADIES NEW FALL COATS
Newest Styles
Newest Fabrics



\$28.00
MADE TO SELL FOR \$44.00
Small Deposit Holds 'Till Wanted

VARIETY OF TRIMS:
• Natural Squirrel Collar and Pockets
• Wolf
• Dyed Cross Fox
• American Grey Fox
• Dyed Silver
• Silver Fox
• Mongolian Fox

You're Right When you Buy at...
LEFT'S
126-128 CLINTON AVE S.

3 DOORS FROM LOEW'S THEATRE
LEFT'S Summer Clearance!

ALL SUMMER GOODS MUST GO REGARDLESS OF COST OR LOSS

168 DRESSES 50c
Value to \$1.95 — Sizes 1-14

87 PLAY SUITS 50c
Value to \$1.29 — Sizes 8-16

111 Summer SHORTS 50c
Reg. \$1.19 Val. — Sizes 8-16

23 Finafore Overalls 50c
Value \$1.19 — Sizes 8-16

43 SLACK SETS 85c
Values to \$1.95 — Sizes 7-16

63 BATHING SUITS 75c
Value to \$1.59 — Sizes 1-16

31 BATHING SUITS \$1.50
Value to \$2.29 — Sizes 1-16

WITH THIS COUPON ONLY
Reg. \$2.50-\$3.00
SHOES \$1.39

This offer was a sensation when we made it 2 months ago. A lucky purchase makes this repeat sale possible. Sizes 10-11, 4 1/2, to 9. Black, white or brown in sandals, low or high tops.

You're Right When you Buy at...
LEFT'S
126-128 CLINTON AVE S.

HARRIS NUSBAUM
'2FOR' Sale



DRESSES

2 for \$3
One Dress Is \$1.69

2 for \$5
One Dress Is \$2.69

2 for \$7
One Dress Is \$3.95

SIZES: 9-17; 12-20; 38-52

The season's smartest summer frocks. Hundreds of them—reduced and re-grouped for final clearance. Including many smart 2-piece seersuckers suits in all the newest stripes and plaids. Colorful seersuckers, silk bemborgs, striped piques, novelty cottons, California sheers, sharkskins. Don't miss this Nusbaum sale—you'll not be disappointed.

ADVANCE SALE!
Buy Now For The Coming Season and Save
100% All Wool Camel Fleece ZIP-IN LINING COATS



In Balmacaan, Classic And Hollywood Wrap-Around Models
\$15.95 ALL SIZES

Remarkable values at this price! Note that the full zip-in linings have a soft suede shell for extra wind protection. Virgin wool Camel fleece is soft and luxurious to the touch. Yet long-wearing and serviceable. You'll marvel at the tailoring — you'll marvel at Nusbaum's price!

SHOP TONIGHT **HARRIS NUSBAUM** SHOP TONIGHT
221-229 JOSEPH AVENUE
OPEN EVENINGS • FREE PARKING

COMING AUGUST 4th!

The Annual R. G. & E.
OLD STOVE Roundup



Cash in yore ol' stove

Liberal TRADE-IN Allowance On Any Old Stove When You Turn It In On A New 1941 Range. Easy Terms.

WATCH FOR BIG ANNOUNCEMENT
Rochester Gas & Electric

OAKITE ELSCO STORES FLIT
QUALITY FOODS can 10c

2 PKGS. SNO SHEEN
23c CAKE FLOUR 22c

Kills Bed Bugs, Mosquitoes, Flies, Moth, Roaches, and Ants.

BAB-O
The Grease Dissolving Cleaner
2 cans 23c

BABBITT'S CLEANSER
3 cans 13c

PHILLIPS
Veg. or Tomato Soup . 5c
Mixed Vegetables 3 cs 25c
Spaghetti . . . 2 cans 15c

KIRKMAN PRODUCTS
Borax Soap 4 1/2c
Soap Flakes 1g. 22c
With Free Handkerchief
Granulated Soap . . . 23c
Free Dish Towels

RINSO, 1ge. 21c, sml. 9c

Lifebuoy Soap, 3 for 20c

Swan Soap, 1g. 2 for 19c
Medium . . . 2 for 11c

SPRY SHORTENING
3 lb. CAN 11b. CAN
54c 20c

OXYDOL
Lg. 22c — Sml. 2 for 19c

LAVA SOAP, 2 for 13c

IVORY SOAP Med. 6c. Lg. 10c

SILVER DUST 1g. pkg. **22c**
With BIG Cannon Dish Towel

FREE HOT DAN SPOON with every Jar of FRENCH'S MUSTARD

6-OZ. JAR 9c

20 Mule Team Borax
Lg. Pkg. 15c
The New Hand Soap
BORAXO can 14c

FOR ICED TEA

LIPTON'S YELLOW LABEL
1/4 lb. 22c
1/2 lb. 41c

20 Lipton's Tea Bags 21c

LUX FLAKES
Lg. 22c — Sml. 2 for 19c
Gold Dust 1g. 18c
Lux Toilet Soap 3 for 20c
Fairy Soap . . . 4 for 15c

CRISCO
1 lb. can 20c, 3 lb. can 54c

CHIPSO
Lg. 22c — Sml. 2 for 19c

CAMAY Soap 3 for 20c

DUZ Small 2 for 19c
Large 22c

Free N. Y. Trip Offered Beauty Contest Winner At 18th Ward Picnic

An opportunity to win a free vacation tour in New York City will be offered some Rochester brunet at the annual outing of the Central 18th Ward Democratic Club to be held Sunday, August 3, at Costich Park.

One of the features of the picnic, in addition to the usual

array of speakers everpresent at political outings, the games and contests for children and the free fireworks in the evening, is a contest to name "Miss Central 18th Ward Brunet." Winner of the title will be awarded the New York trip by the club's executive committee.

Entries, which will be accepted from all residents of Monroe County, will be made at the Central Club, 1800 Culver Rd., or at 1003 Wilder Bldg.

Here It Is! THE SPORT SHOP'S Annual Summer Sale!

SAVE
1/4-1/3-1/2
On All
Ladies' & Men's
SUMMER
SPORTSWEAR

LADIES'
Bathing Suits \$2.69
Values to \$5

LADIES'
SLACK SUITS \$2.69
Values to \$4

LADIES'
PLAY SUITS
Values to \$4
\$2.59

LADIES'
SHORTS & BLOUSES
Value to \$1.25
79c

LADIES'
2-PIECE
SPORT
DRESSES
Value to \$5
\$3.39

MEN'S
McGregor
POLO SHIRTS
Values to \$2.95
79c

MEN'S
McGregor
SWIM TRUNKS
Values to \$3.96
\$1.59

HUNDREDS of Summer Items Not Mentioned
Sharply Reduced

THE SPORT SHOP

23 CLINTON AVE. SO.
Open Until 7 P.M. OPP. HOTEL SENECA Open Until 7 P.M.

FOR LOWEST PRICES

ON HIGHEST QUALITY

- ★ LIQUORS
- ★ GINS
- ★ WINES
- ★ CORDIALS

COME TO
MANHATTAN

Phone Genesee 4928

Buy Before Tax Rise

MANHATTAN

Wine & Liquor Co.

960 GENESEE ST. GEN. 4928

Sears ANNUAL LAY-AWAY Blanket Sale

FLUFFY! WARM! BEAUTIFUL! 4-Star Slumbersound BLANKETS

33 1-3% New Wool
36 2-3% Rayon
5% Teca Rayon
25% Cotton Core

\$4.80

Giant buy at midget price! Full double bed size 72x90. Every fibre crispy toasty warm, the kind of blanket you hate to get out from under. Richly bound edges with five inches of rayon satin on sides. Luscious deep, rich colors with contrasting trim, or beautiful reversible colors. Buy on Our Easy Pay Lay-Away Plan. On sale Second Floor Monroe Store.

SEARS 4-STAR BLANKETS
Laid the Tradition in Value Giving

4-STAR 1/2 WOOL PLAID PAIRS \$5.70
Bright ray plaids in Blue, Green, Cedar, Wine, Rust and Woodrose, reversible, richly bound satin edge. Buy on our easy Pay Lay-Away Plan. On sale Second Floor, Monroe.

50c WILL HOLD ANY BLANKET UNTIL OCT. 15th.

Sears make it easy for you to buy your winter supply of blanket now with our Easy Lay-Away Plan. Complete details about this Easy Pay Plan in Blanket Department, Second Floor, Monroe Store, or at Credit Office.

5% WOOL BLANKET \$2.98

72x90 extra wide, extra long, bright reversible plaids in green, red or blue, richly bound edges. Regular \$3.98 value. Buy on our easy Lay-Away Plan. On sale Second Floor, Monroe.

25% WOOL BLANKETS

Snug and Warm Plaid Pairs. Note the Extra Length

Big enough for 6 footers, with plenty left to tuck in at the foot. Warm, durable, the ideal blanket for the coldest weather, bound with 4-inch non-fray rayon satin. Buy on our easy Lay-Away Plan. On sale Second Floor, Monroe.

Rayon Taffeta Down Comforter

Featherweight
Lovely and Warm

\$7.98

Luxurious Quality
At Sears Pay Only

Beautifully made with details found in higher priced down comforters. Plumply filled down, grippers to keep comforter from sliding, (and exclusive Sears Feature). Double bed size 72x84 inches. Exquisite solid colors or two-tone combinations. Buy on Our Easy Pay Lay-Away Plan. On sale Second Floor—Monroe.

Rayon-Satin Wool-Filled COMFORTERS \$4.98

Rich rayon satin, filled with fresh new wool. Lovely two-tone combinations. A value that's hard to beat at this price. Buy on Our Easy Lay-Away Plan. On Sale, Second Floor, Monroe.

ALL THE WOOL USED IN SEARS BLANKETS IS New Wool

100% ALL WOOL BLANKETS

"Moth Off" Processed
5-Year Moth Guarantee

\$4.88

Solid color 72x84 inches 100% new wool, even finely woven. One of the most sensational blankets ever offered by Sears! Buy on Our Easy Lay-Away Plan. On Sale, Second Floor, Monroe.

Sears Novelty Ombre INDIAN BLANKET \$1.98

Ombre weave with lovely soft shading. Authentic copy of Indian original. Downy suede like nap. Strong hemmed edges. Reversible for double service. Buy on Our Easy Lay-Away Plan. On Sale, Second Floor, Monroe.

\$3.98

100% NEW WOOL EXTRA LONG, EXTRA WIDE

Choice of Two Tone or Solid Colors

BLANKETS \$8.98

Introducing **DOUBLE BINDING**
A Thrifty New Sears Feature

Sears heat clamp we call this luxurious blanket, giant size and every thread is pure, live, new wool, as an extra precaution it is moth proofed. Choose from dusty rose, gold, cedar, green, peach or blue, or rich two-color combinations, richly bound with 5-inch and 4-inch rayon satin edges. Buy on Our Easy Lay-Away Plan. On Sale, Second Floor, Monroe Store.

DOUBLE BINDING
Should the wide 5-inch on wear off its 4-inch twin, directly underneath, steps into its place, to give added service for many years.

THERE ARE TWO SEARS STORES IN ROCHESTER

MONROE AT S. UNION — STONE 2500

FREE PARKING

476 RIDGE ROAD WEST — GLENWOOD 556

Governor and Labor Leader To Be Here For Convention

Group interests which will sustain the rights of labor at the same time that they will secure our freedom as a democracy will occupy the 42nd annual convention of the International Photo Engravers Union of North America when it convenes at Hotel Sagamore August 18-23.

Meeting in Rochester for the first time since 1917, the convention is expected to attract many prominent figures in A. F. of L. and government circles.

Taking part in the 6-day sessions will be William Green, president of the American Federation of Labor; Gov. Herbert Lehman; Mathew Woll, vice president of A. F. of L. and also of the Photo-Engravers Union; Edward Volz, president, and Henry Schmal, secretary.

Members of the local committee in charge of arrangements include Arthur G. Heckler, chairman; John A. Shea, Frank J. Moran, Robert O. Borling, William J. Roche, and Harry J. Speck.

BATAVIA TO BE GUEST

Stuart Meyers of Batavia will be present at all services of the Spiritualist Church of Divine Inspiration, 270 Appleton St. next Sunday. It was announced by the Rev. Frances Adam, pastor.

TOWNSEND ORGANIZATION MEETING

FRIDAY NIGHT, JULY 25

8 P. M. PUBLIC INVITED

BEECH WOOD HALL

97 MAIN ST. EAST

OVER BEECHWOOD POST OFFICE

2 SPEAKERS

MR. PAUL CHASE, Syracuse

NAT. REP. OF N. Y. STATE

MR. LEWELYN JONES

DEPUTY NAT. REP.

38-39 CONGRESSIONAL DIST.

Use Tuna Liberally In Summer Cookery



Carefree cookery is the theme for summertime menus! Keep a cool kitchen by forsaking elaborate dishes which require long baking; step up your time for fun and relaxation by short-cuts in preparing your food; and most important of all, please your family with cool, refreshing meals, nourishing as well as appetizing.

This formula is an easy one if you keep versatile Breast-O'-Chicken Tuna Fish always on hand. You'll use this extra-good tuna in crisp, chilled salads, you'll note the added delicious flavor it gives to frozen loaves and gelatin molds, and you'll find it a "natural" for the picnic plate.

Send for your copy of the FREE COOK-BOOK written by Frank Decatur White, noted authority on "good things to eat". It contains illustrated tuna recipes for cocktails, canapés, salads, loaves, molds, and myriads of suggestions for summertime menus. Write Westgate Sea Products Company, Dept. 8p, San Diego, California. Here are three delicious recipes for warm-weather meals:

TUNA TRAY SALAD

Cut tops off six tomatoes and remove most of pulp. Mix 1 1/2-oz. tin Breast-O'-Chicken Tuna, 1 cup tomato pulp, 1/2 cup diced cucumber, 1 tbsp. lemon juice and 1 tbsp. mayonnaise. Season to taste with salt, pepper and paprika. Fill tomatoes with mixture, arrange on crisp lettuce leaves. Place twelve deviled egg halves around tomatoes, garnish with olives. Pie cooked peas in center (2 cups) and arrange asparagus stalks between stuffed tomatoes. Serves six.

TUNA CUCUMBER ASPIC

1 tin Breast-O'-Chicken Tuna
1 package salad
1 cucumber (diced)
2 cups water
2 tablespoons mayonnaise
1 teaspoon lemon juice
1 cup chopped celery
16 stuffed olives
parsley

Dissolve salad aspic in 1 cup boiling water. Add 1 cup cold water; allow to cool. Stir the mayonnaise into Breast-O'-Chicken Tuna. Add diced cucumber, celery and lemon juice, and fold into aspic mixture.

Delicacies for the Cookie Jar

Vacation days with hungry children tramping in for "hand-outs," picnics, and informal entertaining—these make heavy raids on the cookie jar. Keep it filled with these.

Butterscotch Sour Cream Cookies

1 cup butter
2 cups brown sugar
1 egg
1 cup sour heavy cream
4 cups fine whole wheat flour
2 cups baking powder
1/2 tsp. salt
1/2 tsp. soda
Pecan halves

Cream butter; add sugar slowly, mixing in well. Add unbeaten egg; mix well. Add sour cream. Add flour sifted with baking powder, salt and soda. Drop by small spoonfuls on greased baking pans; place a pecan on top. Bake in moderate oven about 15 minutes.

Brownies

2 eggs
1 cup sugar
2/3 cup squares unsweetened chocolate
1/2 cup shortening
1/2 cup flour
1/2 tsp. baking powder
1/2 tsp. salt
1/2 tsp. vanilla extract
1 cup nut meats, coarsely chopped

Beat eggs until thick and frothy. Beat in sugar. Melt chocolate and shortening together over hot water. Add to first mixture. Add flour sifted with baking powder and salt. Add vanilla extract and nuts. Spread thinly in greased baking pan; bake in moderate oven for 30 minutes. Cut into squares.

IT'S HERE!

Our Greatest AUGUST FURNITURE SALE

Presenting The Greatest Values In Our History!

Exactly As Pictured



3 MASSIVE PIECES
Designed in conservative modern styling with sweeping curves, enhanced by cleverly placed carvings at points that receive the greatest wear. Solidly built, using the famous sagless construction for long service.

SAVE \$50
Worth every penny of \$139

\$89

Easier Credit Terms

Over 50 Suites On Display

Nationally Known \$19.75

INNERSPRING MATTRESS

Our Aug. Sale Price \$13.75

- Handles and Ventilators
- All sizes
- Resilient inner coils
- Heavy stitched sisal pad
- Fluffy-white layer felt
- Heavy woven ticking
- Fully Guaranteed



Magnificent MODERN BEDROOM SUITE

\$69

SAVE \$30!

You'll exclaim at the beauty of this suite—especially since LYONS certifies that this \$69 August Sale price is \$30 less than the regular price. Notice the finely matched walnut veneer fronts, the over-size round mirrors. Drawers are dustproof. Suite includes bed, chest and choice of vanity or dresser.



5-Pc. Chrome Breakfast Set

It's real chrome that won't peel, rust or discolor. Table opens to seat 2. S-shaped chairs have leather upholstery. Choice of 3 color combinations: white and red, white and blue, or white and black.
Reg. 44.50
\$32.95

FREE DELIVERY

and Lyons Easier Terms Are Available to Out-of-Town Customers Anywhere in New York State.

★
Trade In Your Old Furniture
★

LYONS

★
OPEN EVERY EVENING
★

42 STATE STREET

SPECIAL VALUES!

at NOETH'S OUR BEST SELLERS YOUR BEST BUYS!

Values Like These Have Made Us Rochester's Most Talked About Wine and Liquor Store.

"Old General"
DISTILLED LONDON DRY
GIN \$1.64
Full Qt.
90 Proof, 100% neutral spirits distilled from grain. Smooth and palatable. A very fine mixer.
REGULAR \$2.35 VAL.

HOLLOWAYS LONDON DRY
GIN \$1.89
Full Qt.
Known as the FINEST GIN Distilled in England. 90 Proof. 100% neutral spirits. Full Qt. \$1.89 VAL. Case 12 Qts. \$19.98

ALL 5 YRS. OLD
"WESTDALE"
STRAIGHT
RYE \$1.69
Full Quart
A grand whiskey! Delightfully smooth and mellow. Very specially reduced this week.
Reg. \$2.35 Value

Imported
'Rum Ricoro'
LIGHT or DARK
DISTILLED IN THE WEST INDIES
Here's a timely special! Wonderful in all long, tall, icy rum drinks! Superbly mellow.
\$1.49
4.5 Qt.
REGULAR \$2 VALUE!

SELECT QUALITY
'CROSBY'S'
PERFECTION
BLENDED WHISKEY
A smooth and mellow whiskey of rare bouquet and flavor.
\$1.69
Full Quart
Our Regular \$2.35 Value

Our Special VERMOUTH FINE QUALITY \$1.25 1 LG. 30-0Z. BOTTLE 84c

GLEN GRAHNE—OUR BEST SCOTCH VALUE
Distilled and bottled by the famous house of James Watson & Co., Glasgow, Scotland.
SCOTCH \$2.69
Fifth

BURNETT'S CELEBRATED
SLOE GIN \$1.49
1.5 Qt.
Made according to the recipe of Sir Robert Burnett & Co., London, England. Our regular \$2.35 value.

PAUL NOETH

DELIVERY • 19 CLINTON AVENUE • MAIN 874

Just a Step off Main St., Opposite Hotel Seneca—Open Every Night Till Midnight

G.A.R. Ladies To Have All Day Picnic

An all day picnic will be held tomorrow by members of the William McKinley Circle No. 30, Ladies of the G. A. R. at the home of Mrs. Matie Knowles at Braddock Heights.

Next business session of the group will be held at City Hall annex on Friday, August 1.

Friday and Saturday will be SUPER COAT DAYS AT GOODYEAR'S

Rochester's only exclusive coat store joins in the 3rd annual Super Savings Days by bringing you these truly remarkable values. Our entire remaining stocks of Misses' and Women's Spring and Summer suits and coats at bonafide...

SAVINGS UP TO HALF PRICE

22 Pastel Shade Summer Coats, Fully lined. Sizes 14-40. \$14.95 val.	\$6.95 & \$8.95
56 Tweed, Plaid and Camel Hair Coats, Fully lined. Values to \$19.95	\$12.95
78 Misses and Women's Dress Coats, Navy and Black, Fitted and Box Models. All Sizes. Originally \$16.95 to \$29.95	\$10.95 to \$16.95
16 Tailored and Dressmaker Suits. Originally \$10.95 to \$19.95	\$6.95 and \$12.95
11 Fur Trimmed Sport Coats. Values to \$35.00	\$20.00
New Fall Camel Hair and Wool Coats with all wool tip outlining suitable for year 'round wear. Values \$24.75 at	\$18.95
Reversible Coats, including Cavalry Twills. Sizes 10 to 18. \$12.95 values	\$9.95
Boys' Rubberized Tweed Raincoats and Trench Coats. Including Black and Whites. Values to \$3.95	\$1.99

All SALES FINAL

Goodyear
House of Coats
75-77 MAIN ST. EAST

Free Parking Around Corner at 5 So. Water

Detroit Tour . . .

(Continued from Page 1)

Greenfield Village viewing enroute the great Ford River Rouge plant, the Ford Airport, other great industrial plants and special points of interest. The party will leave Detroit at 4:53 Detroit time by fast N. Y. C. passenger express and will arrive in Rochester at 11:03 (12:03 a. m. daylight saving time).

Combining, as it does, so many features, visiting so many spots of interest, the tour should prove popular with Rochesterians who want a week-end vacation where they can forget everything except having a good time. At the same time they'll see the famous motor city, and most interesting of all, Greenville Village. Started years ago as a hobby by Henry Ford, it is now a vast national monument both to the handicraft arts and life of early Americans and to the industrial progress of the nation. Here you will see many early American buildings of historic interest, transported from their original sites and reconstructed around the quaint village green. In the huge Edison Institute Museum, the central part of which is a replica of Independence Hall, there's an amazing collection of primitive tools, history-making machines, "firsts" in all kinds of industry and transportation, life-size models of early tradesmen's stores and innumerable exhibits to interest you.

At the low special cost of \$15.25, which includes everything mentioned here, this trip is one you should plan to take. Reservations may be made only at The Sun office, 240 Burke Bldg., 5 St. Paul St. The earlier you make your reservations the better your accommodations will be, so don't delay. If you cannot come down in person this week-end, we suggest that you phone Stone 6001 and tell

THE BANK OF PERSONAL SERVICE

BUYING AN AUTOMOBILE



?
Our Low Cost Auto Loans Are Bringing Joy To Hundreds!

CALL at our Personal and Auto Loan Department, Room 201, 2nd Floor, and let us show you how our low bank rates will save you money. Private rooms, prompt, friendly service.

**GENESEE VALLEY
TRUST COMPANY**

Member of F. D. I. C.

EXCHANGE AND BROAD

us how many will be in your party. Then you will be assured of the best reservations possible.

Hard rolls, split, buttered, and toasted are excellent with summer meals. They help cool kitchens offer warm hospitality.

Uniced cakes from the bakery make an easy, quick foundation for delicious fruit short-cakes.

MANHATTAN SILK, WOOL & REMNANT STORE

STORE WIDE YARD SALE



Every item in our entire stock is ON SALE! We especially invite you to look over our Woolens for Fall and Winter wear. We'll put your purchases away in our moth-proof stock rooms until you want them. Prices ARE going up. Buy your woolens NOW.

SEERSUCKERS	19c yd.
Stripes, plaids, checks, florals. Best quality.	
RAYON JERSEY	49c yd.
Special	
COTTON LACE	25c yd.
36" Wide. Washable.	
CHAMBRAYS	21c yd.
Good quality. Plain, stripes	
SHARKSKIN	39c yd.
Colors or stripes. Best quality.	
RAYON CREPE	42c yd.
Beautiful prints.	
PIQUES	21c yd.
Stripes, prints, large patterns.	
RAYON SPRINTS	29c yd.
BEMBERG	39c yd.
Printed and Sheer.	
DOTTED SWISS	19c yd.
Woven Dot.	
COVERT SPUNS	29c yd.
SPORT DENIM	17c yd.
Sanitized shrunk. For sports wear—slip covers—drapes.	

RAYON GABARDINE
Blacks, sports-wear, dresses, shirts, etc.

29c yd.

SLUB BROADCLOTH
Sanitized shrunk. Fast color.

17c yd.

DRAPERY AND SLIP COVER FABRICS AT LOWEST PRICES

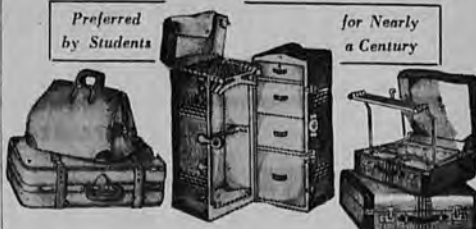
MANHATTAN SILK WOOL & REMNANT
281 E. MAIN NEXT TO WEGMAN'S OPEN EVES.

As a Lesson in Preparedness
It's None Too Early
to Make Your Selection of

Students' Luggage

It's High Time
to Save Money on These

July Specials



Everything from Laundry Cases to Wardrobe Trunks

You know how prices are rising in every direction. Check your student's needs NOW. If not quite certain, consult a Likly Informant. Sending boys and girls to college with just the right Luggage is a Likly specialty since 1844.

Standard Size	Wardrobe Trunk	\$29.50
Standard Size	Wardrobe Case	\$11.95
Standard Size	Travel Case	\$6.95
Sun-Tan Cowhide	Zipper Bag	\$10.95
Sun-Tan Cowhide	Gladstone Bag	\$17.95
Parcels Post Laundry Cases, \$1.75		

Charge Accounts—Phone Stone 915—or Mail Orders

LIKLY'S 271 MAIN ST. E.

NOW AT HICKSONS 37 RICHMOND ST.

NEVER BEFORE POSSIBLE Emerson NEW 1942 3-WAY PORTABLES



MODEL 437

3-Gang Tuning Condenser and Tuned R.F. Amplification... 6-Tube Superheterodyne... Beam Power Output... Large P.M. Dynamic Speaker... Smartly Styled... Plays on—
(1) Own Power
(2) AC Current
(3) DC Current

\$1 WEEK

NO INT. CHG. FREE DEL.



MODEL No. 419

SEE AND HEAR THESE BEAUTIFUL EMERSON TABLE MODELS, TOO!



MODEL No. 414

3 GANG TUNING
NOISE REDUCING R.F. AMPLIFIER
7 TIMES GREATER SENSITIVITY

\$1 WEEK
No Interest Charge—Free Delivery

\$1 Weekly OF THESE! BUYS ANY

ONLY ZENITH HAS THIS!



U.S. PATENTS NO. 2164251-NO. 2200674

1942 ZENITH

UNIVERSAL PORTABLE with BUILT-IN MOVABLE WAVE-MAGNET

THE ONLY PORTABLE RADIO GUARANTEED TO PLAY WHEN OTHER PORTABLES FAIL... OR YOUR MONEY BACK

Other Models \$22.50 and Up \$1 Weekly

For reception in trains, planes, boats, autos and steel-shielded buildings. 6 tubes, including heater cathode rectifier tube. Your choice of 4 color combinations.

66601MM Brown and Ivory, Illustrated Above

6 STYLES TO CHOOSE FROM



Model 6D612

No Interest Charge—Free Delivery



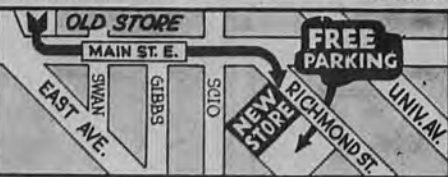
\$1 WEEK

NO INTEREST CHARGE

5D611

HICKSONS

37 RICHMOND ST. STONE 93



OPEN MON. & THURS. EVES. 7 TO 9 P. M. During July and August Store Closes Saturday at 1 P. M.

Neisner's 5c to \$1.00 Stores

3 DAYS: SUPER-SAVINGS SHOE SALE!!

THURSDAY - FRIDAY SATURDAY

SALE PRICE



SPORT SOLE
SADDLE OXFORDS

For Women—Girls—As Pictured

OPEN TILL 6 P. M. FRIDAY AND SATURDAY



MEN'S SPORTS or LEATHER SOLES
LOAFER OXFORDS

Two-Tone Brown - White

SALE PRICE



BOYS - 1-ST QUALITY
GYM SNEAKS

2 pair for \$1.00



OPEN 'TILL 6 P. M. SATURDAY



MISSSES ALL WHITE
MOCCASIN

STYLE — "CAMPIES" — SPORT SOLES — SIZES TO — BIG 3



WOMENS GIRLS
KO-EDS

COOL — COMFORTABLE FOR THESE HOT DAYS

REGULAR \$1.29 VALUES

8 DIFFERENT STYLES



\$1.00
\$2.00 VALUE LEATHER SOLES
LOAFER'S

Reasonable Rates Rooms from \$1.50

Adaptable to both modern and period settings is the decorative trend toward Chinoiserie, furniture with lacquer finishes and decorated with delicate Chinese patterns. Great breakfronts, long sideboards or low cabinets with shelves lined in jade green or bright Chinese yellow and doors and drawers decorated with delicate gold traceries are exactly the right accent for rooms where color and originality are desired. Many of these pieces are signed by Genoa, the artist who does the delicate brush work.

CLEANED and STEAMED
Rugs, Steamed, Cleaned, Washed,
Sized, Moth, Damp and **\$3.00**
Germ-proof
ELTER CO. Est. 1872
Glenwood 3466 — 44 Arthur St.

On sale at MAID DRUG CO., 511 Dewey Ave.
And at all other first class drug stores

OPEN EVENINGS 1647 ST. PAUL ST. GLEN 7055

THE *fresh-flavor* GRAPEFRUIT DRINK

IMPORTANT! ASK US ABOUT THE THREE ADVANTAGES OF BUYING FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE

1/2 Hour Parking at Bill's and Strand Parking Stations

9^{A.M.} to 5:30^{P.M.}
For Your Convenience



STO

1 can 25¢

60e
Size **49c**

ROCHESTER SUN, THURSDAY, JULY 24, 1941

Call The Sun Office If You Do Not Receive This Paper Regularly

PAGE THIRTEEN

Here's how to get stains out of white marble. Wrap a piece of lemon in a cloth, dip it first into tepid water, then into borax and rub vigorously over the stain.

A large wooden spoon is best for use for mixing cakes. The shorter time batter becomes lighter in much.

Stale bread crusts erase pen-cil marks from wall paper.

Easy way to sugar doughnuts: a small quantity of powdered place a few in a paper bag, add sugar, close the bag and shake.

KIENER'S SHOP EARLY

3 GREAT DAYS

JUST 78 SPRING COATS

GROUP A \$5⁰⁰

GROUP B \$8⁰⁰

GROUP C \$10⁰⁰

Open 9 A. M. to 9 P. M.

KIENER'S

599 HUDSON AVE.

Mrs. Mary Lacey, 85 Park Ave.

2 Mistakes Young Wives So Often Make

At this very moment there are countless thousands of young wives who are beset with uncertainty. The pity of it is that these young women will go on making needless mistakes because they have no one to turn to for much needed advice.

Because of inward shyness, many women live in ignorance about the subject of feminine hygiene. Others are woefully misinformed and, as a result, have used douches of over-strong solutions of acids which can actually burn or scar delicate tissues. Your own doctor will verify this.

Today, there is a truly safe product for the douches that offers amazing hygiene protection. This great discovery is Zonite. You will find no skull-and-crossbones on Zonite's label, because Zonite is non-poisonous, non-caustic. Yet, it kills germs, bacteria on contact. Zonite actually destroys undesirable odors. Preserves personal cleanliness. Most important, is safe for delicate tissues.

So enthusiastically have women accepted the safe hygiene protection of Zonite that over 20,000,000 bottles have already been bought.

Free Book Tells Intimate Facts

If there is any doubt in your mind about the subject of feminine hygiene, get this frankly written booklet, "Feminine Hygiene Today," which we will send you FREE, without obligation, in plain wrapper. Send name and address to Zonite Products Corporation, Dept. 340-B, 370 Lexington Avenue, New York, N. Y.

★ **Entire Stock** ★

SPRING & SUMMER DRESSES

REDUCED AS MUCH AS 50%

ORIGINALLY \$5.95 - \$25.00 ★ NOW ONLY \$2.95 - \$10.95

BELLE CHRISTIANA

930 MERCANTILE BLDG.

DON'T DELAY - - -

FILL YOUR BINS NOW

PENNSYLVANIA **HARD COAL**

EGG \$11²⁰ | PEA..\$9⁵⁰

STOVE TON | Every Ton Guaranteed

NUT Grade "A"

CASH SHOVELED OFF

LAKE COAL & COKE Co.

255 LYELL AVE. GLEN 538-537

REMOVAL SALE!

OUR ENTIRE \$75,000 WAREHOUSE STOCK OF FINE FURNITURE THROWN ON THE MARKET FOR IMMEDIATE SACRIFICE. PRICED SLASHED REGARDLESS OF COST OR LOSS. IMMEDIATE DISPOSAL IS OUR ONLY AIM. CLEANING OUT TO THE BARE WALLS. WE MUST HAVE ACTION - AND IMMEDIATELY. HURRY AND SHARE IN THE CITY'S GREATEST FURNITURE BARGAINS.

TO THE PUBLIC:

We have, standing in our warehouse, thousands of dollars worth of fine furniture consisting of living room, bedroom, dining room suites, odd chairs, tables, lamps, beds, dressers, mattresses and kitchen etc. Some items have been there a year, others were shipped in only two weeks ago. But regardless of their age, every piece is brand new and in perfect condition. Most of these items were purchased by us before wholesale prices shot up so high. AND WE ARE GOING TO PASS THE SAVINGS MADE BY OUR EARLY BUYING ON TO THE PUBLIC. This is the sale where you save double. Our original retail prices were lower than now. And, during this sale, WE'VE CUT THE FORMER RETAIL PRICES TO cut at least one-third, many have been in to our retail store (where all goods are on display) and see for yourself. A word to the wise is sufficient.

FIRST-LINE DEFENSE

against SKIDS and BLOWOUTS

COOPER TIRES

Life is too precious to risk on worn tires - especially when it costs so little to get the very best protection - famous COOPER TIRES. Buy tires the way you buy shoes... fitted exactly to your needs. Your Cooper Dealer can give you ideal help - with a complete line of famous quality tires. Change now to SAFE TIRES.

Co per Tires Priced As Low As \$5¹³

For the Imperial 475-16 and Your Old Tires

TERRY & VOSS TIRE CO.

560 WEST MAIN ST. MAIN 2163

NO TIRE SHORTAGE HERE

You Find All Sizes In Stock Over 500 Excellent Tires To Choose From

FRANK TERRY BILL VOSS

T & V TIRE CO.

560 West Main St. Main 2163

Feeling low?

have a

Squirt

Reg. U. S. Pat. Off.

Pep up with this sparkling, tart-sweet drink. It has the refreshing flavor of sun-ripened grapefruit!

Tart-Sweet

5¢ A BOTTLE or 6 for 25¢

EASY CREDIT	OPEN EVERY EVENING UNTIL 9:30 P. M.	18 MONTHS TO PAY
3-PC. MODERN LIVING ROOM SUITE \$59 A \$99 VALUE Luxurious davenport and two matching chairs included.	LIVING ROOM SUITES Reg. \$115 2-PC. FLOOR SAMPLE \$50 Reg. \$120 2-PC. VELOUR SUITE \$60 Reg. \$139 SIMMONS BEAUTYREST STUDIO DAYBED \$70 Reg. \$ 99 3-PC. MAPLE SIMMONS SET \$49 Reg. \$189 3-PC. MOHAIR SUITE \$99 Reg. \$ 99 ODD DAVENPORTS \$52 Reg. \$249 4-PC. VELVET MOHAIR SUITE \$125	ALL PORCELAIN TABLETOP GAS RANGE \$49 Reg. \$79
5-PC. MODERN WATERFALL WALNUT BEDROOM SUITE \$49 WORTH \$84 Bed, chest, dresser or vanity, night table and bench included.	BEDROOM SUITES Reg. \$ 99 4-PC. WALNUT WATERFALL SUITE \$44 Reg. \$129 4-PC. WALNUT SUITE \$89 Reg. \$ 69 3-PC. WALNUT SUITE (1 Only) \$34 Reg. \$299 6-PC. GRAND RAPIDS SUITE \$165 Reg. \$199 7-PC. JAMESTOWN SUITE \$119 Reg. \$219 5-PC. JAMESTOWN SUITE \$127	ALL PORCELAIN TABLETOP COMBINATION RANGES \$99 Reg. \$169
5-PC. MODERN DINING ROOM SUITE \$88 REG. \$135 VALUE	ODD ITEMS Reg. \$10.95 OCCASIONAL CHAIRS \$ 5.00 Reg. \$69.00 WASHING MACHINES \$39.00 Reg. \$ 8.95 COTTON MATTRESSES \$ 4.95 Reg. \$24.50 5-PC. BREAKFAST SETS \$14.95 Reg. \$10.95 WALNUT or MAPLE 4 POSTER BEDS. \$ 6.00	QUALITY INNERSPRING Mattresses \$8.88 All Sizes Reg. \$16.95
CLOSING OUT! 53 BRAND NEW GIBSON and NORGE REFRIGERATORS AT ACTUAL DEALER'S COST - Guaranteed! 3 YEARS TO PAY HURRY! PRICED AS LOW AS \$79		REG. \$7.95 BED SPRINGS \$4
MAJESTIC FURNITURE CO. BETWEEN CLINTON Ave. S. & Stone St. 204 COURT ST.		REG. \$33.00 Studio Couch \$18
FREE PARKING AT CHIMES STATION OPPOSITE STORE		

Shopping News Want Ads are read in 75,200 Rochester homes.

FOR SUMMER IT'S IDEAL

and Plenty of
Cool, Fresh Water



Entries For Pet Contest Pour In

Dog owners have just 18 days left in which to enter the "Pet Picture" contest being sponsored by the Rochester Sun. Entry deadline is August 10.

OR MINOR CUTS,
BURNS, BRUISES
PENETRO

**DOLANS... Where You Buy
THE CUTS OF CHICKEN YOU PREFER**

Breasts lb. 55c | Livers lb. 45c | Necks lb. 12 1/2c
Wings lb. 25c | Giblets lb. 19c | Legs lb. 45c

DOLANS 600 JEFFERSON AVE.
cor. Barlett Telephone Genesee 1417

Rules of the contest are easy to follow and all readers of The Sun are eligible to enter pictures of their pet dogs. Simply submit a recent snapshot of your dog, together with the dog's name, owner's name and address and a label from a can of Ideal Dog Food. Address entries to the Dog Snapshot Editor, Rochester Sun, 420 Burke Bldg., Rochester, N. Y.

First prize for most clever pose is a cash award of five dollars; second, three dollars; third and fourth, one dollar each and the next 46 will each receive three cans of Ideal Dog Food. No photos will be returned unless requested. Winning photos will be published in the August 14 issue of The Rochester Sun. The judges' decision will be final.

Blessed Relief...
FOR DIFFICULT DAYS
CHI-CHES-TERS PILLS are helping thousands of women from "The Look-of-the-Month League." Why don't you try them to relieve your monthly troubles? Absolutely safe to take as 50¢ a box. Contains no habit-forming drugs or narcotics. Used beneficially for over 55 years.

SPECIAL OLD TIES Cleaned, Pressed, Repaired 10 for \$1
MADE NEW Linings Repaired or Replaced Free
SPEEDY'S DRY CLEANERS and HATTERS
212-216 COURT ST.

AUGUST FUR SALE

If you are considering buying a new fur coat or any fur next winter now is the time to make a selection, as this year more than ever before the importance of our August Fur Sale is beyond dispute because of a succession of sharp rises in fur prices.

Listed are a few of our coats:
• Black Baby Broadtail
• Hudson Seal
• Alaska Seal
• London Dyed Squirrel
• Mink Dyed Muskrat
• Fine Persian Paw, and all fashionable furs.

If you are planning to have your fur remodeled have the work done now while labor costs are reasonable.
NOLIN 256 East Ave. Stone 2127
RED FOX SCARFS \$10 TO \$35
FULL SILVERED FOX SCARFS \$57.50 up



"Yes
Ma'm..."

WEGMANS' MEATS ARE GUARANTEED!

You just can't go wrong when you buy your meats at Wegmans... every cut is backed by our famous money-back guarantee. Make it a point to visit your nearby Wegman market this week. Shop and see for yourself, the guaranteed, "best quality at the lowest price", policy that has helped to make Wegmans, Rochesters Largest Meat Retailers.

Prime Steer, Tender, Shoulder Roast

BEEF

19^c lb.

Quart Bottle OLD ABBEY ALE 18 ^c botl.	14 OZ. BOTTLE SCOTTS CATSUP ... 2 bot. 17 ^c
Lb. Blue Ribbon POTATO CHIPS 29 ^c pkg.	LB. WESTONS ZESTY GINGER SNAPS pkg. 15 ^c
Quart Bottle SIMON PURE BEER 18 ^c botl.	KELLOGGS CRISPY CORN FLAKES 2 pkgs. 9 ^c
	12 OZ. BLUE LABEL CHILI SAUCE bot. 12 ^c
	OUR BEST COFFEE KILBOURN HALL lb. 21 ^c
	PT. WIDMERS DELICIOUS GRAPE JUICE bot. 10 ^c
	CAMPBELLS TASTY TOMATO SOUP 4 cans 25 ^c
	28 OZ. BOTTLES ASSORTED SOFT DRINKS 4 bot. 25 ^c
	QT. SWEET, CRISPY MIXED PICKLES jar 19 ^c
	QT. SWEET, CRISPY TOMATO JUICE 2 cans 15 ^c

PEP UP LAZY APPETITES
with DELICIOUS
LAND O' LAKES
Sweet Cream BUTTER

THE WORLD'S LARGEST SELLING SWEET CREAM BUTTER
Churned to stay FRESH and SWEET even in warmest weather

Wegmans
HOME OWNED FOOD MARKETS
FREE PARKING FOR CUSTOMERS

LIFEBOUY
HEALTH SOAP
IT'S NEW - DIFFERENT - DELIGHTFUL

BREEZE THRU THE HEAT
with NEW
ZEPHYR-FRESH
LIFEBOUY
THE ONLY POPULAR SOAP
ESPECIALLY MADE TO PREVENT "B.O."

In the same familiar carton

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| West End Provision
290-292 Main St. W.
Kass Delicatessen
820 Main St. W.
Ready Money Grocery
838 Main St. W.
Webber's Mkt.
894 Main St. W.
H. J. Kohler & Son
535 Chilli Ave.
M. H. Reynolds
120 Dewey St.
Grelling Mkt.
366 Thurston Rd.
Hanna's Mkt.
463 Brooks Ave.
White Star Mkt.
303-311 Congress Ave.
Talbot Grocery
102 Spruce Ave.
Ellcott Mkt.
119 Ellcott St.
A. F. Walker
318 Arnett Blvd.
A. De Boer
453 Arnett Blvd.
Smith's Food Store
934 Genesee St.
Gosnell Mkt.
926 Genesee St.
Huss Mkt.
770 Genesee St.
H. E. Levenson
726 Genesee St.
P. A. Lombard
194 Genesee St.
Bell's Grocery
432 Jefferson Ave.
Falconio Bros.
463 Jefferson Ave.
Reliable Pro. Co.
663 Jefferson Ave.
F. Lombardi
901 Jefferson Ave.
Wm. Schaller
1169 Plymouth Ave.
H. Gray
310 Reynolds St.
F. Marsocel
93 Prospect St.
A. Ricciardo
28 Prospect St.
E. M. Kaplow
344 Clarissa St.
United Food Shop
62 Spring St.
P. J. Kraus
312 S. Plymouth Ave.
Plymouth Fruit & Veg.
356 S. Plymouth Ave.
P. Cicello
364 Mt. Hope Ave.
M. J. Fogarty
136 Gregory St.
P. D. Manning
647 South Ave.
Beck's Mkt.
743 South Ave.
Schulz Mkt.
793 South Ave.
Thrill Food Store
772 South Ave.
O & P Food Mkt.
1441 South Ave.
D. L. Beecher
1813 South Ave. | W. C. Gaesser
159 Caroline St.
J. De Maria
1054 Clinton Ave. So.
Fred Wabnitz
1057 Clinton Ave. So.
Chas. Keller
225 Field St.
Hillside Grocery
24 Field St.
D. Shacter
1833 Monroe Ave.
Versage Bros.
81 Marshall St.
Home Grocers
199 Park Ave.
M. Levenberg
117 Park Ave.
H. G. Viall
34 So. Union St.
Paul's Delicatessen
654 Monroe Ave.
Highland Farm & Dairy
860 Monroe Ave.
J. Sedita
920 Glide St.
Camello Bros.
155 Otis St.
J. Trivetera
1290 Lyell Ave.
J. Close
779 Maple St.
P. Mell
774 Jay St.
J. Saymanki
236 So. St.
Kusser's Mkt.
257 Ames St.
M. Simonetti
151 Campbell St.
Charlie's Mkt.
1587 Clifford Ave.
J. J. Hill & Son
179 Bay St.
White Market
936 Portland Ave.
L. E. Miller
1033 Portland Ave.
Community Grocery
1149 Portland Ave.
F. Elmont
340 Carter St.
L. Randisi
437 Central Park
F. Cacame
471 Central Pk.
A. Pellegrino
236 So. St.
Tierney Market
312 North St.
M. Fiorella
680 North St.
Hayward Grocery
533 Hayward Ave.
R. Leison
577 Ridgeway Ave.
Rogers IGA
1462 Dewey Ave.
Tenth Ward Mkt.
1358 Dewey Ave.
Dewey Fruit & Veg.
1306 Dewey Ave.
Community Grocery
1284 Dewey Ave.
Schaeffer Mkt.
1050 Dewey Ave.
K. Christoff
404 Lexington Ave. |
|--|---|

COME IN FOR THESE BARGAINS-AND OUR OTHER SPECIALS

- | | | | |
|--|---|---|---|
| P. Shannon
197 Lexington Ave.
Lake Ave. Food Mkt.
562 Lake Ave.
Arrow Food Stores
537 Dewey Ave.
J. Crebatal
1001 Joseph Ave.
M. Labovitz
461 Joseph Ave.
Simon Bros.
307 Joseph; 488 Joseph
P. Terzo
367 Clinton Ave. N.
Sam Romeo
530 Clinton Ave. N.
J. Genuso
675 Clinton Ave. N.
L. Filippone & Son
966 Clinton Ave. N.
Frisch Mkt.
1041 Clinton Ave. N.
L. Komisar
1100 Clinton Ave. N.
A. Eisenmenger
395 Remington St.
Marty's Grocery
1231 Clinton Ave. N.
V. Mascari
1264 Clinton Ave. N.
T. J. Zimmer
1642 St. Paul St.
W. C. Glaser
513 Conkey Ave.
L. Richter
340 Conkey Ave.
R. J. Phelan
164 Avenue B.
L. H. Deuter
81 Conkey Ave.
M. Charles
58 Lowell St.
F. & E. Franc
1121 Monroe Ave.
W. Jablonski
1070 Hudson Ave.
M. Wainer
1075 North St.
Mari Bros.
747 Hudson Ave.
H. Melin
542 Hudson Ave.
R. Einhorn
495 Hudson Ave.
Potter Creamery
384 Joseph Ave.
H. Zelter
449 Joseph Ave.
Mendick Mkt.
530 Joseph Ave.
Audycki IGA
742 Ave. D.
Grzeszczak, J.
92 St. Casimir St.
S. Bobby
651 Norton St.
A. Leszczinski
1080 Joseph Ave.
A. Fuxman
140 Barons St.
J. Tantillo
72 Hillcrest St.
C. Dattilo
195 Fernwood Ave. | Mom's Food
1137 Culver Rd.
Bud's Food Mkt.
452 Parsells Ave.
J. DeMallie
440 Parsells Ave.
H. J. Goff
636 Garson Ave.
R. Goldman
448 N. Goodman
E. Reitz
259 Webster Ave.
Meyer Groceries
339 Webster Ave.
C. J. Treiber
1424 E. Main St.
Marchese
1930 Clifford Ave.
M. Modello
1733 Norton St.
Serr.Wel Food
1028 Clifford Ave.
Diver's
534 Dewey Ave.
M. Boslov
3635 Dewey Ave.
Stonewood Food
305 Stonewood Ave.
J. Bovenzi
85 Latta Road
Sy's Food Market
1216 No. Clinton Ave.
Ridge Fruit & Veg.
195 Ridge Road
J. Versprille
82 Laser St.
DeWolf's
1845 East Ave.
J. Elman
1965 East Main St.
C & C Food
581 Chilli Ave.
Convention Food
204 Monroe Ave.
Barnard Market
524 Stone Rd.
Amico Market
3218 Lake Ave.
J. Ingoglia & Sons
411 No. Clinton Ave.
Wolf's Fruit & Veg.
1809 East Ave.
M. Pavone
515 East Main St.
Elder's Market
849 Monroe Ave.
Levin Market
1464 Lake Ave.
Thrill Food
37 Stone Rd.
O'Brien Food
8 River St.
Ridge Road Market
201 Ridge Rd.
P. Shacter & Son
759 Park Ave.
A. Morrison
2121 East Main St.
Hart Food Stores
A & P Food Stores
Loblaw Groceries
Red & White Stores
Wegman Food Markets
Mohican Markets | Amer. Economy Stores
Sibley, Lindsay &
Curry Co.
Agostinelli Bros.
59 Latta Road
J. M. Johnstone
413 Stone Road
Dewey Food Center
2890 Dewey Ave.
Bauman & Baynes
333 Dewey Ave.
J. Garnham
823 Dewey Ave.
C. L. Drake
200 Glenwood Ave.
Lake & Phelps Groc.
379 Lake Ave.
C. L. Rowley
821 Norton St.
LaBar's Food
659 Joseph Ave.
Sol Berger
279 Joseph Ave.
J. Bonavilla
226 Remington St.
Lawley Grocery
451 Cooper Road
Ranzbach's
694 Titus Ave.
Arnold's
1648 St. Paul St.
Max Less
371 Conkey Ave.
S. Morreale
76 Delevan St.
Panepinto Grocery
80 Hebard St.
A. Yullo
352 Central Park
F. Bellano
315 Central Park
J. Insina
229 Central Park
Kircher Market
1386 Culver Road
Lackey's Market
2247 Clifford Ave.
Fischer Market
2267 Clifford Ave.
A. Scallia
2220 Norton St.
Ridge-Culver Market
2062 Ridge Road E.
Pfommer Market
2058 Ridge Road E.
Otto Gruhn
Sea Breeze, N. Y.
Tommy's Food
1865 Clifford Ave.
Ferrara's Food
1780 Clifford Ave.
Cassaretti Sisters
601 Bay St.
J. DiMartino
190 Spencer St.
Spencer Market
159 Spencer St.
G. Zazzava
14 Sanite St.
John Lama
610 N. Plymouth Ave.
J. Battista
264 Spencer St.
F. Ridotto
417 Verona St. | J. Palisi
30 Jay St.
Leo Nebbia
348 Jay St.
P. Marapese
433 Mt. Read Blvd.
A. Montana
269 Whitney St.
Giardino
321 Orchard St.
A. Petik
748 Broad St.
John's Market
515 Chilli Ave.
Bennett's Food
415 Thurston Road
Barney's Food
430 Thurston Road
Gier Grocery
511 Thurston Road
Braverman Creamery
579 Thurston Road
Passarelli Bros.
370 Genesee St.
J. Butler
749 Seward St.
Lang Grocery
469 Monroe Ave.
Delasandro
48 Prospect St.
A. Bellucio
260 Troup St.
Thrill Food
442 Clarissa St.
Ideal Food
37 Spring St.
Edith's Grocery
427 Exchange St.
Valenti
553 South Ave.
Young Willis
676 South Ave.
Hygrade Food
495 Lyell Ave.
DiPalma
1219 Lyell Ave.
Cornell Cash Market
946 Atlantic St.
Clark Market
906 N. Goodman St.
M. Cortese
118 Bay St.
R. DiBella
332 Portland Ave.
R. Bajara
1456 North St.
Addante
781 North St.
Shahen
805 Hudson Ave.
I. Cassola
430 Ormond St.
M. Tideor
180 Joseph Ave.
A. Lago
852 Joseph Ave.
H. Taltelman
29 Henry St.
OUT OF TOWN:
WEBSTER
Paul Smith
Reichenberger & Burr
EAST ROCHESTER
NuWay Market
U. Cancellieri
Dipacific IGA
Rogers IGA
Hillmans
FAIRPORT
Frank Stoldt
Primavali
Northside Market
PENFIELD
J. Stenner |
|--|---|---|---|

SILVER DUST
Free Cannon Dish
Towel Inside Every
Package

SWAN
NEW
8 Ways Better

LUX
New Quick America's
Favorite For Fine
Things

Rinso
For Whiter Washes
Easter Wash Days

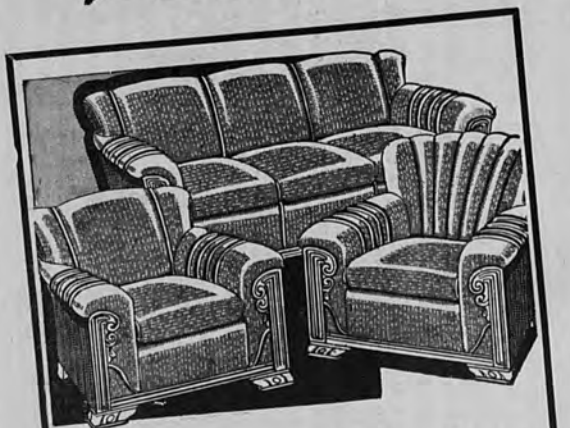
LUX
Try Active Lather
Facials
For 30 Days

Spry
For Full Flavor Cakes,
Pies, And Fried
Foods



CHRISTMAS IN JULY!

GIVE-AWAY PRICES THAT MAKE US FEEL LIKE SANTA



Carved-Frame Living Room

DRAMATICALLY
PRICED AT

Beautifully carved wood set
off with rich upholstery in
a choice of colors. See it to
really appreciate this beauti-
ful set.

\$59⁹⁵



- \$39.50 Value Studio Couch
- 10.95 Value Occasional Chair
- 3.95 Value (2) Lamps
- 7.90 Value (2) End Tables
- 1.95 Value Throw Rug
- 2.95 Value Choice of Picture

\$67.20 Total Value

ALL 8 PIECES

\$67.20 VALUE

\$47⁵⁰



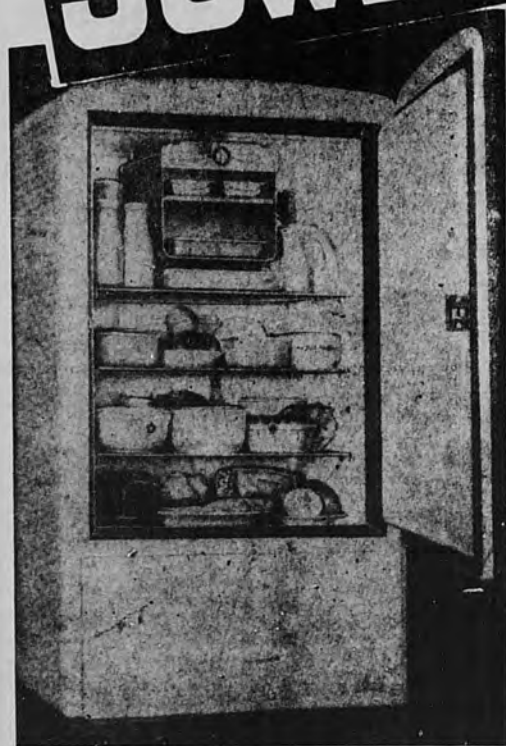
AMAZINGLY
LOW PRICED

Modern, veneered finish.
3 pieces. — Bed, Chest,
Choice Dresser or Vanity.

\$59⁹⁵

★ Starring The Popular 6½ Cu. Ft. **GIBSON** Refrigerator

**PAY ONLY
50¢
WEEK**



AT UNION • 286 EAST AVE.

**We Can Still Guarantee
IMMEDIATE DELIVERY**

GIBSON

New 1941 All-Steel Electric
GIBSON REFRIGERATORS

**BIG 6½ CU. FT.
CAPACITY**

3 Years To Pay!

\$99⁹⁵

COMPLETE
And Installed
In Your Home

**NOT A PENNY UNTIL SEPT. 20th • THEN ONLY
50¢ WEEKLY! • YOUR CREDIT IS GOOD at UNION**

THESE SMASHING JULY REDUCTION ALSO AP-
PLY TO OUR COMPLETE LINE OF ELECTRIC
REFRIGERATORS, RADIOS, APPLIANCES AND
ALL OTHER MERCHANDISE.

UNION 286
EAST
AVE.

**50¢ DOWN
•
WEEK**

It's Easier To Pay
The Union Way
Open Eves. 'Til 10

YES! - YOU CAN STILL BUY THIS BIG BEAUTIFUL BRAND NEW 1941 PHILCO ELECTRIC REFRIGERATOR FOR ONLY 2 NICKELS A DAY



AT SENECA STORES

BIG BEAUTIFUL FULLY EQUIPPED
1941 MODELS

AS \$
LOW
AS

124⁹⁵

SPECIAL OFFER

**NO
PAYMENTS
OF ANY
KIND UNTIL
SEPTEMBER**

Only Philco has the Conservador . . . plus Separate Compartments for Dry Cold, Moist Cold and Frozen Foods!

Come in! SEE THE GREATEST REFRIGERATOR VALUES EVER OFFERED!

At every price, Philco offers you MORE in services, features quality and dependability . . . the greatest dollar for dollar values in refrigeration. Come in . . . see them . . . judge for yourself!

BIGGEST TRADE-IN ALLOWANCE IN TOWN

NO MONEY DOWN!

**FREE
DELIVERY AND
INSTALLATION**

**TAKE 3 YEARS TO PAY
THE SENECA WAY**

**FREE
BANK TO SAVE
YOUR 2 NICKELS
A DAY**

SENECA STORES

149 MONROE AVENUE

**CREDIT
JEWELERS**

OPEN EVENINGS TILL 10 O'CLOCK

Business Women To Have Breakfast Meeting Sunday

Business and Professional Women's Club will hold its annual breakfast next Sunday morning at Willow Point Park, Bay Road, at 8:45 a. m.

Miss Louise Houghton is chairman of the sports committee, assisted by the Misses Anna McDonald, Mary Doyle, Lucille Hart, Alsie Gange, Mary LeFeber, Katherine Spillane, Martha Haack, Minnie Stock and Marie O'Beirne.

Miss Mae Arnold is chairman of the Book Club Committee and she will be assisted by the Misses Adelaide Vosteen, Mabel Eberwein and Mary German. There will be a book review by Miss Mary Hanlon.

COMPLETE YOUR PICNIC



Tam o' Shanter Ale
Apollo Lager Beer
AMERICAN BREWING CO., ROCHESTER, N. Y.

AT KOMINZ

TIRE SALE

BUY
NOW
WHILE
PRICES
ARE STILL
LOW

Prices Include Your Old Tires
FIRST QUALITY TIRES GUARANTEED 12 MONTHS
475x19... \$4.60 550x17... \$5.85
525x18... \$5.40 600x16... \$5.95
PRICES INCLUDE OLD TIRES—50c WEEKLY

PORTABLE RADIOS

Complete With Batteries
3-WAY-A.C.-D.C. BATTERY \$13.95
TERMS 50c WEEKLY

SALE WASHING MACHINES

A.B.C. & THOR WASHERS \$39.95
FREE 50 Lg. Boxes Rinso With Every Washing Machine Sold
TERMS 75c WEEKLY

SALE GAS RANGES

TERMS 75c WEEKLY
FLORENCE CROSLLEY \$49.95
QUALITY

KOMINZ TIRE CO.

182 MONROE AVENUE AT SAVANNAH Open 9 A. M. to 5 P. M. Daily
417 MONROE AVENUE AT AVERILL Daily and Sunday Open 7:30 A. M. to 11 P. M.

Mrs. Agnes Osborne, 89 Wilsona Rd.

WINE LIQUOR SPECIALS

RYE OLD GUCKENHEIMER Bottled in Bond 5 Years Old — 100 Proof Limit of Two to a Customer \$1.95

Bennetts #10 a smooth that is fast becoming Rochester's favorite \$1.65

GIN 90 Proof — 100% Selected Grain \$1.65

RUM PUERTO RICAN San Lorenzo Gold The Friendly Spirit of the Tropics \$1.69

COCKTAILS AND WINES CHILLED — READY TO SERVE — Cool Comfort At No Extra Charge

PARISIAN LIQUOR STORE 1517 LAKE AVENUE GLEN. 4152

These Prices
TODAY THRU
SATURDAY

FRESH OVEN ROASTED Sugar Toasted PEANUTS

1-Lb. Pkg. 16c
A REAL FAVORITE and a real low price! Whole, freshly roasted peanuts — encased in crispy sugar-toasted jackets. (Limit 2 Lbs.)

WITCH HAZEL 6c
Pint Bottle

FLIT Insect Spray 18c
35c Pint Size

PREP For Shaving 13c
35c Value

SIMILAC Baby Food 74c
\$1.25 Size

BAY RUM After Shave 24c
50c Value

MILK OF MAGNESIA 13c
Pint Bottle

ZINC Stearate Powder 11c
25c Value

SHOE LACES 27" White 2 for 5c

SHAVING BRUSH - EVER READY - 75c Value 44c
Sterilized badger bristles set in rubber.

DAW'S COUPON

Combination POUCH

Holds BOTH pipe and tobacco! Made of genuine leather. Easy-working zipper. Preserves the aroma and freshness your favorite tobacco. 75c Value 39c (Limit of 2)

HAVANA BLOSSOM BEECH-NUT CHEW TOBACCO 10c Pkg. 7c

CIGARETTE CASE

* ALL-METAL * U. S. MADE * HOLDS 20 CIGS * A Real 50c Value While They Last! 19c

Extra-Mild Quality NO. 212 PANETELA

Factory Smokers 3 for 5c Box of 100 \$1.54

DAW'S

ORIGINAL CUT-RATE DRUGS

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

WOODBURY'S SOAP

Reg. 10c Size 2 for 9c (Limit 4 Bars)

CARBONA SHOE WHITE

Paste or Liquid Lge. 25c Size 11c (Limit 2)

DAW'S COUPON

EXTRA-HEAVY Wax Paper

In Cutter-Edge Box 125 feet 11c (Limit 2)

(Right Reserved To Limit Quantities)

VERACOLATE 72c
Tablet, \$1.25 Size
STORK CASTLE Soap, 10c Bars 7c
ANACIN 39c
Box of 30 Tablets
MOLESKIN Plaster, 1/2 yd. x 7 inches 18c
KRUSCHEN Salts, 70c Size 59c
SCHICK RAZOR With 2 Blades 69c
CORN PLASTER 16c
25c Pkg. of 12
AMPHO-JEL Wyeth's, \$1.50 Size \$1.29
COCOMALT 50c 1-Lb. Size 31c
PETERMAN'S Discovery, 35c Pint 19c
PETTO-BISMOL For Indigestion, 60c Size 47c
CALAMINE 19c
Lotion, 4-Oz.
CALDWELL'S Syrup of Peppin, \$1.30 Size 77c
SERUTAN Laxative, 60c Size 46c
ASPERGUM Dillard's, 25c Size 21c
NIPPLES Anti-Colic 5 for 23c
HORLICK'S \$1.00
Malted Milk 79c
TAR SOAP For Shampoo, 15c Bar 7c
SKOL 35c
Sun-Tan Lotion 29c
COLLYRIUM Eye Wash, 75c Size 59c

FALSE TEETH

FIX LIKE NEW! Dentine-Lite, the new cushioning plastic, makes loose plates fit comfortably for weeks. Not a powder—not a paste. Economical! Thousands of satisfied users. Get a tube of Dentine-Lite today! Handy-size tube 89c—New large size 98c MONEY-BACK GUARANTEE

DENTUR-EZE

Men, Women! Old at 40, 50, 60! Get Pep Feel Years Younger, Full of Vim Don't blame exhausted, worn-out, run-down feeling on your age. You should instead be what a little peping up with Dentur-Eze will do. Contains general health tonic, phosphorus, iodine, Vitamin B, A, C, E, and other essential elements. It's a real tonic. Special introductory size 89c. These tablets cost only 89c. Keep feeling young, old start feeling younger and younger this very day.

TRY Vita-Solter 60c SIZE 49c

Headache, Cold, Stomach, Acid, Indigestion and Morning Sickness

60c SIZE 49c

60c SIZE 49c

60c SIZE 49c

60c SIZE 49c

60c SIZE 49c

60c SIZE 49c

60c SIZE 49c

60c SIZE 49c

60c SIZE 49c

60c SIZE 49c

60c SIZE 49c

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60c SIZE 49c

WATER PROOFED PAPER PLATES

Full Size—9-inch Boxes of 12 (Limit 2 Boxes) 2 for 11c

SINGLE-EDGE BLADES

— GEM TYPE — Reg. 10c Pkg. of 4. (Limit 2 Pkgs.) 4c

DAW'S COUPON

Woodbury's Shave Cream

Large 35c Size 11c (Limit 2)

CITRONELLA OIL For Mosquitoes 2-Oz. 13c

BARBASOL Shave Cream 50c Size 21c

Ken-L-RATION Dog Food 3 for 19c 1-Lb. Tin

IRONIZED YEAST 49c \$1. Size

BORAX POWDER 9c 1-Lb.

FITCH Talcum Powder 9c 5c Size

PROBAK JR. BLADES 3c Package of 4 10c Value

Book Matches Carton of 50 2 for 11c

THERMIC JUGS

1941 Models - Latest Improvements New lighter-weight jugs that keep foods or liquids hotter and colder longer. You'll find dozens to choose from, in all the various models.

GALLON SIZE WITH EASY-POUR SPOUT Insulated with new Fibreglass, 20 percent lighter. 1/2 Gallon Jugs... 89c Wide Mouth Food Jugs... \$1.69 Jug With Spigot \$1.98

1/2 Gallon Jugs... 89c

Wide Mouth Food Jugs... \$1.69

Jug With Spigot \$1.98

PLAYING CARDS Bridge or Pinochle 35c Value 21c

35c Value 21c

35c Value 21c

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35c Value 21c

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35c Value 21c

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35c Value 21c

FITCH Talcum Powder 9c 5c Size

9c 5c Size

9c 5c Size

9c 5c Size

9c 5c Size

9c 5c Size

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Close Out! Genuine Briar PIPES

ALL SHAPES & FINISHES

HUNDREDS TO CHOOSE FROM

VALUES UP TO \$1.00

39c

39c

39c

39c

39c

39c

Pipe Tobaccos

KENTUCKY CLUB • VELVET HALF & HALF • BIG BEN DILL'S BEST • RALEIGH

15c Size TINS 9c (Limit 2)

9c (Limit 2)

9c (Limit 2)

9c (Limit 2)

9c (Limit 2)

9c (Limit 2)

9c (Limit 2)

9c (Limit 2)

9c (Limit 2)

9c (Limit 2)

9c (Limit 2)

9c (Limit 2)

9c (Limit 2)

9c (Limit 2)

9c (Limit 2)

TOP CIGARETTE TOBACCO—10c PKG. 25c Val. 20c

25c Val. 20c

25c Val. 20c

25c Val. 20c

25c Val. 20c

25c Val. 20c

25c Val. 20c

25c Val. 20c

25c Val. 20c

25c Val. 20c

25c Val. 20c

25c Val. 20c

25c Val. 20c

DAW'S COUPON

GENUINE LEATHER BILLFOLD

It's the kind you're always wanted... lightweight, compact, genuine leather. Complete with identification tabs and a built-in change pocket. A real 75c value! (Limit 2). 29c

29c

29c

29c

29c

29c

29c

29c

29c

29c

1-LB. GEO. WASHINGTON 35c TOBACCO POUCH \$3.50 REMBRANDT PIPE

\$3.50 REMBRANDT PIPE

\$3.50 REMBRANDT PIPE

\$3.50 REMBRANDT PIPE

\$3.50 REMBRANDT PIPE

\$3.50 REMBRANDT PIPE

\$3.50 REMBRANDT PIPE

\$3.50 REMBRANDT PIPE

ALL THREE FOR \$1.39

\$1.39

\$1.39

\$1.39

\$1.39

\$1.39

\$1.39

\$1.39

Mayfair Mixture Reg. 35c Pkg. 11c

11c

11c

11c

11c

11c

11c

11c

ASH TRAYS 3c

3c

3c

3c

3c

3c

3c

3c

FINAL CLEARANCE! Rubberoid ROOFING

"TWILIGHT BLEND"

Slatted Edge
FOR AV. 7 ROOM HOUSE
1700 Sq. Ft.

WORTH \$140

NOW **\$89**

ODD LOTS SHINGLES
HEXAGON OR THICK BUTT

While stock lasts. All subject to prior sale. **\$1.00** Bundle

FREE ESTIMATES

TERMS \$5 MONTH

KEMP ROOFING CO.

331 W. MAIN

PHONE MAIN 1786

Mrs. Jeanne Spencer, 273 Reynolds St.

2 FOR 1 TIRE SALE 10 DAYS ONLY

2-600-16 for	\$ 9.90
2-650-16 for	\$12.90
2-700-16 for	\$17.90
2-550-16 for	\$10.90
2-52518 for	\$ 9.90

50c DOWN 50c WEEKLY

Also in stock
and Guaranteed to be 1941 New
Fresh Stock and

NEW LOW PRICES

Generals - Goodyears - Firestones
Mohawk - U. S. Royals. — Get
these prices today.

AMERICAN AUTO SUPPLY
292 EAST AVE. Open Evenings
To 10 P. M. Sun. 9 A. M. to 6 P. M.



**THE NEW SOFT DRINK
SENSATION**



A GOOD MIXER!

GET A CARTON FROM YOUR DEALER TODAY!

JUNK

MAGAZINES
NEWSPAPERS
in BUNDLES

50c

MATTRESSES, ALUMINUM, IRON, SCRAP METAL

HIGHEST PRICES

RAGS 2c **STONE 3889R**

CALL NOW

LB.

Drama To Be Given At Park Vesper Service

The Players, local prize-winning dramatic players, will present the famous biblical drama, "He Came Seeing", by Mary P. Hamlin, on Sunday, August 10 at 7 p. m. in the Highland Park Band Shell. The production, will be the last in the series of outdoor Vesper

Prices Advance Aug. 1st

SPECIAL SALE

VENETIAN BLINDS and

TABLE 1.75

PADS 1 UP

Table Pads, custom built to fit your table. Heatproof, washable top, sizes to 48"x63". Venetian Blinds, custom made to fit your windows.

REGAL TABLE PAD

MAIN 7705

Home Phone—Mon. 6783



Services which the Federation of Churches is sponsoring. The cast is made up of well known local players. While casting is not yet complete, Dr. Leonard Heech, director has assigned important roles to: Alice Ahrens, Evelyn Zabel, John Landis, Lloyd Hubbard, and Kenneth Giewitz. These players are to be supported by 50 other players recruited from the various churches throughout the city.

"WHY SENATOR WHEELER AND LINDBERGH WORK TOGETHER"

By Frederick L. Collins

A searching story about a strange partnership. Is it more than it seems.

"WHAT VITAMIN B CAN DO FOR YOU"

By Edward Doherty

Have you a little hangover in your home? Is your brain tired? Are you losing your friends? Learn the value of vitamins.

5c Read August 2 LIBERTY MAGAZINE

Now On Sale

BERGHASH CASE PRICES ARE LOWEST IN TOWN



ONLY AT BERGHASH CAN YOU BUY THE BEST AT THE LOWEST PRICE

PRIVATE STOCK

KERRIGAN'S

BLENDED

WHISKEY \$1.99

Full Quart

Blended with 4 yr. old stock. Exceptionally fine flavor and bouquet developed under the personal supervision of J. P. Kerrigan, one of America's old time whiskey men.

MADE TO SELL FOR \$2.55 PER QUART

CASE 12 QUARTS — \$23



ONLY AT BERGHASH CAN YOU BUY THE BEST AT THE LOWEST PRICE

"MONTVALE"

RYE

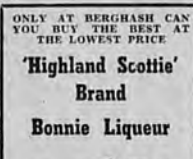
LIQUEUR

\$1.39

Full Fifth

4 for \$5

Something new and different! Smooth and mild. Drink it straight — serve it chilled.



ONLY AT BERGHASH CAN YOU BUY THE BEST AT THE LOWEST PRICE

"Highland Scottie"

Brand

Bonnie Liqueur

\$1.59

Full Fifth

3 BOTTLES \$3.50

A Bonnie drink for auld lang syne. Product of Glenby Vrasier & Co. 48 Proof.

PLAIN FACTS: MORE TAX

1. Federal and State taxes are already high.
2. Grain—the "heart" of liquors—is 30% higher than last year.
3. The last liquor tax raised prices quite a bit.
4. The new tax will raise prices more—BUY NOW—SAVE MOST!

ONLY AT BERGHASH CAN YOU BUY THE BEST AT THE LOWEST PRICE

BOTTLED IN BOND

UNDER U. S. GOV'T SUPERVISION

The distinctive flavor and delicate mellow character of these whiskeys are absolutely natural. Only the finest ingredients; expert distilling and aging.

100 PROOF

RYE OR BOURBON

\$2.09

Full Quart

You're buying quality whiskey worth a DOLLAR MORE per bottle.

Try it. You'll like it or we'll refund your purchase price.

CASE 12 QUARTS \$24

COMPARE \$2.50 VAL.

ONLY AT BERGHASH CAN YOU BUY THE BEST AT THE LOWEST PRICE

GORDON'S MARTINI COCKTAIL

EXTRA DRY!

The only distilled spirits used in this cocktail is Gordon's Distilled London Dry Gin. 94.4 proof distilled from grain.

\$1.69

Full Fifth

• \$2.50 Value

CASE, 12 5ths \$18.50

ONLY AT BERGHASH CAN YOU BUY THE BEST AT THE LOWEST PRICE

ROCHESTER'S BIGGEST GIN VALUE!

"LONDON INN" DISTILLED DRY GIN \$1.29

90 PROOF

4/5 Quart

Distilled from an old English recipe. Excellent used straight or in cocktails. 5 m o e t h, palatable, satisfying.

ONLY AT BERGHASH CAN YOU BUY THE BEST AT THE LOWEST PRICE

ROCHESTER'S MOST POPULAR WINE VALUE

"CHATEAU BRISAC" 100% PURE CALIFORNIA WINE \$1.29

Full Gallon

Over 15 varieties including Port, Muscatel, Sherry, Tokay, White Port and Madeira.

COMPARE! \$2 VALUE!

ONLY AT BERGHASH CAN YOU BUY THE BEST AT THE LOWEST PRICE

CLOSE-OUT SPECIAL

Limited Quantity!

SWEET WINES \$1.00

Full Gallon

Concord Grape, Light Malaga

Alcohol 12-14% by Volume.

ONLY AT BERGHASH CAN YOU BUY THE BEST AT THE LOWEST PRICE

ROCHESTER'S BIGGEST GIN VALUE!

"LONDON INN" DISTILLED DRY GIN \$1.29

90 PROOF

4/5 Quart

Distilled from an old English recipe. Excellent used straight or in cocktails. 5 m o e t h, palatable, satisfying.

ONLY AT BERGHASH CAN YOU BUY THE BEST AT THE LOWEST PRICE

THE SCOTCH THAT HAS BEEN RATED AS ONE OF THE FINEST OF ALL SCOTCH WHISKIES!

JOHN BEGG'S IMPORTED SCOTCH \$3.35

4/5 Qt.

A smooth, medium bodied whisky that excels many brands retailing over \$4 per bottle!

ONLY AT BERGHASH CAN YOU BUY THE BEST AT THE LOWEST PRICE

ROCHESTER'S BIGGEST GIN VALUE!

"LONDON INN" DISTILLED DRY GIN \$1.29

90 PROOF

4/5 Quart

Distilled from an old English recipe. Excellent used straight or in cocktails. 5 m o e t h, palatable, satisfying.

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4/5 Quart

Distilled from an old English recipe. Excellent used straight or in cocktails. 5 m o e t h, palatable, satisfying.

ONLY AT BERGHASH CAN YOU BUY THE BEST AT THE LOWEST PRICE

ROCHESTER'S BIGGEST GIN VALUE!

"LONDON INN" DISTILLED DRY GIN \$1.29

90 PROOF

4/5 Quart

Distilled from an old English recipe. Excellent used straight or in cocktails. 5 m o e t h, palatable, satisfying.

SPECIAL OFFER—OUT OF TOWNERS

If you can't come in this week to take advantage of these extra low prices clip the ad and save it. Bring it with you when you do come to town and Berghash will honor the prices quoted if merchandise is still in stock. This offer is a courtesy to Out-of-Towners only, and will be good until September 1.

ONLY AT BERGHASH CAN YOU BUY THE BEST AT THE LOWEST PRICE

NO FINER AT ANY PRICE

90 PROOF

Westminster DISTILLED DRY GIN

Distilled from 100% grain neutral spirits, Reg. \$2.25 value.

\$1.59

Full Quart

CASE 12 QTS. \$48.50

"The Very Finest!"

ONLY AT BERGHASH CAN YOU BUY THE BEST AT THE LOWEST PRICE

An Old Collins Product

5 YEARS OLD

A MARYLAND STRAIGHT

RYE \$1.75

Full Quart

COMPARE \$2.50 VAL.

ONLY AT BERGHASH CAN YOU BUY THE BEST AT THE LOWEST PRICE

FRASCATTI VERMOUTH

DRY OR SWEET

59c

30 OZ. BOT.

Enjoy a good quality but inexpensive vermouth in your Manhattan or Martini cocktails.

6 FOR \$3

ONLY AT BERGHASH CAN YOU BUY THE BEST AT THE LOWEST PRICE

Summer time is the right time to enjoy a delicious cocktail made with Sloe Gin.

"GOLD CROSS" SLOE GIN \$1.39

4/5 Quart

Made with the choicest ingredients. RECIPE: SLOE GIN FIZZ: Half glass ice, Tsp. Lemon juice, Half wine glass Sloe Gin. Fill glass with plain soda.

3 for \$4

ONLY AT BERGHASH CAN YOU BUY THE BEST AT THE LOWEST PRICE

UNDER U. S. GOV'T SUPERVISION

BOTTLED IN BOND

Farmbrook \$1.95

STRAIGHT BOURBON WHISKEY

100 PROOF!

One of our best sellers—the customers can't be wrong! Smooth, fine flavored and mellow.

COMPARE \$3 VALUE

ONLY AT BERGHASH CAN YOU BUY THE BEST AT THE LOWEST PRICE

WE CARRY THE GREATEST VARIETY OF NATIONALLY KNOWN BRANDS. — OUR PRICES ARE LOWEST IN TOWN. WE OFFER

SEAGRAMS V. O. — CALVERTS

CANADIAN CLUB — SCHENLEY

CARSTAIRS WHITE SEAL — G & W

WALKERS IMPERIAL — FOUR ROSES

In fact, our variety of brands is the greatest and OUR CASE PRICES THE LOWEST EVER OFFERED!

ONLY AT BERGHASH CAN YOU BUY THE BEST AT THE LOWEST PRICE

FREE DELIVERY

PHONE

MAIN 786

ONLY AT BERGHASH CAN YOU BUY THE BEST AT THE LOWEST PRICE

BERGHASH LIQUOR STORE

124 CLINTON AVE. S. — NEXT LOEWS THEATRE

NO CASE PRICES QUOTED BY PHONE

ONLY AT BERGHASH CAN YOU BUY THE BEST AT THE LOWEST PRICE

FREE PARKING

OPPOSITE OUR STORE

(Open 12:00 Nightly)

Household Hints

Most silk lampshades can be successfully washed by brushing them with lukewarm soap suds, using a soft brush.

Did you know that straw flowers can be washed? Dip them in and out of warm sudsy water, then in clear water and hang on the line to dry.

To make yellow piano keys white again, wash them with flannel, soaked in cologne instead of water. Lemon juice is also very effective.

To keep raisins from sticking in a food chopper, dip the chopper in hot water before grinding.

ORDER NOW
LEHIGH VALLEY HARD
BLACK MAGIC .. COAL

PHONE YOUR ORDER
TODAY ... CALL GEN 586

Established Over 26 Years
PAYNE & DUNHAM

SAVING on Every Purchase or Your Money Back

2nd Big Week's Clearance
SPORTSWEAR SALE!

Your response to our Summer Sale opening last week was tremendous! Many of our customers who look forward to this money-saving event each year were amazed at the values offered despite rising prices.

Because of the large stocks always carried by this store we assure you selections are still large in most items, but shop early to make SURE of your share in the savings.

AT ROCHESTER JOBBING HOUSE



ON SALE! Men's
Sport ENSEMBLES \$1.59
Reg. \$2.29
Enjoy one of these handsomely tailored light-weight ensembles for only \$1.59! You can't buy any more comfort for twice the price.

BETTER GRADE MEN'S
ENSEMBLES 25% OFF
Long and short sleeve models in spun rayons, cottons, gabardines, herringbones, coverts, irradescents, and many others. Sizes 29 to 50 in Most Styles

MEN'S WOOL REG. \$1.29
SWIM TRUNKS 79c

MEN'S WOOL - LASTEX. REG. \$2.19
SWIM SUITS \$1.69

MEN'S TRIMMED OR PLAIN
CREW SHIRTS 4 for \$1

MEN'S
SPORT SHIRTS 59c
Choice of green blue or tan. Shantung or stripes.
2 FOR \$1

MEN'S — BOYS' — LADIES'
MOCCASINS \$1.39
Real Indian Type! He'll practically live in these all summer long. Camp—Vacation — Home lounging. Sizes 1-5 and 6-12.
To 2.79

BOYS' SANFORIZED
SLACKS 85c
REG. \$1.19 VAL.

BOYS' BETTER GRADE
SPORT ENSEMBLES
Cotton, Gabardine and spun rayons. Beautifully tailored, smartly styled. Colors: Blue, Tan, Green, Brown and Rust.
25% OFF

LADIES! SEE OUR COMPLETE
LINE OF SMART SPORTSWEAR

SPECIAL VALUE
LADIES'

- **SHORT & BLOUSE SETS**
- **PLAY SUITS**
- **SLACK ENSEMBLES**

HERE'S REAL VALUE! Complete outfits for less than the regular cost of one piece. You've never seen value like this before — you'll probably never see it again!
79c
REG. \$1.29 VAL.

LADIES'
SPORT SHIRTS 39c
Assorted patterns or plain colors in broadcloth and shantung.
3 FOR \$1.00

BETTER GRADE LADIES'
BATHING SUITS 25% OFF
Wide variety of lastex, jersey and wool suits in one and two piece models, with and without skirts. Smart styles for young and old.



Ladies' Cotton Print
Dressmakers \$1.19
Beautifully colored prints, lined throughout with fine combed jersey.

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

"Star-Spangled" and Proudly it Waves"



We recognize the true patriotism of the factory worker as well as the man in uniform.
— F. D. R.

By This Emblem
You Shall
Know Them.

Now!

NATIONAL RECOGNITION for all
who contribute to the DEFENSE
EFFORT of the NATION

Wherever This Banner is Displayed, Some Member of The FAMILY is Serving His Country in The ARMY, NAVY, MARINES or DEFENSE INDUSTRY
The Emblem of a Nation's Strength

GET ONE TODAY

YOUR CHOICE OF
ARMY
NAVY
MARINES
INDUSTRIAL

IN THREE COLORS
SIZE 9x12
PAPER . . . 10c
SILK 25c

ON SALE AT
F. W. WOOLWORTH
W. T. GRANT
S. S. KRESGE

August Sales Of Furs And Furniture Are Now Being Featured In
Leading Stores. Read News Of Exciting Savings In This Issue.

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Delivered Every Thursday

FOURTH YEAR—No. 40

ROCHESTER, N. Y., THURSDAY, JULY 31, 1941

To 75,200 Rochester Homes

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

WHAT'S IN FASHION?

Softer Shoulders, Skirts Pleated to Slenderness are High Points of Fall Suit Fashions

Autumn suits have plenty of new fashion wiles. You'll see flattering new treatments in body lines, such as softer shoulders! long molded jackets; straight as an arrow skirts with surprising hem width. You'll choose your suit from three important fabric classes, the gabardines, the coverts, and the plaids.

There are pleats of one sort or another in every skirt. Plaids—and what lovely muted plaids there are this autumn—are often used on the diagonal in skirts to achieve a slenderizing effect. Double box pleats form center panels, front and back. Graduated pleats are used for panels front and back, or center front only.

In smooth finish fabrics, such as gabardines and coverts, a favorite skirt treatment is the use of double kick pleats to form a straight center front panel. Kick pleats, of one type or another, are used oftenest in solid color fabrics.

Jackets are slim and trim, molded well down over the hips. Five and six-button types are the more usual, and buttons are frequently plastics in harmonizing or blended colors. Shoulders have but little padding, and the rounded, feminine shoulder is stressed.

Back belts, side belts and occasionally all-around belts are inset in the jacket to give a slightly bloused effect to the

back. In reality, there is no actual overblouse of fabric to shorten the figure; rather a loose, casual effect achieved by shirring or fullness controlled above the belt.

A new version of the popular one-button or man-tailored suit makes its bow in new autumn collections. Preferably in smooth covert, it has a much longer and definitely molded jacket with peaked lapels, and a kick-pleated, stem-straight skirt.

In general, however, jacket lapels are smaller, and the very young looking California club collar is a favorite. Four pockets are the usual quota for a jacket, and are usually of the "patch" variety.

As might have been expected, brown is the top ranking color, especially in the blonde and warm shades. Natural gabardines and coverts, shepherd checks in natural shades lead the collection of blonde wools. Shetland finished wools go in for warm, medium browns; the shades of leaves just beginning to turn.

Tones of green and brown predominate in plaid groups, although there is an occasional flash of purple in new suit collections. Deep mossy greens with warm browns and golds are very good; browns turn to grays as well as greens for muted undertones in plaids.

One Cent Sale Featured In New Soap Introduction

Readers of the Rochester Sun will be interested in the one cent sale advertised in this issue of Rochester's shopping News in conjunction with the introduction of a new soap in the Rochester area named "Swan."

The soap, manufactured by Lever Brothers, is said to have been developed after years of research in laboratories and in surveys made among typical users. Women, of course, do not know, nor do they care about the technical names for soap making. But they do know the difference between crude soaps and fine, milled toilet soaps. And, it is said, most of all, they want a white floating soap that's fine-textured, mild and pure, a soap that can be used for everything, one that's quicker to suds than last and last.

Two separate patents are said to have been awarded to the makers of Swan soap and a third is pending. Swan, the soap that was developed after years of research and strictly to specifications ordered by women throughout the country, is said to answer all the needs of the modern house-maker.

Lever Brothers, started in 1895 with Lifebuoy Soap, now one of the most popular toilet soaps with young and old alike. The history of this company is one of continuous success. A second product brought out in 1906 was Lux Flakes, which was the sensation of that era, and which has grown to be an accepted necessity in millions of households.

Special Meeting Called By Auxiliary

All members of the Edgar F. Kohler Auxiliary No. 55, Army and Navy Union have been requested to attend a special meeting tomorrow at 8 p. m. in City Hall Annex, 34 Court St. at which time final plans for the group's picnic will be made. Combined picnic of auxiliaries and garrisons will be held on Saturday at Ontario Beach Park grounds No. 6. Dinner will be served at 5 p. m.

SUN TOURS

SPECIAL NOTICE: In addition to the tours listed here, The Sun Travel Department is arranging another New York City Tour leaving Rochester Friday night, Aug. 29 and returning Monday evening.

Features of the highly successful Fourth of July tour will be repeated in answer to popular demand. Complete details will be revealed in next week's issue. For full information Phone Stone 6001.

August 9-10 Detroit Tour Popular

Reservations are mounting daily for the personally conducted Suntime of Buffalo, Niagara Falls, Detroit, Greenfield Village and return leaving Rochester via New York Central on Saturday noon, August 9, returning to the city on August 10.

The tour includes a trip to Henry Ford's world-famed Greenfield Village and the Edison Institute, plus a trip to Father Coughlin's Shrine of the Little Flower, and a tour of the renowned Detroit Zoological Gardens.

Special New York Central fast, passenger express will leave Rochester at 12:33 p. m., D.S.T., Saturday afternoon, August 9. At Buffalo special buses will await the party and start immediately on a beautiful drive through Buffalo over the famous Peace Bridge to the Canadian side of the Niagara River, thence along the river through Queen Victoria Park to Niagara Falls, Ontario. Here you will get a new conception

Canadian Exhibition Featured In Toronto Steamship Tour

Want to insure a cool, comfortable and exciting Labor Day week-end? Would you like to live in the largest hotel in the entire British Empire? Is your budget limited so that you'll want to keep expenses down?

Well then, an ideal trip for you is the Suntime to Toronto via the steamship "Kingston" leaving Rochester on Friday, August 29, at midnight and returning to the city on Monday, September 1, at 10:30 p. m. Cost of the complete tour is only \$18.95 a person or even less than that if there are three or more persons in your party.

Included in this tour is your steamship passage; a breeze-swept outside stateroom; dinner in the ship's main dining room; a luxurious room with private tub and shower at the incomparable Royal York Hotel, largest hotel in the British Empire; a visit to the Canadian National Exhibition, largest annual exposition in the world; a motor coach tour of Toronto and

DeLuxe Tour To Boston Arranged

One of the finest tours ever announced by the Rochester Sun has been arranged for the Labor Day week-end and will appeal to those who like to travel the Suntime way—luxurious accommodations at a low cost.

Destination of this luxury tour of four days and three nights is Boston, the Hub city of the country and the cradle of much that is American today. Cost of the complete personally conducted tour, which leaves Rochester at 7:52 a. m. (D.S.T.) Friday, August 29, and returns to the city shortly after midnight on Monday is \$29.50 per person and \$17.85 for children under 12 years of age. Included in the tour is round-trip railroad fare via speedy air-conditioned New York Central passenger express; a fine hotel room with private bath in Boston for three nights; sightseeing tours in and around Boston; an ocean-going steamship cruise; all meals in dining car on trains

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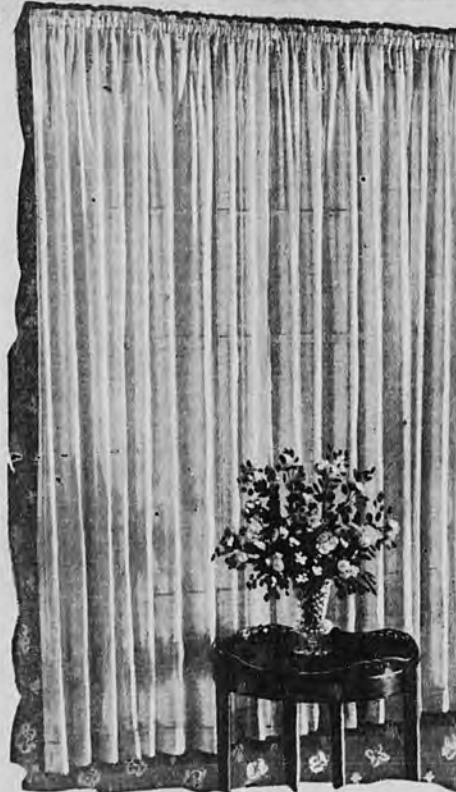
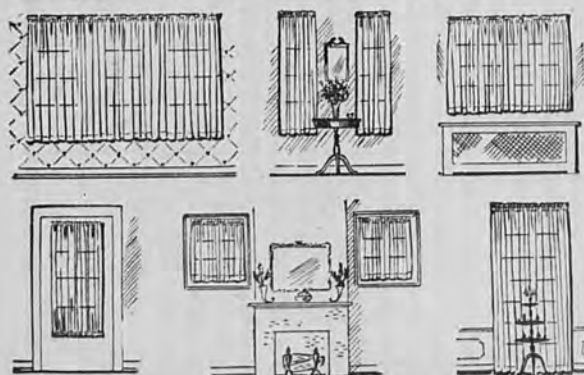
(Continued on Page 2)

In Lauer's Drapery Department

Washable 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.

**ANY SIZE CURTAIN TO
FIT ANY SIZE WINDOW**



**IMMEDIATE DELIVERY—ANY
QUANTITY... ANY SIZE**

STANDARD WIDTH	EXTRA WIDTH
34"x36" Fireplace1.35	44"x36"1.95
34"x34" Short Size1.75	44"x34"2.35
34"x32" Short Size1.95	44"x32"2.55
34"x22" Reg. Size2.25	44"x22"2.85
34"x18" Semi-Long2.45	44"x18"3.15
34"x90" Extra Long2.75	44"x90"3.45

Open Friday Night

Lauer's
50 STATE ST.

ONCE IN A LIFETIME...

Right in the face of a rising market we offer you the greatest fur bargains in our history. Think of it, fur coats that will lead next winter's style parade now selling for \$89 during this price slashing August sale at Hunter's. It's a sale of a lifetime...the chance to own the kind of coat you've always wanted. Don't wait...quantities are limited!

AUGUST FUR SALE

OF TOP QUALITY STYLEFUL COATS

Sable Blended BUCK CONEYS	\$89.
Sheared Beaver Laskin MOUTON PROCESSED LAMB	\$89.
Black CARACUL PAW	\$89.
Platinum CARACUL PAW	\$89.
Polar Region SEAL DYED CONEY	\$89.
Polar Region BEAVER DYED CONEY	\$89.

These Polar Region Coats are Sold In Rochester Exclusively At Hunter's. Their Wearing Qualities Are Unconditionally Guaranteed For 2 Years...

Princess...Boxy...And Swagger Models...
Sizes 10 To 50.

4 WAYS TO PAY...

Hunter's offer you 4 ways to pay for your fur coat. Pay a little or nothing down. Select the way that fits your budget best.

**H.L. HUNTER
FUR CO.**

ONE CLINTON AVENUE SOUTH

STORE HOURS: 9 TO 5:30 INCLUDING SATURDAYS

New in Rochester. Lever Brothers' amazing new, white, floating soap—Swan. See the one-cent sale advertisement in this issue.

Calling All Grocers!
You all know about 3 W & N. Lever Brothers' amazing new, white, floating soap, but did you know that large space advertising messages about SWAN are being directly into the 75,000 Shopping News homes this week.

Think of it—thousands of families right here in Rochester are now reading about the SWAN One Cent Sale through the pages of SHOPPING NEWS. Be prepared for the tremendous demand that this powerful large space advertising in Shopping News will develop.

And here's how you can get some of these thousands of Shopping News' readers into your store—starting this week, display SWAN prominently in your windows; on your shelves and on counters and floors! Feature the SWAN One Cent Sale in your own advertising. Ask your Lever salesman for lists. Let all your customers know that YOU have SWAN!

Use the many free aids Lever Brothers have worked out to help you get your share of this business! There are special window displays, signs, posters, and in beautiful full-color posters on billboards in your neighborhood. Cash in on all this SWAN publicity.

Remember, index 75,000 Shopping News' families will be reading about SWAN... be ready for them when they ask for it.

Mrs. Minnie Reagan, 44 Atton St.

August Fur Sale Just Bring \$10
That's all you need to purchase any coat in this sale. Use our budget plan for the balance. Remember—Clifford Fur sells for less—SAVINGS GUARANTEED!

CLIFFORD FUR CO.
1283 CLIFFORD AVE.
MAIN 474

SAVES TIME... SAVES EFFORT—GETS BETTER RESULTS!

COMPLETE Lady Dover KITCHEN MIXER
with Gleaming White Porcelain Finish
TABLE



16⁹⁵
50c DOWN
50c WEEKLY

RUDOLPH'S
CORNER EAST MAIN AT SOUTH AVE.

Boston Tour...
(Continued from Page 1)

The trip will be made entirely by daylight in special cars attached to the New York Central's famous "Lake Shore Limited" which will speed the party across the Empire State and the full length of the State of Massachusetts, through the Berkshire Hills, and other interesting scenes, making a fitting start to a delightful week-end visit in New England. Luncheon will be served in the diner during the noon hour.

The tour will arrive in Boston at 5:30 p. m. where taxicabs will be waiting to take the party to the Hotel Bellevue in the shadow of the gold-domed State House where rooms with private bath will have been reserved.

At 9 a. m. Saturday taxicabs will take the Soutour party to the steamship pier where an ocean-going vessel will be ready to cast off for a daylight cruise to Provincetown at the tip of Cape Cod, internationally famous as an artist's colony and summer resort. A two-hour stop will be made in Provincetown giving one an opportunity to visit the quaint shops and interesting spots which abound in the town. The party will arrive back in Boston at 7:45 p. m. Saturday evening is then left free for each individual's choice of activity.

On Sunday the party will make a complete motor coach tour of historic Boston, visiting such outstanding points of interest as Boston Common, Bunker Hill, Faneuil Hall, the State House, Old North Church where the signals were given to Paul Revere, and many other noted landmarks. The sight-seeing tour terminates at the hotel giving opportunity to secure luncheon and take a short rest. At 1:30 p. m. the buses will again leave the hotel for another most interesting tour of historical points of interest, including Concord and

Lexington and the bridge where the shot that was heard around the world was fired. Enroute the tour will pass Harvard University, Massachusetts Institute of Technology and the homes of many famous authors.

For the most part, this tour follows the route taken by Paul Revere on his famous ride.

The tour party will leave the hotel at 2:45 p. m. Monday from South Station for the return journey. One of the features of the return will be a full course dinner served in the dining car from 6 to 8 p. m.

The Boston tour is one that is complete in every detail. Nothing has been overlooked to make your journey or your stay in historic Boston a pleasant one.

If you want a real vacation; if you want to visit the cradle of this country, if you want to save money, decide now to join in the personally conducted tour of Boston and vicinity.

Reservations should be made as soon as possible at the office of The Rochester Sun, 420 Burke Bldg., 5 St. Paul St., between 9 a. m. and 5 p. m. A phone call to Stone 6001 will hold your reservation until you can call for it, if you cannot get downtown this week-end.

Fig Jam: Use ripe figs only. Wash and drain, then add 2 qts. sugar to every gallon, mashing and cooking to the proper consistency. Avoid scorching when near the finishing point.

Your custard recipes can be made less expensive by substituting 1/2-tablespoon of cornstarch for each egg you want to save.

Toronto Tour...
(Continued from Page 1)

its environs, including Mary Pickford's birthplace, the famous Casa Loma, etc.; a lovely motor launch trip through the lagoons and islands on the Toronto waterfront; and all necessary motor coach transfers from ship dock to hotel and return.

At the Canadian National Exhibition there are a thousand sights to see and literally dozens of popular features.

The famed United States Navy band, along with 50 of Canada's leading musical organizations will give daily concerts; the brilliant, spectacular empire pageant "Britannia" will be given. This, it is said, is Canada's answer to warring Europe. More than 1500 are included in the cast.

Leading dance bands of the United States and Canada will be on hand and besides, hundreds of exhibits of industry, agriculture, science, engineering, fashions, travel, education, recreation, sports, music and art will give you a new picture of our northern neighbors.

One of the most outstanding features of the Soutour is our residence at the Royal York Hotel. If you've never stayed at the Royal York, one of the biggest thrills of your life awaits you. Typical British service and convenience, beautiful twin bedded rooms in the most luxurious of surroundings—in fact, all you ever dreamed a hotel could be, plus features you've never even dared dream of. And the Royal York will be the Soutourist's home from Monday afternoon.

To fully acquaint you with one of finest Canada's cities, a motor coach tour, visiting every interesting point in Toronto has been arranged. The fine residential sections, the industrial life, parks, zoological gardens, horticultural displays, through the beautiful Humber valley to Sunnyside, Toronto's "Coney Island," then back through the historic old Fort and Stanley Barracks, past Mary Pickford's birthplace, to the waterfront with its docks and railway stations.

And then, for a different view of the city, and for additional interesting spots, we board a large motor launch and tour through the lagoons and islands, around the waterfront and see Toronto from the water.

The Toronto trip has been arranged by the Sun Travel Department in conjunction with the Canada Steamship Lines and is designed to provide a full vacation at a low cost, combining many features with an interesting and educational tour.

Reservations will be strictly limited and the sooner yours are made, the better will be your accommodations on the boat. Reservations should be made only at the office of The Rochester Sun, 420 Burke Bldg., 5 St. Paul St., between 9 a. m. and 5 p. m. Or, if you cannot come to the office in person, phone Stone 6001 and your reservations will be held for you until you are able to get downtown.

Your pudding will cool quicker if you let them stand in a dish of cold salt water.

Excuse Please!
Due to a typographical error in last week's pattern, feature the address was incorrect. To those who had their orders returned and to those who order patterns in the future we ask that they be addressed to the Pattern Department, Rochester Sun, 420 Burke Bldg., Rochester, N. Y. This will make for added convenience for pattern purchasers.

ST. JOSEPH'S ASPIRIN
WORLD'S LARGEST SELLER AT 10¢

DON'T MISS THIS GLORIOUS GIFT OFFER!
FREE
A smart import-design tumbler free with your purchase of a pint of CAIN'S MAYONNAISE or CAIN'S SANDWICH SPREAD. Ask your grocer.
ISN'T IT GRAND!
BUY THIS! GET THIS FREE!
CAIN'S MAYONNAISE

An Event Dedicated to the Great American Home
Burke's August SALE
A striking example of the greater savings obtainable only at Burke's August Sale. Hundreds of others... from single pieces to suits and similar group combinations... 5 floors full of them.



Cape Cod SOLID MAPLE GROUP
8 Charming Pieces
REG. \$99.00 SAVE \$30.00 **\$69**
INCLUDES:
• One Bed
• Pine Vanity
• Roomy Chest
• 1 Coil Spring
• 1 Mattress
• Cricket Chair
• 2 Vanity Lamps
You must see this great Cape Cod Group and examine each of the 8 splendid pieces to appreciate that here is super-value indeed.
*Twin Beds Extra
LIMITED NUMBER ONLY

Terms to Suit You
Pay As You Earn... Burke's Modern Way
Burke's 34 South Ave.
Open Tues. and Friday Evenings.

BIG ALLOWANCE FOR YOUR OLD FURNITURE

COMING AUG. 4th
Old Stove Roundup Time
Cash in Yore ol' Stove
LIBERAL ALLOWANCES WILL BE MADE FOR OLD STOVES WHEN YOU TURN THEM IN ON MARVELOUS NEW C. P. GAS RANGES
NOW is the TIME to BUY because present prices and easy terms can be guaranteed for a limited period only
Rochester Gas & Electric

21 FOR TIRE SALE
ON POPULAR MASON TIRES
YOU PAY ONLY 50c DOWN WEEKLY
CREDIT ACCOUNTS OPENED IN 2 MINUTES

2-5.50-17 FOR \$9.80	2-6.00-16 FOR \$10.90	2-6.50-16 FOR \$12.90
4.50-21 \$7.90 4.50-20 \$7.90 4.50-21 Two For \$14.90	4.75-19 \$8.90 5.00-19 Two For \$8.90	5.25-18 \$9.90 5.50-18 Two For \$9.90
5.50-19 \$14.90 6.00-19 \$14.90 6.00-18 Two For \$14.90	6.50-17 \$19.90 6.50-18 \$19.90 6.50-19 Two For \$19.90	7.00-16 \$18.90 7.00-15 Two For \$18.90

NOTICE: These Tires Are All Brand New Tires, First Quality and Fully Guaranteed
CONSOLIDATED TIRE SALES CO.
OPEN Every Night 'til 9 o'clock
253 ST. PAUL ST. CORNER CENTRAL AVE.

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Open til 9 Every Evening Unrestricted Parking

Detroit Tour . . .

(Continued from Page 1)
across to the United States side to the N. Y. C. Station in Niagara Falls, N. Y.
The tour will leave Niagara Falls at 5:40 p. m. daylight saving time and arrive in Detroit famed Falls spots. Then, back at 9:35 p. m. Detroit time.
Mrs. Florence Roden, 75 Oakland St.

CARNIVAL OF WATCH VALUES

See this Mid-Summer clearance sale of smart watches. The values defy comparison . . . and each watch is a brand new model, factory guaranteed. Visit Wildman's and see these rock bottom bargains at

\$1.59 **\$2.49** **\$2.94** **\$3.24** **\$3.49**
Pay 50c Weekly

DEFENSE STAMPS . . . ABSOLUTELY FREE
For every dollar worth of jewelry purchased, you receive a 10c Defense Stamp FREE. For example, when you buy a watch for \$2.49, Wildman's gives you 24c in Defense Stamps absolutely FREE.
*Fair trade items excepted.

J. M. WILDMAN CO.
41 MAIN STREET EAST

Special busses will be waiting for the party to take us directly to the beautiful Hotel Wolverine overlooking Grand Circus Park in the center of Detroit's business district, near theatres, restaurants and other downtown points of interest. Individual rooms with private tub and shower baths will have been reserved in the famous 16-story hotel. Saturday evening will be free to "see Detroit."

At 8:15 a. m. Sunday, special busses will leave from the Wolverine for Father Coughlin's Shrine of the Little Flower to attend 9 o'clock Mass. Those who do not wish to visit the Shrine will be taken on a tour of the famous Detroit Zoological Gardens.

The trip around the city will be resumed at 10 a. m., returning to the Hotel shortly after noon. At 1:30 p. m. we again board busses for a visit to Greenfield Village viewing enroute the Great Ford River Rouge plant, the Ford Airport, other great industrial plants and special points of interest.

The party will leave Detroit at 4:53 Detroit time by fast N. Y. C. passenger express and will arrive in Rochester at 11:03

(12:03 a. m. daylight saving time). Combining, as it does, so many features, visiting so many spots of interest, the tour should prove popular with Rochesterians who want a week-end vacation where they can forget everything except having a good time. At the same time they'll see the famous motor city, and most interesting of all, Greenfield Village. Started years ago as a hobby by Henry Ford, it is now a vast national monument both to the handicraft arts and life of early Americans and to the industrial progress of the nation. Here you will see many early American buildings of historic interest, transported from their original sites and reconstructed around the quaint village green. In the huge Edison Institute Museum, the central part of which is a replica of Independence Hall, there's an amazing collection of primitive tools, history-making machines, "firsts" in all kinds of industry and transportation, life-size models of early tradesmen's stores and innumerable exhibits to interest you.

At the low special cost of \$15.25, which includes every-

thing mentioned here, this trip is one you should plan to take. Reservations may be made only at The Sun office, 240 Burke Bldg., 5 St. Paul St. The earlier you make your reservations the better your accommodations will be, so don't delay.

Deadline Nears For Pet Snapshot Contest Entry

Only ten days remain for filing of entries in the Dog Snapshot Contest sponsored by the Rochester Sun. Deadline is midnight, August 10.

All readers of the Sun are eligible to compete in this novel contest. Simply submit a recent snapshot of your dog, together with the dog's name, owner's name and address and the label from a can of Ideal Dog Food. Address entries to the Dog Snapshot Editor, Rochester Sun, 420 Burke Building, Rochester, New York.

Fifty prizes will be awarded for the most clear poses. First prize is a cash award of five dollars; second, three dollars; third and fourth, one dollar each and 46 prizes of three cans of Ideal Dog Food each. No photos will be returned unless requested and the judges' decision will be final.

Dealers Promote 'Range Roundup' In Citywide Sale

It's "Old Range Roundup Time" again in Rochester and many range dealers are preparing special displays for this annual event which this year begins next Monday.

While a great variety of gas ranges will be presented, it is expected that special emphasis will again be placed on the so-called CP Gas Ranges. This designation, CP, really means Certified Performance. It means that these CP gas ranges have actually satisfied 22 rigid engineering requirements and have passed a stringent test indicating in no uncertain way that they are "tops in the range field."

While most modern ranges are good and will give satisfaction to exacting housewives, the CP ranges are said to have "something added" that makes them more attractive to housewives. Among the features of CP ranges are Automatic oven and broiler lighting. Most modern ranges have High-Low burners; oven heat control; heavy modern insulation and many other fine points.

Have you tried Swan? Read this issue of Rochester's Shopping News.

LEFT'S CLEARANCE SALE

— FINAL WEEK —
Sorry No Refunds • No Exchanges • No Phone Orders

Look What 50c Buys You!

JUST 78 GIRLS' DRESSES 50c
Value to \$1.95 — Sizes 1-14
JUST 49 PLAY SUITS 50c
Value to \$1.29 — Sizes 8-16
JUST 63 GIRLS' SUMMER SHORTS 50c
Reg. \$1.19 Val. — Sizes 8-16
JUST 11 PINAFORE OVERALLS 50c
Value \$1.19 — Sizes 8-16

ANOTHER LEFTS SPECIAL!
JUST 31 BATHING SUITS 75c
Sizes 1-16 — Values to \$1.59

Open All Day Saturday
Come Early For These Buys
126-128 CLINTON AVE. S.
Mrs. Katherine Gannon, 445 Lyell Ave.



DROP EVERYTHING AND RUN TO THE
1¢ SALE
ON SWAN SOAP!

SWAN
REGULAR SIZE 1¢
WHEN YOU BUY A LARGE CAKE

LEVER BROTHERS COMPANY

Buy as many as you can! The supply won't last long!

SWAN for a penny! What a windfall! Buy one large cake of Swan Floating Soap—get one regular cake for 1¢!

Compare Swan with any old-style floating soap. Notice Swan's firmer, smoother, fresher-smelling. Suds twice as fast in hardest water. It's pure and mild as finest imported castles.

Yep, Swan's 8 ways better than old-time floating soaps. No wonder they're all raving about it. Better hurry! Better scurry! Get yours now! This 1¢ sale won't last long!

A regular cake 1¢

when you buy
one large cake

HURRY! SCURRY! STOCK UP TODAY!

National Basement

Sale

• You'll Wait a Long
• Time For Bargains
• Like Them, Again!

BASEMENT

Hot-Weather Suits

Entire Stock Of The Famous Eastman Teca-Cloth Suits, Plus Broken Groups Of Other Tropical Suits!

Reg. Priced to \$15.95

A whale-of-a-lot of hot weather suit comfort, at a price that's almost unbelievable! A drastic clean-out of our entire stock of the famous Eastman Teca-cloth suits, sold only at The National in Rochester . . . together with broken groups of other cool-weave Summer suits: Single and double-breasted styles . . . whites, plain colors, stripes and plenty of dark shades. Regulars, longs, shorts, stouts. They're going fast . . . hurry!

Sensational!
Fine 2-Ply Worsted
GABARDINE SUITS
\$16.45
Values To \$21.95!
Single and double-breasted. All the newer gabardine colors. Broken groups from stock. Marvelous values—they'll go fast.

Sale! Basement Men's Summerwear

All Perfect Quality—No "Seconds" Ever At The National

Sport Shirts
55c 2 for \$1.00
Broken groups from stock. Pull-overs, button-front styles, knitted blouse shirts. A huge variety of cool fabrics.

Wash Slacks
\$1.19
Perfect quality, nicely tailored, cut to fit. Slubs, crinkles, hopsacks, tweed effects. Sanitized shrunk—washable.

Slack Hose
19c 3 for 50c
Plain colors, stripes, clocks, ribbed hose, waffle-stitch, holes and rays. Double soles, reinforced heels. Elastic top.

CHARGE IT THIS EASY WAY!
Pay 1/3 Sept. 10 - 1/3 Oct. 10 - 1/3 Nov. 10

The NATIONAL
East Main at Stone

Helpful Household Hints

A good substitute for the usual meat in mince pies is two bouillon cubes.
A quick, efficient method to brown meringue, without lighting the oven, is to hold the electric toaster over the top of the pie so that it browns evenly.
If a pie is to be re-heated, place it, in the pan of course, in a baking dish filled with boiling water and let it stay on the stove for half an hour. About twenty minutes before the pie is to be served, put it in a very slow oven. The pie will taste freshly baked.

Something new in soaps awaiting you at your grocer's. Read the big Swan one-cent sale advertisement in this paper.

To renovate a faded fiber with turpentine (one part of turpentine to three parts of brush to obtain the best quality house paint, thinned paint). Work the paint thor-

THE SIGN OF FINER QUALITY AND GREATER VALUES

Paul Noeth
WINES & LIQUORS
19 CLINTON AVENUE S.
Opposite Hotel Seneca

REPEAT Sale
AT NOETH'S

The items in this sale are from our regular stock of HIGHEST QUALITY Liquors. Only at Noeth's can you be sure of highest quality at lowest prices.

"Westdale" Straight RYE
EVERY DROP
5 YEARS OLD **\$1.69**
Full Quart

HOLLOWAYS LONDON DRY GIN **\$1.89**
90 Proof
Known as the FINEST GIN. Distilled from grain. Smooth and palatable. A very fine mixer.
REG. \$2.48 VAL. Case 12 Qts. \$19.95

Imported Rum Ricoro
LIGHT or DARK
DISTILLED IN THE WEST INDIES
Here's a timely hot weather special. Wonderful in all long, tall, icy rum drinks. Superbly melon.
REG. \$2.48 VAL. Case 12 Qts. \$19.95

'Old General' GIN
Distilled London Dry
90 Proof. 100% neutral spirits distilled from grain. Smooth and palatable. A very fine mixer.
REG. \$2.48 VAL. Case 12 Qts. \$19.95

SELECT 'CROSBY'S' PERFECT BLEND WHISKEY
A smooth and mellow whiskey of rare bouquet and flavor.
REG. \$2.48 VAL. Case 12 Qts. \$19.95

OUR SPECIAL VERMOUTH
FINE QUALITY **\$1.25** LGE. 38-OZ. BOTTLE **84c**

PAUL NOETH
DELIVERY • 19 CLINTON AVENUE • MAIN 874
Just A Step off Main St., Opposite Hotel Seneca—Open Every Night Till Midnight

Smalls Repeat Sale!

SUMMER WATCH FEATURES

... both fine quality 17 jewels

17-Jewel MAN'S WATCH
In the Charm and Color of Natural Gold
\$12.95
Worth much more. Fine lever adjusted movement with smart strap. In the color and charm of natural gold. Season's newest model.
50c Down • 50c Weekly

... both are \$19.75 values!

17-Jewel LADIES' WATCH
\$11.95
An exquisitely fashioned case in the latest modern design. 17-jewel dependable movement. Cord wrist band.
50c Down • 50c Weekly

Both Carry Our Sensational 1-Yr. Free Service Guarantee

YOU CAN BUY WITH CONFIDENCE AT

Smalls
28 MAIN ST. EAST
ROCHESTER, N. Y.

Free Parking, Casino Station, Rear of Store!

New Kind of Underarm Care!

PHILLIPS' DEODORANT LOTION

NOT A LIQUID...NOT A PASTE
Prevents perspiration odor
safely checks moisture

35¢

HERE'S WHAT IT IS
★ a new delightful lotion form
★ dries instantly
★ safe and soothing to skin
★ greaseless, harmless to fabrics

HERE'S WHAT IT ISN'T
★ not a runny liquid nor a sticky paste
★ no waiting for it to dry
★ no irritation to skin even after shaving
★ no grease or chemicals to stain and ruin clothes

CONTAINS 2 GREAT ACID-NEUTRALIZERS INSTEAD OF 1

MADE BY THE MAKERS OF PHILLIPS' MILK OF MAGNESIA CREAMS

PENN VACUUM STORES—ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

Beautifully REBUILT HOOVER
PLUS BRAND NEW Famous make HAND CLEANER
\$14.95 FULL CASH PRICE!

It Beats As It Sweeps! As It Cleans with the Famous Beater Brush!
EASY TERMS!
10 DAY TRIAL PLAN

THOROUGHLY REBUILT BY PENN STORES... WITH PENN PARTS!
FULLY GUARANTEED for same length of time as a new HOOVER!

IF YOU CAN'T COME IN phone or write for FREE HOME DEMONSTRATION
MAIL ORDERS FILLED
SEND \$1 DEPOSIT!

PENN VACUUM STORES
30 SOUTH AVE. Open Mon., Wed. and Friday Eve. 'Til 9. Other Evenings 'Til 7.
STONE 6747

IMPORTANT! ASK US ABOUT THE THREE ADVANTAGES OF BUYING FROM VACUUM CLEANER SPECIALISTS. WE SELL NOTHING ELSE!

60 CLINTON AVE. SOUTH

OPEN ALL DAY SATURDAY

JUST A STEP BEYOND HOTEL SENECA

STARTS TOMORROW
AT 9 A. M. SHARP!

La Bori's 8th Great Storewide

A Sale Awaited By
Thousands Throughout
Monroe County!

BELIEVE-IT-OR-NOT SALE

Save 1/2 and More!

DRESSES

- Every Better Dress Included!
- Every Spring & Summer Style!
- Every Size in Our Vast Stock Included!

GROUP 1 \$1.00
Just 50—While They Last!

GROUP 2 \$3.30
Reduced from \$6.95!

GROUP 3 \$4.90
Reduced from \$9.95 & \$12.95

NEW ARRIVALS! \$6.95
Values to \$9.95!

SIZES FOR EVERYBODY

- Juniors 9-19 • Half Sizes 16 1/2-30 1/2
- Misses' 12-20 • Women's 36-52
- Large Sizes 54-60

Ready at last! ... the event that brings huge savings to thousands of thrifty shoppers twice each year. Every Spring and Summer garment in the store is included. Its all in preparation to receive new Fall merchandise ... so everything's priced to sell out! Come prepared to stock up ... come prepared to save PLENTY!

Extra Special! All \$4.95 and \$5.95

SUMMER WASHABLES
Spuns, sheers, bengals, seersuckers, piques, others. All sizes—9 to 20, 18 1/2 to 30 1/2, 38 to 52.

2.97

EXACTLY 100
SUMMER FORMALS
In Three Price Groups — Were \$9.95 to \$19.95
\$3-\$6-\$9
SIZES 9-52, EACH ONE WITH INDIVIDUALITY

LaBori
THE SHOP OF ALL SIZES — 9 to 60
60 CLINTON AVE. SOUTH ROCHESTER

Watch for Our Next Big Event — the August Coat Sale
—Save 15% —Buy Early—Beat the Price Rise.

Hundreds at Less Than Half Price

COATS & SUITS

- Just One of a Kind!
- Come Early for Best Selections!

GROUP 1 \$6
\$12.95 Values!

GROUP 2 \$8
\$16.95 Values!

GROUP 3 \$12
\$24.95 Values!

SIZES RANGING FROM 9 TO 60

All groups include navies, blacks and tweeds. The season's most desirable styles ... to wear on cool evenings all this summer and for many seasons to come. Sizes 9 to 60.



AUGUST BASEMENT *Sale of* FURNITURE



Save \$16 Complete 7-Pc.
Knuckle Arm

LIVING ROOM SUITE

Here's What You Get:

- Large, Luxurious 76-inch Sofa!
- Large Channel Back Wing Chair!
- Wide, Comfortable Lounge Chair!
- 2 Walnut Finished Lamp Tables!
- Modern Walnut Finished Coffee Table!
- Capacious Book or Magazine Rack!

\$79

Actual \$95 Value

A Sibley August Sale event that actually puts \$16 in your pocket! Luxurious 3-piece suite with plain blue or wine friezette fabric upholstery. Note the full, graceful rounded knuckle arms! The antique effect nail studded arm trimming! The deep, reversible, spring filled cushions with sagless construction throughout! A living room in itself and what a value! You must see this 7-piece wonder to believe such a bargain possible in this August sale. No down payment on purchases of \$15 or more.

aisle 16



After-Sale Price Will Be \$69!

Solid Maple 7-Pc. Bedroom \$59.00



- Dresser or Vanity
- Chest
- Twin or Double Bed
- Spring and Mattress
- 2 Bed Pillows

A bedroom suite complete in itself! Rich, honey color solid maple in a life-time furniture value that is beautiful as well as practical. Sturdy oak interiors with dove-tailed drawer construction. Early American design.

aisle 18



NO DOWN PAYMENT
On Purchases of \$15 or More



New Non-Sag \$16.50 Value Innerspring "Bon Rest" Mattress August Sale Price \$12.75

A brand new mattress in our Big Basement Furniture Department and a grand new value for you, specially low priced during our August Sale. "Bon Rest" features a non-sag spring foundation; insulated covers over units; new sateen finished ticking; taped and rolled edges; ventilators on edges. See this new beauty—a sound investment in better sleep—in smart patterned covers of blue, rose or green.

aisle 15

MAPLE 5-Pc. DINETTES Actual \$29.50 Value

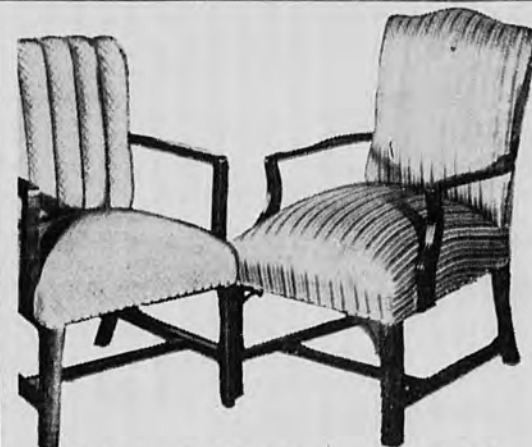


August Sale Price

\$22.75

Just the ticket for dinette or kitchenette! New refectory type extension table with 4 box seat chairs. Available in new golden wheat or regular maple finish.

aisle 16



Sensational at Our Regular \$11.50 Price! Occasional Chairs August Sale Price \$7.95

Perfect complements to your living room at prices that will not break the camel's back! See these beautiful channel back chairs, 18th Century and Chippendale models. All with full spring seats! Coverings, fine damasks, tapestries and velours.

aisle 15

Save \$5.00 on Our Regular \$22.50

MAPLE DESK

August Sale Price

\$17.50

A three drawer drop-leaf solid maple desk that will do wonders for your living room or bed room! Smart modern design with durable oak interiors. For storing linens or lingerie.

aisle 16



CONVENIENT INSTALLMENTS
Include Our Modest Carrying Charge

The Big Basement
SIBLEY, LINDSAY & CURR CO

Helpful

A good
usual meat
two bouillon
A quick,
brown merin
ing the ove



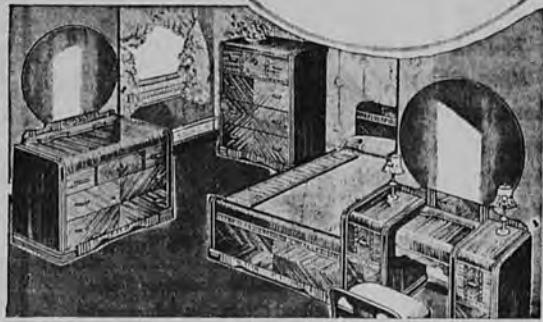
STORE HOURS

Daily 9:30 to 5:30 P. M.
Friday and Saturday
9:30 to 9:30 P. M.

BUY ON BUDGET PLAN

Anything and everything in
the store \$10 or over. Com-
plete details in department
or Credit Office. Second Floor
Both Stores.

SEARS RUG AND FURNITURE Sale

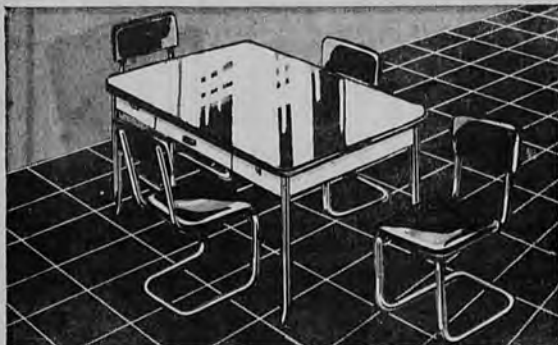


Three Piece Waterfall Bedroom

Handsome, massive pieces you'd be proud to own. Waterfall fronts with beautiful walnut veneer effects, 16 inch deep drawers, center guides, oak interiors. Bed, chest with choice of dresser or vanity. \$6 down, \$6 month, small carrying charge.

Worth \$89.50

\$69.95



5-Piece Modern Breakfast Set

The newest of new in modern breakfast sets. Sturdy tubular frames, heavily chromed, large refectory type table with stainless porcelain top, cutlery drawer. Thickly padded leather seats in black only. Buy On Budget plan, \$3 down, \$4 month, usual small carrying charge. Second Floor Monroe.

Worth \$39.50

\$29.88



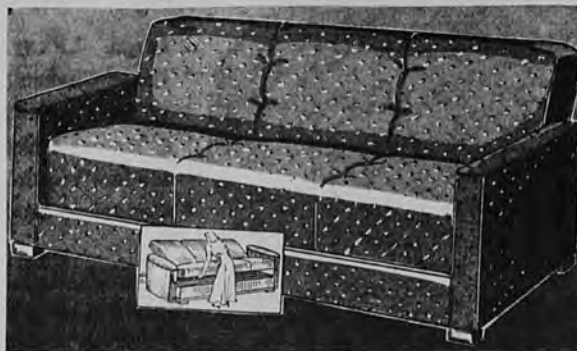
Regular \$3.98 Quality
BROADLOOM
100% Wool Face

\$2.89 Square
Yard

9x12 Costs only \$34.88

6x9 size	Now \$19.35
7'6x9 size	Now 23.75
9x10'6 size	Now 31.90
9'15 size	Now 45.45
12x12 size	Now 48.35
12x15 size	Now 60.50
12x18 size	Now 71.55
12x21 size	Now 83.15

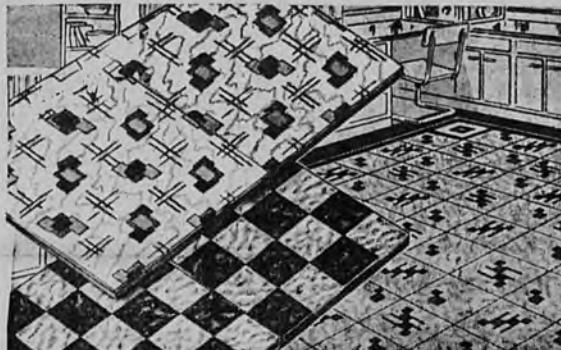
Buy On Our Easy Pay Budget Plan. Com-
plete details in department or at Credit
Office, Second Floor.



Pull Out Bed Davenport Worth \$39

No magic trick required to make this beautifully styled davenport turn into a full size bed, simply pull out, no need to move from wall. Built in bed has innerspring mattress, hidden bedding compartment, choice of rich tapestry coverings. \$3 down, \$4 month, usual small carrying charge. Second Floor Monroe.

\$32.88



Linowear Floor Goods

Sensationally priced for such modern beauty, beautiful new marbled and tile patterns, in red, blue and green, every inch perfect, all cut from full rolls. Buy on Our Easy Pay Budget Plan, Second Floor Monroe.

\$1 value

69c

Square Yard



YOUR CHOICE! BOX SPRING
OR ANOTHER MATTRESS

For
Only **\$5.00**

WHEN ONE MATTRESS IS
BOUGHT AT SALE PRICE 19.95

Regularly \$25 value. Full three quarter or twin bed size. Plumply filled with enough tempered wire coils to support every fibre in your body. Covered in heavy woven ticking with contrasting solid color prebuilt borders, side ventilators, easy turn handles, button tufts.



6-Way REFLECTOR LAMP

\$5.59

Beautifully design-
ed fluted column
finished in bronze
or ivory with hand
pleated silk shade.
Three candle arm
lights. Opaque
glass reflector bowl
Regular \$7.98 val-
ue. Second Floor
Monroe.



Curtains \$1.29

Size
32x54
32x63 Size \$1.39
32x72 Size 1.49
32x78 Size 1.69
32x90 Size 1.79

Beautifully made
laces, in Ecru,
headed ready to
hang, 1 inch hem
both sides, 3 inch
hem at bottom,
Second Floor —
Monroe.

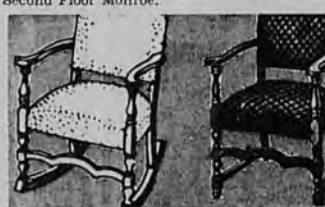


45 Inch Cedar Chest

A beauty both in size and
in workmanship, Honor
Bilt throughout. Glean-
ing hand rubbed walnut
with veneer effects. 3/4
inch red cedar. Buy on
Our Budget Pay Plan,
Second Floor Monroe.

Worth \$24.95

\$18.88



Rocker or Chair

Honor Bilt construction
sturdy hardwood frame
in choice of tapestry
covers. Sturdy spring
filled seats, softly pad-
ded backs. On sale Sec-
ond Floor Monroe.

Worth \$6.95

\$4.88



* Regularly \$3.98 BLINDS Venetian

\$2.98

Complete range of
slats 23 inches to
36 inches, by 64
inch lengths. All
ready to hang. Slat
is two inches wide
of wood, enameled
in ivory, automa-
tic tilt and stop
gears. Matching
mingled linen
tapes. Buy on Our
Easy Pay Plan.



Card Table

88c

Sturdy fibre top, reinforced
legs, and side metal braces.
Choice of several colors. Lim-
ited quantities, on sale second
floor Monroe store.



Silk Shades

\$1.29

Bridge, table and reflector
styles, hand pleated, lightly
stretched over metal frame,
choice of white and colors. —
Second Floor Monroe store.



Boudoir Lamp

94c

Sparkling crystal columns
mounted on mirror or crystal
bases. Pleated acetate shades
with skirted bottoms. Second
Floor Monroe store.



Stair Treads

8c

All rubber, grooved ready for
use, heavy quality, with ribbed
tops, large size 8x18 in choice
of black or brown colors 12c
value. Second Floor Monroe.



9x12 Rug Pad

\$2.19

Heavy jute base pad. Close,
firmly woven gives added re-
siliency to your rugs. \$3.39
value. Other sizes available at
special low prices. — Second
Floor Monroe.



Chenille Rugs

\$1

Large 22x44 size, thickly tuft-
ed, on washable grounds.
Choice of pattern in multi-
colors. \$1.59 value. On sale
Second Floor Monroe store.

SEARS ROEBUCK AND CO.

Both Stores Open Daily 9:30
A. M. to 5:30 P. M., Friday
and Saturday 9:30 A. M. to
9:30 P. M.

SHOP WEGMANS



- FOR QUALITY
- FOR ECONOMY
- FOR CONVENIENCE
- FOR NEW IDEAS
- FOR SHOPPING EASE

ROCHESTER'S LARGEST
MEAT RETAILERS

TENDER JUICY SHOULDER ROAST

BEEF 19^c LB.

TENDER GENUINE SPRING

Legs O'Lamb 25^c LB.

PLUMP MEATY HOME-DRESSED

Broilers 27^c LB.

10-Lb. Bag
**GRANULATED
SUGAR 53^c**

5-Lb. Bag
**GOLD MEDAL
FLOUR 25^c**

Quart Bottles
**SIMON PURE
BEER 18^c**

LB. BLUE RIBBON CRISP
POTATO CHIPS . . . pkg. 29^c

QUART JAR GREEN GABLES
SALAD DRESSING . . . ea. 27^c

WITH PURCHASE OF EA. LG. BAR
SWAN SOAP . . . reg. size 1^c

12 OZ. CAN DAVIS
BAKING POWDER . . . ea. 11^c

OUR BEST COFFEE
KILBOURN HALL . . . lb. 21^c

VICTOR MEDIUM
FANCY SHRIMP . 2 cans 23^c

QUART BOTTLES
OLD ABBEY ALE . . . ea. 18^c

12 OZ. BTL. FRONTIER
BEER AND ALE . . 4 bot. 25^c

24 OZ. BTL. ASSORTED
SOFT DRINKS . . 4 bot. 25^c

FRANCO-AMERICAN
MACARONI . . . 3 cans 25^c

QUART SWEET
MIXED PICKLES . . . jar 19^c

FRESH and SWEET
EVEN IN THIS
WARM WEATHER
Because it's churned from
SWEET (not sour) CREAM

LAND O' LAKES SWEET BUTTER

No matter what price
you've been accustomed
to paying you won't
find a finer butter
than Land O' Lakes.

Wegmans
HOME OWNED FOOD MARKETS
FREE PARKING FOR CUSTOMERS

ROCHESTER'S LARGEST
POPULAR PRICED STORE
Edwards

Modernaire
PRINCESS COATS
in Modern Design

Specially
Priced
at **179**

COTTONS, a thoroughly American fashion, hold the fashion limelight. Co-starring are these new "Modernaire" frocks styled for going places or staying at home. Tailored in colorful floral bouquets to the richest paisleys—detailed with the care you'd only expect to find in much higher priced frocks—Slide fasteners—Grippers—Button Fronts—Applique—Lingerie touches and Lastex for better fit. "Modernaire" are tailored in Modern Design of fabrics that take to tubbing beautifully. They are exceptional values and they'll finish the day as fresh and smart as they start.

8 Lovely Models — 3 Illustrated

Slide Fastening Model with Lastex Shirring
Gripper Fastener Coat
Button-Over Breakfast Coat
Side Button Closing and Applique Pockets
Slide Fastener with Tie Back
All Sizes: 12 to 20 — 38 to 46
Rose, Aqua, Copen Blue, Red, Gold, Lilac.

Mail or Phone Your Order—Stone 2300

EDWARDS—Third Floor—Daytime Dress Shop

August Sale of Cotton Utility FROCKS

410 COTTON QUEEN
Slide fastener
Fluted shirring
Colors:
Copen, Rose,
Aqua
Sizes:
16-18-20-40
42-44-46

409 GAY CASUAL
Pipe Scallops
Button-Front
Colors:
Blue, Rose, Gold
on Eggshell
Background
Sizes:
14-16-18-20
40-42-44

411 DASHING DOTTER
Button-Front
Two color
Embroidered
Edging
Colors:
Rose, Aqua,
Copen
Sizes:
14-16-18-20-40

3-Pc. Solid MAPLE Bed Room Suite
Specially priced for our August Sale! A suite that's true to the Colonial tradition of simplicity and sturdiness. Wood drawer pulls, hand-rubbed finish, drawer guides and dove-tailed drawers. Bed, chest and choice of vanity or dresser.

49.95

EDWARDS—Fifth Floor.



Edwards Super-Soft
DUAL TISSUE
10 Rolls **98^c**

Super-soft because all harshness has been removed by a special process. Each sheet is generously sized, 4 1/2 x 5 inches. Pick this fine tissue in white, green, pink, blue or orchid. Stock up at this price!

EDWARDS—Street Floor

OPEN AN EDWARDS
90-DAY
Charge Account

PAY AS FOLLOWS:
1/3 SEPT. 10th
1/3 OCT. 10th
1/3 NOV. 10th

Summer
Clearance
In Our Boys' Shop
POLO SHIRTS

Regular 79c & \$1
64^c

Plenty of summer ahead for him to wear these ruggedly constructed shirts! Assorted colors and patterns. 4 to 18.

Boys' 2-Pc.
Slack Sets
Reg. 2.95
1.89

Blue, green or tan. Well tailored! Pleated-front slacks, in-or-out shirt. All sizes, 10 to 18.

EDWARDS
Street Floor

For Bathroom, Kitchen, Etc.
GLASS WALL SHELVES
149

Hang them up... Dress them up. They're practical, pretty and amazingly lowpriced. 2 heavy glass shelves finished in baked white enamel. 20" long, 6" wide.



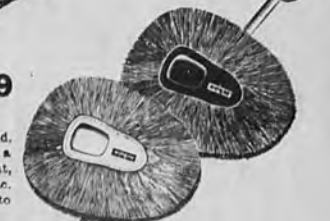
1/2 Gal. Old English
No Rubbing Wax
139

Just apply No-Rubbing Wax and it DRIES to a lustre. No rubbing is necessary... Not even any polishing. And dirt won't cling to it either. Easy to use.



Old English
Mop Set **129**

Set consists of white head, tan head, frame and a handle. These mops lie flat, reach under radiators, etc. No exposed metal parts to injure furniture.



EDWARDS—Sixth Floor

WANT ADS

ANNOUNCEMENTS

FOR the best space in Rochester stop at Norman's Cafe, 403 Campbell

Hot? Squir?
have a Squir?
THE fresh, new GRAPEFRUIT DRINK

"The Case For Union With Britain" By Clarence K. Streit
The famous author of Union Now discusses his plan to stop Hitler. An illuminating article on enduring peace.

"Why Hitler Lost The Bismarck" By W. H. Williams
A revealing article by the famous radio commentator whose inside information about Germany has startled America.

"Why Bob Feller Is A Champion" By Jack Dempsey
ON SALE NOW

5c In The August 9th Liberty Magazine

MOTORISTS! SAVE



MONEY! TIME! WORRY!
GET OUR LOW-PRICED
SUMMER SAFETY SPECIAL!

\$4.39 regularly \$6.65

"With a minimum of skilled attention now, we can keep performance of your car at top peak. We can greatly reduce chances of future repairs when prices may be higher. We can insure longer life. We can help you avoid unnecessary tire wear. We can aid you in keeping trade-in value high. Bring in your car soon."

YOU GET ALL THESE SERVICES AND INSPECTIONS

- Adjust Brakes
- Adjust Steering Gear and Front Wheel "Toe-in"
- Rearrange Tires if Necessary
- Adjust and Clean Spark Plugs
- Clean Fuel Pump and Adjust Carburetor for Summer Driving
- Adjust Fan Belt
- Inspect Battery and Clean Terminals

Check Lights... Windshield Wipers... Horns... Ignition... Cooling System... Oil Filter... Transmission... Differential... Wheel Bearings... Shock Absorbers.

Ford
SERVICE
FORD DEALERS OF ROCHESTER

ARTICLES FOR SALE

LADIES' pure silk full fashion stockings, irregulars of the quality now 40c. Smith's, 118 State St. Free parking next door.

LADIES' Susan Strong double cushion arch support, oxford and pumps, black or white. Nurse's or Cuban heel, white to \$2.50. Smith's, 118 State St. Free parking next door.

BEAUTY INSTRUCTION

BEAUTY CULTURE—Intensive summer course. Be ready for fall. Easy terms. Licensed. Kail Beauty School, 430 Burke Bldg.

BUSINESS PERSONALS

MATRESSES new or renovated: beds, springs, pads, pillows. Flower City Bedding, 352 Hudson, Stone 3603

CHIROPRACTORS

FRANK BROWNELL, 65 Bronson L. A. Young in attendance. Genesee 1492

SITUATIONS WANTED

GIRL to assist with housework and care of children. Genesee 5563-R.

PERSONALS

REY. MARIE R. HAMMILL, now located at 187 Troup St. Main 3219.

MOVING—CARTING

ARE you moving? Call RYD CARTING Company, Main 1565. Storage, packing, long distance, modern equipment.

FOR LOWEST PRICES, good service—Phone Elmer Derleth, Main 4664.

BELMONT It's Money
HARD COAL **SAVED**
EGG - NUT When You Order
or STOVE Your Fuel NOW
\$10.15 **TON**
PEA COAL \$8.75 **BETTER PLAY SAFE**
BELMONT COAL CO. **FILL UP YOUR BINS**
Phone Glenwood 700
594 Brown St.

3 BIG DAYS! Friday, Saturday and Monday, Aug. 1, 2 and 4th OPENING SALE!

THE LITTLE DEPARTMENT STORE WITH THE BIG AND AMAZING VALUES!

FREE SOUVENIRS

With Every Purchase of 10c Or Over

These are but a few of our smashing bargains. You'll find thousands of other big bargains AT ALL TIMES to make your shopping here profitable.

- Threads & Yarns
- J. J. COATS PEARL COTTON All colors, Reg. 10c, spool 4c
 - LION KNITTING WORSTED YARN 4 oz. skein, Reg. 80c 48c
 - Star Six-Cord White Machine THREAD 150 yd. spool 2c
 - DAWN KNITTING WORSTED YARN 2 oz. skein, Reg. 35c 27c
 - J. P. Coats or Clark's Crochet COTTON Reg. 14 1/2c
 - J. P. Coats Six-Cord Machine Thread Large spool 7 1/2c
 - SHEPHERD KNITTING YARN 1 oz. ball, Reg. 20c 15c
 - HALLS MERCERIZED THREAD All Colors, 100 yds., Reg. 3c 3c
- LADIES' RAYON-CREPE DRESSES Sizes 14-18, Reg. \$2-\$2.98 **97c**

- Ladies' Wear
- LADIES' RAYON PANTIES Full size, Reg. 20c 10c
 - Full Fashion 45 Gauge Silk Chiffon Hose Reg. 44c
 - Ladies or Children's ANKLE SOCKS Values to 8c
 - LADIES' RAYON NIGHT GOWNS 8c Values 49c
 - LADIES' SILK HANDKERCHIEFS Reg. 25c Assort. Colors 10c

- Men's Wear
- MEN'S LINED NECKWEAR Values to 25c 8c
 - MEN'S GLASS SUSPENDERS Reg. 60c 33c
 - Men's Fancy Woven or Plain Leather Belts Reg. 22c
 - MEN'S JOCKEY SHORTS UNDERWEAR Reg. 30c 12c
 - MEN'S BROADCLOTH DRESS SHIRTS Reg. 59c 59c
 - MEN'S GENUINE Women Madras DRESS SHIRTS Reg. 88c 88c
 - MEN'S SILK WEB DRESS SUSPENDERS Reg. 13c 13c
 - MEN'S ELASTIC GARTERS Reg. 10c 7c
 - MEN'S RAYON PLAID DRESS SOX Reg. 10c 8c
 - Men's Triple Sole Rayon DRESS SOX Reg. 12 1/2c 12 1/2c

- Infant's and Children's Wear
- Children's Genuine E-Z UNION SUITS Size 7-12, Reg. 22c 22c
 - CHILDREN'S SUN SUITS Sizes 1-8, Reg. 12c 12c
 - BOYS' WASH SUITS Sizes 1-8, Reg. 47c 47c
 - Girls' 80-Square Percale Wash DRESSES 30"x48" Worth 60c 47c
 - Infant's Heavy Rubber CRIB SHEETS Reg. 25c 25c
 - Children's Cotton Training PANTIES Size 7-8, Reg. 7 1/2c 7 1/2c

- Notions, Sundries & Miscellaneous
- DISH CLOTHS—Nice size and Weight Worth 3c 2c
 - ROYLEDGE SHELF PAPER Assort. Patterns Reg. 3c 3c
 - SHINOLA Cleaner, Liquid or Paste SHOE WHITE Reg. 10c 6c

LARGE BEAUTIFUL ASSORTMENT Ladies' Handbags 39c

ALL NEW STYLES—VAL. 50c TO \$1.00

- BELFAIR SANITARY NAPKINS Pkg. 12, Reg. 20c 10c
- BELFAIR SANITARY NAPKINS Pkg. 30, Reg. 39c 39c
- PACIAL TISSUE—500 COUNT Reg. 20c 13c
- UNBREAKABLE DOLLS 15 inches long, Reg. 25c 9c
- ASST. NOVELTIES: ASH TRAYS, ETC. Values to 25c 8c
- 81" Wide Heavy Unbleached SHEETING Worth 40c 33c
- 81" Wide Heavy (No Dressing) White Sheeting Reg. 40c 34c

BILLS Bargain Store
Shop At Your Convenience, open daily from 9:00 to 9:00 P. M. Saturday 10 P. M.
85 E. MAIN 100 Ft. East Of Democrat & Chronicle

PAINTERS - DECORATORS

PAINTING and papering done at once 518 Merchants, Oliver 3868-R.

TRAVEL

CALIFORNIA—teacher driving Olds 8 Sedan August 20. Want two people share expense. Glenwood 7140-W.

WANTED TO BUY

RAGS—2c lb. Magazines 35c hundred lbs., newspapers 40c, corrugated 40c, iron, metal, sizes, tubes, batteries, mattresses, junk of all kinds. Top prices. Stone 370-3.

BEST PRICES for all kinds of used furniture, stores, rugs and entire households. Phone Mr. Carter, Main 2026.

RAGS—2c lb., magazine 50c, papers, mattresses, metals Stone 3889-R.

Parade, Beauty Contest To Mark 18th Ward Picnic

Opening their festivities with a parade from the Public Market and concluding with a fireworks display in the evening more than 9,000 persons are expected to mingle with the political "big-wigs" at the 14th annual outing of the Central 18th Ward Democratic Club to be held Sunday at Coastal Park. Amateur performers in the children's talents show will highlight the early afternoon activity. Later in the day the selection of "Miss Brunet" will take place. The brunet queen will receive a three-day, all-expense tour to New York City. Entrants may still file applications with Don J. Mattaro, who has been named to stage and direct the pageant, at 1820 Culver Road or 1003 Wilder Bldg. Information can be had by calling Main 475.

DOLANS... Where You Buy THE CUTS OF CHICKEN YOU PREFER
Breasts 1b. 55c Livers 1b. 45c Necks 1b. 12 1/2c Wings 1b. 25c Giblets 1b. 19c Legs 1b. 45c
DOLANS 600 JEFFERSON AVE. cor. Bartlett Telephone Genesee 1417

LIFEBUOY SOAP 3 for 13c
KEY DRUG

POWDER PUFFS Large size 4 for 11c
KEY DRUG

NAIL POLISH REMOVER 1 oz. Bottle Limit 2 7c
KEY DRUG

SHU MILK White Shoe Cleaner 10c Bot. 2 for 11c
KEY DRUG

LIGHTER FLUID 4 oz. can Limit 2 7c
KEY DRUG

JAR RUBBERS Canning 12 in a box 3 boxes 11c
KEY DRUG

JAR COVERS Canning Porcelain Lined Box of 12 23c

GOLF TEES Box 30 Reg. 20c 11c

BAY RUM Pint Bottle 24c

BEACH BALLS Assorted Colors 49c & 98c

TYPEWRITING PAPER 500 Sheets 35c Value 19c

CASHMERE BOUQUET Soap Reg. 10c 4 for 26c

DR. WEST Nylon Tooth Brush 25c

Have you read the Swan one-cent sale advertisement in this issue of Rochester's Shopping News? It's big news.

REPAIR your FURNACE
Or Install a New
HEATING PLANT
No Down Payment
No Interest To Pay
Til Oct. 1st
FREE ESTIMATES
Closed Saturday At 1 P. M.
SINCE 1888
SIEBERTS
ST. PAUL and ANDREWS ST.
FREE PARKING OPEN EVENINGS

KEY ROCHESTER'S MODERN CUT RATE DRUG STORES
TODAY THRU NEXT WEDNESDAY

Borden's AT ALL KEY DRUG STORES
ICE CREAM 15c, 20c, 25c, 30c Pint

1c SALE SWAN SOAP Regular size 1" when you buy a large cake
ONE 10c TWO 19c COMBINATIONS

BROWNIE REFLEX NEW type miniature camera with reflex. Under that shows the picture in full size while you're making it. Reg. \$5.25-\$4.47.

KODAK DUOX MAKES 16 album-size 1 1/2 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 IX-20 MODEL Six-20 for 2 1/4 x 3 1/4 inch snapshots. Has capable Kodak lens and precise Dak shutter. Featured at only \$8.50.

FILMS DEVELOPED AND PRINTED 23c ANY 4 OR 8 EXPOSURE ROLL

BEECOMP Vitamin 'B' Complex Ideal for treatment and prevention of disorders due to a general Vitamin B complex deficiency.
Bot. 50 Capsules \$1.69
Bot. 100 Capsules \$2.98
Bot. 250 Capsules \$6.98

PICNIC NEEDS You'll find all the things you need for an outing or picnic at KEY—and you'll pay less, too!

Lucky Strike CIGARETTES 2 PKGS. 29c Tax Paid

SHOE TREES Metal Adjustable—29c Value 17c pair

Dr. West Tooth Paste Giant 4oz. Size 25c

CALOX TOOTH POWDER 35c Size 39c

GOLF BALLS 35c Value 21c 3 for 59c

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. \$1.19 \$1.75 Value

CIGARS A Mild Smoke 14 for 25c



MIDSUMMER SPECIALS on QUALITY FOODS

Special: Prized
Crab Meat . . . can 23c
Veal
Loaf can 10c
Always Fresh!
Excellio Coffee . . lb. 26c
Small Whole Cooked
White Potatoes, can 8c
Felix Cat and
Dood Food . . . can 53c

(1 oz. package, 10c)
Choc. Jimmies . lb. 25c
SALTINE
Crackers . . . pkg. 10c
Peanut Butter
Kisses . . 1/2-lb. pkg. 13c
2 One lb. Jars
Peanut Butter . . . 25c
Large
Pecan Halves . lb. 37c

Duxees
CLAM
JUICE
COCKTAIL 25c

Wet Pack
MEDIUM 2 For
SHRIMP 29c

Delicious
Tomato Juice, 2 for 17c
Pure
Apricot Juice, 6 for 43c
Pure
Lemon Juice, 6 for 33c
Unsweetened
Grapefruit Juice 6 for 59c

No. 2 Can Freestone
Peaches 6 for 79c
(EACH 15c)
No. 2 Can
Lima Beans . . . 13c
3 1/2-Oz. Jar
Dried Beef . . . 20c
Quart Jar
Miracle Whip . . qt. 34c

Free City Delivery on Purchases of \$2 and Over.
Free Parking on 50c Purchase.

Atlantic Supply
79 St. Paul st. — HOUSE — MAIN 4173

TOWNER
THURS. & FRI. NITES
All Games \$5
Ticket worth 45c on book
specials and triple board.
Bring it along.

HUDSON
SATURDAY NITE
\$5 Reg. Boards-2 Jackpots
Ticket worth 45c Saturday
Night on book specials and
triple board. Bring it along.

TUESDAY NITE
EVERY GAME \$10
SPECIALS \$15

Towner - Remy
WED. SAT. & SUN. NITES
All Games \$10
Ticket worth 35c on book
specials and triple board.
Bring it along.

HOLLYWOOD
TUES. & SUN. NITES
All Games \$10
Ticket worth 25c on book
specials and triple board.
Bring it along.

SPECIALS \$35 - \$40

ROCHESTER'S
SHOPPING
NEWS
IS A
"Buy" Word
In 75,200
Homes
Every Thursday
Read
The Sun
For Savings

BINGO
Wed. & Sat. Afternoon 1:30
2 JACKPOTS EVERY
WED. & SAT.
Monday Night 8:30
Jackpots \$110 & \$155
Sunday Nite
8:15
Jack Pots
\$80 & \$130
UNION LEAGUE HALL Gregory at
South Ave.
TAKE NO. AVE. BUS TO DOOR

CHILI Recreation Hall
JACKPOTS — 509 CHILI AVE. — JACKPOTS
Bingo Every Monday, Tuesday, Thursday, Friday and Saturday
at 8:15 P. M.—Tuesday, Wednesday and Saturday at 2:00 P. M.
REGULAR BOARDS:
Mon. Sat. Noon Wed. Noon Friday Thurs.
\$6 \$5 \$4 \$5 Or \$3
JACK POTS: MON. SAT. WED. FRI.
\$75 \$25 \$25 \$20
THURS.: Gold Award Nite — TUES.: Free Ticket Day

REMOVAL SALE!

MUST CLEAN OUR WAREHOUSE TO THE BARE WALLS. NO
TIME TO LOSE. IMMEDIATE ACTION IMPORTANT. ENTIRE
\$75,000 STOCK OF FINE FURNITURE THROWN ON THE
MARKET AT SACRIFICE PRICES. REGARDLESS OF COST OR
LOSS WE MUST DISPOSE OF THIS FINE FURNITURE. BUY
NOW ON EASY TERMS. SAVE DOUBLE. SHOP! COMPARE!
MORE THAN A SALE — A FURNITURE RIOT.

Genuine "Quality"
PORCELAIN
TABLE TOP
GAS RANGE
OUR PRICE
Nationally
Advertised
At \$99 \$59

ALL PORCELAIN
TABLETOP
COMBINATION
RANGES
Reg. \$169 \$99

QUALITY
INNERSPRING
Mattresses
All Sizes
Reg. \$16.95 \$8.88

REG. \$7.95
BED SPRINGS
\$4

REG. \$33.00
Studio Couch
\$18

TO THE PUBLIC:

Unfortunately (for us) circumstances have forced us to throw overboard
our plans for our annual August Furniture Sale. But (fortunately for you)
our tough luck means bigger and better savings than ever for Majestic
buyers during August. Before the month is up we've simply got to dispose
of a \$75,000 furniture stock — and that leaves us no time for dickerin'.
We've slashed prices right and left in the belief that such "giveaway" prices,
in the face of a rising market will make this sale short and sweet. No goods
sold to dealers before August 15. So please come in soon and choose your
bargains. All prices plainly marked.

All Furniture Held
for Future Delivery! Harry Smith, Mgr.

ODD ITEMS

Reg. \$10.95 OCCASIONAL CHAIRS \$ 5.00
Reg. \$69.00 WASHING MACHINES \$39.00
Reg. \$ 8.95 COTTON MATTRESSES \$ 4.95
Reg. \$24.50 5-PC. BREAKFAST SETS \$14.95
Reg. \$10.95 WALNUT or MAPLE 4 POSTER BEDS \$ 6.00

Close Out!

BRAND NEW 1940

**NORGE and
GIBSON**
ELECTRIC REFRIGERATORS

Selling out at our
usual dealer's cost.
Just 37 left at these
prices. \$79 up

EASY TERMS — 18 MONTHS TO PAY

Don't worry if you lack cash when you buy here. We're known far and wide
for our liberal credit terms. Come in and choose the furniture you want. Five
us a small down payment and then tell us how you want to pay the balance.
You see, your terms are our terms. Buy the way you want, not the way we want.

STORE OPEN EVERY EVENING TO 9 P. M.

MAJESTIC FURNITURE CO.
BETWEEN CLINTON
Ave. S. & Stone St.
204 COURT ST.
FREE PARKING
AT CHIMES STATION
OPPOSITE STORE

3-PC. MODERN
**LIVING ROOM
SUITE \$49**
A \$99
VALUE
Luxurious davenport with
matching chair and Otto-
man.

5-PC. MODERN WATERFALL
**WALNUT BEDROOM
SUITE \$49**
WORTH
\$84
Bed, chest, dresser or
vanity, night table and
bench included.

7-PC. MODERN
**DINING ROOM
SUITE \$88**
REG. \$135
VALUE
Truly a beautiful set with
matching highly polished
walnut veneers.

BEDROOM SUITES

Reg. \$ 99 4-PC. WALNUT WATERFALL SUITE . . . \$ 44
Reg. \$125 4-PC. WALNUT SUITE \$ 89
Reg. \$299 6-PC. GRAND RAPIDS SUITE \$165
Reg. \$199 7-PC. JAMESTOWN SUITE \$119
Reg. \$219 5-PC. JAMESTOWN SUITE \$127

LIVING ROOM SUITES

Reg. \$115 2-PC. FLOOR SAMPLE \$59
Reg. \$120 2-PC. VELOUR SUITE \$60
Reg. \$139 SIMMONS BEAUTYREST STUDIO DAYBED \$70
Reg. \$ 99 3-PC. MAPLE SUN ROOM SET \$69
Reg. \$189 3-PC. MOHAIR SUITE \$99
Reg. \$ 99 ODD DAVENPORTS \$52
Reg. \$249 4-PC. VELVET MOHAIR SUITE . . . \$125

Where To Play BINGO!

**FREE
JONES BINGO**
SEA BREEZE—ON THE BOARDWALK
THIS COUPON GOOD FOR ONE
FREE GAME—ANY TIME
'TIL LABOR DAY!
NEXT TO THE FERRIS WHEEL

Beeley's Bingo
MON., TUES., FRI. at 8:15 P. M.
SUNDAY at 2:30 P. M.
WED. at 1:30 P. M.
Extra Board Free With Purchase
of a Triple Board.
142 GENESEE ST. in REAR

WEST AVE. MANOR
PARTIES AT
165 West Ave.
Mon. Tues. Thurs. & Fri.—1:30
Sun. 2:30 P. M.
Wed. Nite 8:15 P. M.

BINGO
19th WARD CLUB HOUSE
257 HAWLEY ST.
Thurs., Fri. and Saturday Eve.
Admission 20c
Extra Board and Special (Free)
With Each Admission

THE P. M. CLUB
MON. & THURSDAY
AFTERNOON BINGO
University and Atlantic
TOWNER'S HALL

MONDAY, AUG. 4th
Jimmy's Nite
If you haven't heard Jimmy you really
missed something . . . Be sure to hear
him tonight.
\$5 REGULAR \$5
BOARDS
TOWNER HALL

HOLLYWOOD • BINGO
Every Wed., Thur., Fri. and Sat.
35 PULLMAN AVE.
• Jackpots
• Special Games
• Entertainment
Play For More Than
\$300 Each
Nite
\$95 Jackpots
BINGO BROWN, MANAGER

HARRIS NUSBAUM'S



An outstanding Nusbaum event... one that our customers look forward to twice each year. It's a final clearance of Spring and Summer merchandise. You'll find values galore! Come early while selections are most complete.

NOT ALL SIZES—NOR COMPLETE COLOR ASSORTMENTS—BUT PLENTY OF BARGAINS TO REAP!

WOMEN'S

	Formerly	NOW
45 DRESSES	up to \$6.95	\$1.00
18 FORMALS	up to \$8.95	\$1.00
124 SLACK SUITS (zipper side)	\$1.79	\$1.00
240 ASSORTED BLOUSES	up to \$1.00	2 for \$1
32 SILK BLOUSES	\$1.95	\$1.39
185 DRESSES (includ. 2-pc. seersuckers)	\$1.99	
140 DRESSES	up to \$4.95	\$2.69
165 DRESSES	up to \$5.95	\$2.95
85 DRESSES	up to \$6.95	\$3.95
45 PLAY SUITS	up to \$2.95	\$1.69
12 TWEED COATS	up to \$15.95	\$5.00
8 REVERSIBLES	up to \$10.95	\$5.00
14 WOOL SUITS (Mannish and Dressmaker)	up to \$10.95	\$5.00

MEN'S

	Formerly	NOW
165 SLACKS	up to \$1.95	\$1.00
45 ALL-WOOL SWIM SUITS		\$1.00
356 SHIRTS (plain and fancy)	up to \$1.95	\$1.00
168 PAJAMAS (checks and solids)	up to \$1.95	\$1.00
14 SLACK SUITS	\$1.95	\$1.00
1200 SOX (plain and fancy)	8 prs. for \$1.00	
900 SOX (plain and fancy)	5 prs. for \$1.00	
348 POLO SHIRTS	2 for \$1	
29 POLO SHIRTS (sm. med.)	up to \$1.95	\$1.00
120 CREW SHIRTS	4 for \$1	
55 SLACK SUITS	\$2.49-\$2.95	\$2.00
23 SLACK SUITS	up to \$5.95	\$3.79
240 SHIRTS AND SHORTS	25c 5 for \$1	
45 SWEATERS	\$1.95	\$1.39

BOY'S

	Formerly	NOW
39 SLACKS	up to \$1.95	\$1.00
240 SHIRTS and SHORTS	25c 5 for \$1	
120 CREW SHIRTS	25c 5 for \$1	
120 SUN SUITS (sizes 1-6)	up to 98c 2 for \$1	
226 WASH SUITS (sizes 1-8)	up to \$1.45	79c
65 SLACKS	up to \$1.00	69c
120 SLACK SETS	\$2.95	\$1.95
86 SWIM TRUNKS		50c

GIRL'S

	Formerly	NOW
85 DRESSES	\$2.00	\$1.00
148 SUN SUITS (sizes 1-6)	up to 98c 2 for \$1	
165 DRESSES	\$1.00 2 for \$1	
22 DRESSES	\$3.00	\$2.00
62 SLACK SUITS	up to \$1.49	79c
45 PLAY SUITS	up to \$1.49	79c

DOMESTICS

	Formerly	NOW
Gen. "PEQUOT" SHEETS 72x99	\$1.55	\$1.29
81x99	\$1.60	\$1.29
PEQUOT CASES 45x36	39c	32c
"CANNON" TURKISH TOWELS	15c 8 for \$1	
HEAVY TURKISH TOWELS	25c 5 for \$1	
LARGE DOUBLE FACE TOWELS	39c 3 for \$1	

HARRIS NUSBAUM
221-229 JOSEPH AVENUE
OPEN EVENINGS • FREE PARKING

WOMEN!
RELIEVE NEEDLESS SUFFERING
If functional periodic complaints 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 habit-forming drugs. Sold at all drugists.
In business over fifty-five years.

CHI-CHES-TERS DIAMOND PILLS

IN SUMMER WEATHER
THEY GO TOGETHER..

Ideal Plus
Cool, Fresh Water



SAVE IDEAL LABELS

MINOR BRUISES, BURNS
CUTS SKEETER BITES, RUB
PENETRO

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

ATTENTION
FACTORY SAMPLES
TRUNKS and
LUGGAGE at
Bargain Prices
KRIEGER
TRUNK STORE
135 S. Clinton Open Even.

Can a Married Woman Ever Feel Certain?

Many married women today are taking risks that are absolutely unnecessary. They are taking risks with their nerves, risks with their health, risks with their very happiness itself. Why do they do this? Generally because the subject of feminine hygiene is considered too personal to be openly discussed. It is because of this deplorable situation that many women use douches of over-strong solutions of acids which can actually burn or scar delicate tissues. Your own doctor will verify this.

To run such a risk today is needless. For science has given woman-kind Zonite. You will find no skull-and-crossbones on Zonite's label, because Zonite is non-poisonous, non-caustic. Yet it kills germs, bacteria on contact. Zonite actually destroys undesirable odors. Protects personal daintiness. Most important, is safe for delicate tissues.

So enthusiastically have women accepted the safe, hygienic protection Zonite offers that over 30,000,000 bottles have already been bought.

Free Book Tells Intimate Facts
If there is any doubt in your mind about the subject of feminine hygiene, get this frankly written booklet, "Feminine Hygiene Today", which we will send you FREE, without obligation in plain wrapper. Send name and address to Zonite Products Corporation, Dept. 2400, 370 Lexington Avenue, New York, N. Y.

Mrs. Vera Fynn, 322 Sawyer St.

Recovered—Restyled—REBUILT
YOUR LIVING ROOM SUITE
3 PIECE \$34.50
New cotton coverings, new cushions, spring units, new webbing, new fillings, springs tied 1 way.
Phone or write. Representatives will call, day or evening.
NO DOWN PAYMENT—NO CARRYING CHARGE
WAYNE UPHOLSTERING CO.
74 PARK AVE.
MONROE 1404

Andy Says:
"See Furstoss First"

LOWEST PRICES

IN TOWN
— ON —

FRIGIDAIRE — PHILCO
RADIOS — EASY WASHERS
GLENWOOD RANGES
and Other Electrical Appliances
OPEN EVENINGS FOR YOUR CONVENIENCE
FURSTOSS APPLIANCES INC.
409 Chili Avenue Gen. 2070



ANDY FURSTOSS

50c PHILLIPS MILK OF MAGNESIA 21c	COLGATE TOOTH PASTE Large Size 2 FOR 29c	100 5-Grain ASPIRIN TABS. 6c	MOTH Crystals — PURE — PARADICHLOROBENZENE Reg. 60c 1-lb Tins 23c	Large Size Box OXYDOL 18c	TOOTH PICKS Reg. 5c Boxes 2 FOR 5c	25c Paste or Liquid GRIFFINS SHOE WHITE 19c
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DEODORANTS ★ **Drugs and Housecleaning Needs At** ★ **MOTH Tabs**

Cut-Prices!

SALE ENDS SATURDAY NIGHT (Right Reserved To Limit Quantities)

DAW'S COUPON

TOILET TISSUE
HY-TEX QUALITY
1000 Sheets
In Each Roll
3 FOR 11c (Limit 3 Rolls)

POCKET-SIZE WHISK BROOM
Handy, pocket-size Fibre whisks (5 1/2 inch length). Pastel-colored handles. For cleaning hats, clothes, upholstery, etc.
Daw's Low Price 8c (Limit of 2)

56 Clinton Ave. S. Temple Theater
31 Main St. E. Corner Audeduct
353 Main St. E. 1 Door From Stillborn
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

TOILET BOWL BRUSH 9c
Polish CLOTHS 8c
FLIT SPRAY 17c
DETECTO BATHROOM SCALES 17c
Maison's BED BUG DESTROYER 33c
HAND SCRUBS 7c
GRASS or WOOL SPONGES 17c
WHISK BROOM 19c
ENGINE CLEANING FLUID 18c

Dish Cloths 3 for 7c (Limit 12)
IVORY SOAP 3 for 13c (Limit 3)
GRAPE JUICE 14c (Limit 2)

BORAXO 2 for 21c
ANT BUTTONS 16c
Ammonia 9c
CLOTHES PINS 4c
FLY RIBBONS 5 for 9c
GILLETTE RAZOR 25c

PAPER TOWELS 3 rolls 11c (Limit of 3)
PAPER TOWEL HOLDER 9c (Limit 2)
BANDAGE 2 inches x 10 Yards 2 for 11c (Limit 4)

BLACK FLAG INSECT POWDER 18c
SHOWER SPRAY 39c
FUMIGATORS SULPHUR CANDLES 2 for 11c
TWO-FACE MIRROR 19c
SHOE POLISH 8c
FOUNTAIN INK PEN 7c
BATH BRUSH 23c
PETROLEUM JELLY (White) 8c
Rubber Gloves 19c

25c ZINC OINTMENT 9c	PAPER Napkins 10c Boxes of 80's 2 for 11c	25c Peterman's ANT FOOD 14c	PALMOLIVE — BRUSHLESS — SHAVE CREAM Giant Size 2 for 45c	100 HINKLE PILLS 3c	BLACK FLAG INSECT SPRAY 35c Pint 17c	1-LB. MOTH FLAKES 9c
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JULY 31, 1941

Warm Weather Values for the Warm Weather Still Ahead Of Us Are
Featured In Leading Stores Announcements In This Issue

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Delivered Every Thursday

FOURTH YEAR—No. 41

ROCHESTER, N. Y., THURSDAY, AUGUST 7, 1941

To 75,200 Rochester Homes

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

WHAT'S IN FASHION?

Greater Freedom and Femininity
Seen In Fall Apparel Collections

It took the first World War to release woman from dust ruffles and whalebone corsets. It has taken a second World War to bring forth fall wardrobes quite as practical as the emancipation of 1917-18, and infinitely more wearable. Clothes for this new season follow the natural lines of the body—fit neither too precisely nor too sharply. Clothes this autumn achieve something of the Greek ideal in their smooth, flowing drape, in their lack of fussiness—two seasons ago we'd have said they looked "too big."

"Too-Bigness"

Yet it is this very "too-bigness" that marks an arrival at common sense in dress design and preserves a good portion of cherished glamour at the same time. This fall, wardrobes will be taking Miss and Mrs. America to their club meetings, to their offices with a maximum of efficiency and a minimum of complaint. These clothes won't "sit" out, won't bulge at too tight seams, won't gape and pull.

The theme song for Autumn, 1941, would make a good song title: Smooth and soft. Smooth for your well cut, carefully fitted street clothes, for your suits, your coats, your sports dresses. Smooth shoulders, simple cuts smooth figure lines—not too fitted, not too straight. Soft is the tune for your "slightly more formal" clothes. Dresses, this year, eliminate angles and points—are the antithesis of the crisp, sharp look that has been considered good for so long.

Soft Shoulders

And whether they're smooth or whether they're soft, look for heart-interest above the waistline. Look for it in soft, natural shoulders that are neither pointed nor sloping (as were last season's). Look for it in deep armholes and carefully draped bodices. Don't be surprised to find dolman sleeves, cowl-draped necklines and over-the-shoulder yokes with soft fullness flowing below them. It's a loose look you'll be after—a subtle, knowing look that depends on skillful silhouettes and wonderful fabrics for smartness. It's a grownup, ladylike look that smacks of dignity and good grooming.

Everywhere you'll see jacket costumes—as against last season's full-length-coat and dress combines. They'll be either swimming in fur or untrimmed to wear with fur... extravagant, face-framing fur collars, or borders and pockets and flat furs... even complete flared peplums of closely clipped, supple fur. Sable-dyed squirrel, beaver, mink and Persian lamb will be popular.

Suits Are Soft

Suits fall into the same general pattern, they're softly tailored, dressmaker suits. Houses that haven't shown soft suits for a gross of seasons are enthusiastic about them this year. And even house that didn't follow the trend to the tailored-like-a-man camp show more soft suits than ever this year. There's no question about it: this fall you're going to stop looking like your husband's younger brother in favor of looking deliciously female again. We don't mean fussy (Continued on Page 3)

Free Batavia Fair Tours Offered In Sun Contest

A contest which is as easy to enter as it will be thrilling to win is offered Sun readers this week in conjunction with the opening of the Genesee Fair at Batavia next week.

Keen interest in the largest county fair in this area is shown by Rochesterians each year who plan on the Genesee County Fair as a "must" attraction for them.

Included in this year's features are free acts by the famous Roxyettes, direct from the Roxy Theatre in New York. Aerial acts by one of the foremost acrobats in the country are also on the free list. Trotting races in the afternoon, agricultural exhibits, 4-H projects and all the other features of the county fair will await Rochester visitors.

Listed here are ten questions which contestants should attempt to answer. Mail entries to the Contest Editor, Rochester Sun, 420 Burke Bldg., before midnight Sunday, August 10, 1941.

To the first 25 best answers will go a round-trip ticket via Blue Bus to Batavia, scene of the fair, and an admission to the fair itself. Next 25 best answers will each receive complimentary admission ticket to the Fair. Tickets will be mailed (Continued on Page 4)

Fireworks, Parade On K. of C. Shrine Ball Night Program

What promises to be one of the largest crowds ever assembled in Red Wing Stadium in recent years is expected for the celebration of Damascus Shrine Knights of Columbus baseball night, scheduled for next Thursday evening, when the two big fraternal bodies again join hands, not only to help baseball but to garner a little coin of the realm for their respective charity funds.

In addition to the regular league game between the Montreal Royals and the Red Wings there will be a five-inning softball "contest" between those friendly rivals, the Caseys and Shriners. Many other features are promised including a monster parade and review in which some 25 fraternal and civic bodies will participate and a monster display of fireworks.

Arrangements are being made to bring to Rochester one of the best known personalities in the baseball world whose name is a household word wherever the game is played. There will also be a decision on the mooted question: "Who is the most valuable player on the Red Wings' club?" This will be decided by ballots of those attending the game and a handsome plaque, suitably engraved, will be presented to the winning player.

Join The Sun Tour To Detroit This Week-End

There is just one full day left in which to make your reservations for the Rochester Sun-Niagara Falls, Detroit tour which includes side trips to Henry Ford's Greenfield Village, Father Coughlin's Shrine of the Little Flower and the Edison Institute Museum.

Cost of the personally conducted tour is \$15.25 per person which includes round-trip railroad transportation via New York Central; room with private bath and shower in Detroit's Hotel Wolverine; motor-coach tour through Canada from Buffalo to Niagara Falls, Ont.; sightseeing tour of Detroit; visit to Greenfield Village and Edison Institute Museum; and visit to Detroit Zoological Gardens. Reservations will be accepted at the Sun office, 420 Burke Bldg., 5 St. Paul St., until 11 a. m. Saturday, August 9. The tour train will leave Rochester at 12:33 p. m. Saturday noon from the New York Central Station and return to the city will be made shortly after midnight on Sunday.

At the special low cost, arranged through the facilities of the Sun Travel Department, the Detroit tour is one that is scenic and educational and will appeal to those who want the most for their vacation travel dollar.

New York, Toronto, Boston DeLuxe Tours Arranged By Sun

Don't be surprised if Rochester takes on the appearance of one of the old-time western "ghost towns" we've all read and heard about over the Labor Day week-end. With such a wide choice of destinations offered in special Sun tours over the holiday, every traveller and every vacationist will be able to do exactly what he wants — and at a lower cost — thanks to the combined efforts of The Rochester Sun, The New York Central Railroad, the Canada Steamship Lines and several of the finest hotels on this continent.

All reservations for Sun tours should be made at the office of The Rochester Sun, 420 Burke Bldg., 5 St. Paul St. between 9 a. m. and 5 p. m. and 9 a. m. and noon on Saturday. Full information may be obtained by phoning Stone 6001.

NEW YORK

A three-day tour to the ever-favorite vacation spot of the country — New York City has been arranged at a cost of \$18.95 per person. Included as features of this tour, which last year attracted more than 300 persons, is round trip railroad transportation via New York Central; a room with private bath, shower and radio at the Hotel Lincoln in New York; a four-hour sightseeing motor coach tour of uptown and downtown New York; a steam launch trip around Manhattan Island; a tour of NBC Radio and Television studios and a visit to the Rockefeller Center RCA building Roof Promenade.

The special New York Central train will leave Rochester at 11:25 p. m. daylight saving time, Friday, August 29. Return to the city may be made anytime Monday by choosing one of the ten trains leaving the metropolis for Rochester during the day. An even longer stay in New York may be made as the return trip ticket will be honored up to September 17.

TORONTO

Another tour that is proving popular with Rochesterians is the Toronto-Canadian National Exhibition Tour, operated by The Sun in conjunction with the Canada Steamship Lines. High features of the Toronto tour are: Room with private bath, shower and radio at Hotel Royal York, the largest hotel in the entire British Empire (Continued on Page 2)

SAVE SAVE SAVE AT CHAMPIONS SAVE SAVE SAVE



CHAMPIONS FAMOUS SEMI ANNUAL ODDS AND ENDS SALE

Open
Saturday
From 9 A. M.
To 5:30 P. M.

Drastic Reductions on the balance of our Summer merchandise and all the odds and ends of merchandise from our factories after inventory. Plenty of bargains for everybody, but get here early for best selection.

YOU DON'T NEED A MAGNIFYING GLASS!
TO SEE THAT THESE ARE SUPER VALUES!

SPECIAL! EXTRA! SPECIAL!	MEN'S SWIM TRUNKS
LADIES SWIM SUITS \$1.98	3.95 — 2.95 — 2.50 — 1.98 — 1.49
REGULAR \$2.95 and \$3.95	Now Drastically Reduced
	ea. 3.49 — 2.49 — 1.98 — 1.49 — 99c

BARGAIN TABLES GALORE OF FACTORY ODDS AND ENDS
AT AMAZING PRICES!!

Ladies' SLACK SUITS 25% OFF

Mens' SWEAT SHIRTS ea. 59c

WE MUST CLEAR ALL ODDS OUT
OF THE STORE TO MAKE ROOM
FOR INCOMING FALL STOCK

Men's SLACK SUITS 20% OFF
A FEW BOYS' SIZE INCLUDED REGULAR PRICE



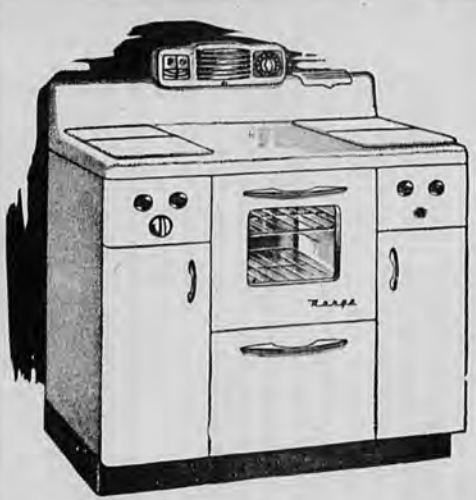
49c ea.

MEN'S POLO SHIRTS

BASEBALL CAPS 15c

Champion
KNITWEAR CO. 71 ST. PAUL ST.

1/2 Hour Parking at Bu's and Strand Parking Stations



Lauer's have it ready for your approval... The sparkling new 1942 Norge! Here is a stove that has no peer. It's fully insulated with heat retaining fibre glass. It has the new Spiro-Speed top burners that concentrate the heat right where it does the most good. The big oven is lined with easy-to-clean porcelain. And 27 other outstanding features make Norge the stove-buy of the year at Lauer's.

New NORGE
Spiro Speed
BURNER
FOR
GREATER FLEXIBILITY
AND GREATER ECONOMY



* Improved Mod-Fire oven burner assures better even baking and roasting results.
* Big oven, lined in light, speckled, easy-to-clean porcelain, takes largest turkey, conveniently.
* Handi-Hi broiler makes broiling as easy as frying... retains nutritious meat juices.

SEE THE NEW 1942
NORGE

GAS RANGE

— AT —

Lauer's

50 STATE ST.

OPEN FRIDAY 'TIL 9 P. M.
OPEN ALL DAY SATURDAY



ON Sale LAUER'S • 50 STATE ST

Sun Tours . . .

(Continued from Page 1)

pire and one of the most beautiful and complete hotels in the world; Steamship transportation to Toronto and Return via Canada Steamship Lines; stateroom on boat; dinner in ship's main dining room on return trip; admission ticket to Canadian National Exhibition, world's largest annual exposition; motor coach tour of Toronto and vicinity, including Mary Pickford's birthplace, Casa Loma, famous old-world

chateau, Sunnyside beach, Canada's Coney Island; and a motor launch tour through lagoons and around the waterfront of Canada's second largest city. Cost of the Toronto tour is also set at \$18.95 per person. Despite Canada's being at war, tourists are welcome in the country and everything has been arranged by the Canadian government to facilitate ease of travel. There are no restrictions for American citizens and only the simplest form of identification papers are necessary. Complete details may be obtained at The Sun office.

BOSTON

DeLuxe tour of the Labor Day week-end will be made to Boston and return, via special cars attached to the famous 'Lake Shore Limited' of the New York Central Railroad leaving Rochester at 7:52 a. m. Friday, August 29 and returning shortly after midnight on Monday. Everything has been included in this tour to make for a perfect holiday and a grand tour. Included at the special price of \$29.50 per person is round trip railroad transportation! three night's residence at Hotel Bellevue in Boston; luncheon and dinner on the

dining car while traveling; taxi transfer in Boston; sightseeing tour of Boston proper visiting Faneuil Hall, Bunker Hill, Old North Church, Paul Revere's home, the Charles River, the State House, the Boston Common and other historical sights; sightseeing tour of Lexington, Concord, Harvard University, Cambridge, Massachusetts Institute of Technology; famous author's homes and other points of Revolutionary War period; an all-day ocean voyage to Provincetown at the tip of Cape Cod.

The Boston tour will be personally conducted by an experienced travel guide who will be on hand to make all arrangements for you, point out places of interest and answer your every question.

Reservations for all tours should be made as early as possible to insure best accommodations available. They should be made only at the office of The Rochester Sun, 420 Burke Bldg., 5 St. Paul St. between 9 a. m. and 5 p. m. and from 9 a. m. to noon on Saturday. If you cannot get downtown personally to make your reservations phone Stone 6001 and your reservations will be held for you.

CARD PARTY

An ice cream social and card party will be given by members of the Wm. McKinley Circle No. 30, Ladies of the GAR, at the home of Marie Beideck, 25 Westfield St., next Wednesday day evening.

To bake custard evenly and prevent it from getting watery, place the custard dish in the oven in a pan of water.

TAKE OFF UGLY FAT

Many Lose 3 to 5 lbs. a Week yet EAT plenty No Reducing Drugs — No Exercises — No Massage

Men and women all over the United States are reporting remarkable results in losing weight. Many tell of reducing 20 pounds a month and more. These people are following the Plan of Dr. Edward Parrish, noted physician, former Health Officer, State of New York, Surgeon-in-Chief, a Medical Staff, U.S. Army, Editor, Lecturer.

Dr. Parrish's Reducing Plan makes reducing a pleasure. A pleasure because it allows you to EAT PLENTY, requires no exercises. Harmless, too, because it calls for no reducing drugs, no loss of vitality.

Here is Dr. Parrish's Reducing Plan EXACTLY as given by him over the air to millions: For lunch take 2 teaspoonful of Cal-Par in a glass of fruit juice, or any beverage. Take nothing else for lunch except a cup of coffee if desired. For breakfast and dinner EAT AS YOU USUALLY DO. Don't cut out fatty, starchy foods — just cut down on them. Try Dr. Parrish's Reducing Plan for one week. You and your friends will be amazed at the vast improvement in your figure. Most overweight cases should be helped by Dr. Parrish's Plan.

Cal-Par is not a reducing drug. It is a special purpose food supplying calcium, iron, phosphorus, and Vitamin D. Get a can today, plain or chocolate flavor. Cal-Par costs only about 3c a day to use.

Money back if not satisfied — Daws, Key, all drug and Health Food Stores.



Brand new kind of perspiration deodorant and check
PHILLIPS' DEODORANT LOTION
Not a liquid • Not a paste

Sweetens and neutralizes perspiration odor

- makes perspiration odorless . . . sweetens underarms
- safely checks moisture
- new delightful form . . . a lovely lotion
- rubs in instantly . . . no waiting to dry
- doesn't irritate skin . . . soothing after shaving
- doesn't stain or ruin dresses . . . greaseless, harmless



Contains 2 great acid neutralizers instead of 1

35¢

MADE BY THE MAKERS OF PHILLIPS' MILK OF MAGNESIA CREAM

Meet All These Real People in the New "True Story"

"Love defies war's worst—"
"An English noblewoman taught me how our world has changed." Read "Heroes of the World"—love story of the Battle of the Atlantic in September True Story.

"I live among 22,000 men yet I'm forbidden romance."
Read this true story of love and duty, by an American army nurse . . . in True Story.

"I want to talk about my friend, Eleanor Roosevelt."
Kate Smith, the first lady of radio, presents an intimate picture of the first lady of the land . . . in September True Story.

"What about college morals?"
Are they as rumored? I'll give you the answer. Read—"Women Are Different"—right off the campus of a great university . . . in September True Story.

Would you free this man?
Why did the jury beg President Roosevelt to save this condemned murderer? Read the strange case of Tommy Jordan told by himself in September True Story.

"Women reporters were poison to me."
Don't miss "You Can't Scoop Love"—a rollicking newspaper romance for summer reading . . . in September True Story.

"I caused 500 divorces."
Famous woman lawyer tells the truth of her amazing career in a book-length true story . . . in September True Story.

"They pledged the strangest marriage vow!"
Arthur Murray reveals the dance studio love story he can never forget in True Story for September.



TODAY'S TRUE STORY IS TOMORROW'S NEWS STORY!

COME behind the scenes in war, education, crime, espionage, divorce and national defense—learn how problems in the hearts and minds of people today foretell their actions of tomorrow.

In True Story you meet real people—great people, little people, odd people, heroes, cowards, conquerors, appeasers—all those who love and fight and sacrifice or run away in the world of turmoil we all know today. These are the important folks who determine and influence your own life—your neighbors, your idols, your enemies. And all of their sincere, unvarnished living stories can be found only in True Story Magazine.

Look once more at these real people in the September issue and see for yourself only a few compelling reasons why hundreds of thousands of new readers are flocking to the revitalized, modernized True Story. Thrill to 27 true stories and articles providing many delightful summer evenings of fascinating and sparkling entertainment. By all means, get your copy of True Story today . . . on sale wherever magazines are sold.

Read September **True Story** NOW ON SALE
MAGAZINE

SEARS ANNUAL AUGUST

Fur Sale

BIGGER VARIETY
BETTER QUALITY
GREATER SAVINGS

LUXURY FURS!

RICH NEW MARKINGS AND FINISHES due to improvements in fur dyeing and dressing!

1941-42 FASHIONS!

Lots of the style-important BROWN furs . . . "easy" draped swaggers . . . dressmaker princess coats . . . new more-natural shoulders . . . young, small collars . . . exciting sleeves . . . yakas . . . stroller types!

SENSATIONAL VALUE!

Enormous orders—placed months ago—bring you THE MOST SPECTACULAR SAVINGS IN OUR FUR-SELLING CAREER!

YOU NEED PAY ONLY \$4 NOW!

STORAGE WITHOUT CHARGE
"TIL YOU TAKE OUT YOUR COAT in the FALL . . . OR USE OUR TIME PAYMENT PLAN!"

\$45

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, value.

Others Sale Priced at \$69

IF EVER THERE WAS A TIME TO BUY FURS AT A TREMENDOUS SAVING—IT'S NOW, IN AUGUST, AT SEARS! These are fur coats of dazzling beauty and high fashions. In the face of an "upswing" market, the prices are almost fantastically low. Huge purchases—shrewdly timed—made this Sale possible. But there's a bigger factor: our determination to continue to give American women, come what may, the best fur values in the country . . . a policy that has put Sears in top place in the field of budget-priced furs. And remember—this year, FURS are a real INVESTMENT!

ALL THESE BEAUTIFUL HIGH-STYLE FURS AT \$45!

Mink Dyed Coney, Beaver Dyed Coney, Seal Dyed Coney, Pieced Caracul.
Brown, Black, Gray. Women's and Misses' sizes.

SEARS, ROEBUCK AND CO.

Monroe Ave. at S. Union

Stone 2500

Odd Fellows To Picnic At Churchville

A joint picnic of the Monroe County Encampments of Odd Fellows will be held at Churchville Park on Sunday, August 17, starting at 2 p. m.

Archie Rugraff, chairman of the picnic committee has announced that an afternoon program of ball games, races, horse-shoe pitching and other games will be staged. Supper will be served at 5:30 p. m. Movies, group singing and dancing will follow in the evening.

Picnic Date Set By Pythian Sisters

Pythian Sisters of Monroe Temple No. 33 will hold their annual picnic at Pavilion No. 4, Ontario Beach Park on Saturday, August 9. Each member has been requested to provide silverware and cup.

Miss Louise Day is in charge of the entertainment program.

Fall Fashions . . .

(Continued from Page 1) suits, we just mean softly draped suits with slim, flowing lines that say, "These are for women!" and mean what they say.

Most important basic color will be brown — any shade of brown with a little emphasis, perhaps, on reddish shades. You'll find brown called "golden sherry," "Santos-brown," "gridiron rust," "Track tan" and "Poncho tan" will register for the lighter, beige side of the family. And, of course, there will be many basic darker browns to backbone your wardrobe.

Add to brown any one of an exciting range of blues and greens—shake well and serve neat. Newest greens will be the olive shades "Prairie" and "Canyon." And there's a nice pale yellow green (launched in California last winter for the resort season) which has had a nice summer's run and which has been translated into wool for fall.

Perfect for football games worn under a brown, shirred beaver coat. Of course, if you like a bright Kelly green, and if your own coloring is emphatic enough to carry it off, flaunt it in the faces of your more anemic sisters.

Is Underarm Odor Your Problem?

1. ANYONE WHO perspires is apt to offend.
2. UNDERARM PERSPIRATION, unable to evaporate fully, quickly turns rancid.

Avoid It This Easy Way

1. CHECK BOTH perspiration and odor with Liquid Nonspi.
2. USE NONSPI as frequently as needed. It is harmless to skin or clothing when used as directed.
3. DRIES QUICKLY, acts instantly.
4. SEND 10¢ for trial size of Liquid Nonspi to The Nonspi Co., Dept. Z-5, 113 West 18th Street, New York City.



PRE-WAR PRICES ON DIAMONDS

\$2.50 in Defense Stamps Given Away FREE with the purchase of this set.

Here is a bridal set that is really a buy. It's called Madame Rochard, and a more attractive wedding dress you've never seen. The rings are yellow gold . . . but the rosebuds are carved in gleaming white gold. The large genuine Tru-Art diamond is superbly brilliant. You need only pay 50¢ down and 50¢ weekly.

\$25

J.M. WILDMAN CO.
41 MAIN STREET EAST

National Basement

Completely Air-Cooled

Final Clearance

Men! At This Price,
These Will Go Out Of
Here In A Hurry

Broken Groups, Our Finest Basement Men's Suits

NOTE, please . . . this isn't a job-lot group of so-called bargain suits . . . they're the finest suits we sell in our basement suit shop: Not all sizes in every pattern, but all sizes are in the sale . . . and note this, too, every one of them is out of our own stock and is a year-around weight and color, suitable to wear later on: Plenty of stripes, plaids and plain colors. Double and single-breasted drape models. Conservative styles. Plenty of regulars, longs, shorts and stouts, even up to size 52. But see them soon as you can.

REGULARLY PRICED
\$21.95 AND \$18.95!

\$14.95

Practically Every Suit In This Sale Is A Fine Durable Worked Or Tweed

Sale! Basement Boys'-wear

All Perfect Quality — No "Seconds" Ever At The National



Slack Suits
\$1.79

Exceptionally good values in these popular sets for boys. Plain shades and two-tones. Self-belt slacks.

Sport Shirts
49¢

A big variety . . . practically every color or fabric you could ask for. Also popular plain shades.

Wash Slacks
\$1.19

Perfect quality, nicely tailored, cut to fit. New plain shades and patterns. All sanforized shrunken.

CHARGE IT THIS EASY WAY!

Pay 1/3 Sept. 10 - 1/3 Oct. 10 - 1/3 Nov. 10



Sibley, Lindsay & Curr Co. BASEMENT NEWS

Smashing August Sale

HIGH FASHION COATS

Fur Trimmed COATS

After Sale Price \$29.95 **\$26.00**

New 1941 styles with soft, rounded shoulders, front fullness and trim, smaller collars! New smoother fabrics of fine new wool, reprocessed wool, rayon and cotton blends in black, the fashion leader, as well as new tones of blue, brown and wine. Fur trims in squirrel, wolf, pieced Persian, kidskin, kit or grey fox. Sizes range from 12 to 20 and from 38 to 52.

FABRIC FURS

After Sale Price \$29.95 **\$26.00**

Superlative examples of the crafter's skill—in smartly styled, 1941 boxy and fitted models with the Neva-Kold chamois fabric upper back lining—100% mohair pile—100% cotton back—of lustrous beauty with rayon linings. Wristlets in open sleeves! 12 to 52.

"Jonny" Sports Coats

After Sale Price \$12.95 **\$10.95**

Remarkable workmanship with details you never hope to find at the regular price of \$12.95. Pleated and shirred backs! Front yoke effects! See what beauty there is in these reprocessed wool, reused wool, rayon and cotton fabrics of plains or plaids. 12 to 20; 38 to 44.

PLAID REVERSIBLES

After Sale Price \$12.95 **\$10.95**

The "must" coat of every active Rochesterian! Colorful rayon, new wool and reused wool plaid tweed or camel hair with water repellent gabardine linings. Some zipper closed! Fitted or boxy styles! Sizes 12 to 20.



Pay For Your Coat On Convenient Weekly Terms

LAY AWAY PLAN

If your coat costs \$26 a deposit of \$3.00 and a weekly payment of \$3.00 will deliver your coat to you October 18. Pay only \$1.00 down, \$1.50 a week on your \$10.95 coat.

CREDIT OFFICE, FIFTH FLOOR

"Why Hitler Declared War On Russia" By Wythe Williams
A startling expose by the noted radio commentator whose exclusive information from inside Germany has startled the Democratic World.
DID WHEELER HEIL HITLER IN 1935?
Here at Last Is His Own Answer In
"Why Senator Wheeler and Lindbergh Work Together"
"My Life in the Army" By Former Movie Star Jimmie Stewart
ISSUE **LIBERTY** 5c
AUG. 16 WEEKLY
NOW ON SALE

At SMALLS Optical Dept.

Are YOU A **BOOKWORM?**
Whether your reading is done for pleasure's sake or in quest of knowledge, whether long, tedious or short snatches, your eyes need the protection of precision ground and prescription perfected glasses. Let Dan G. Albert, registered optometrist, examine YOUR eyes. Only Baugh & Lomb and Shuron lenses are ever used.
GLASSES from SMALLS
YOU DON'T NEED CASH
No Money Down... A Small Sum Weekly
Small's
28 MAIN STREET EAST
PARK FREE REAR OF STORE.

DOLANS... Where You Buy THE CUTS OF CHICKEN YOU PREFER
Breasts lb. 55c | Livers lb. 45c | Necks lb. 12 1/2c
Wings lb. 25c | Giblets lb. 19c | Legs lb. 45c
DOLANS 600 JEFFERSON AVE.
cor. Bartlett Telephone Genesee 1417
Mrs. Rose Needham, 254 Cedarwood Ter.

New Crop **COMB HONEY** Comb 19c
New Strained **HONEY** 5 Pounds 69c
The ABC of Saving
BUY QUALITY FOODS AT ATLANTIC SUPPLY
"OLD FASHIONED MOCHA & JAVA COFFEE" Always Fresh 33c lb.
ROLLED OR FLAT ANCHOVIES 2 for 15c
UNDERWOOD BRAND SARDINES 7c
WHOLE MIXED SPICES Lb. 35c
MADONNA BRAND TOMATO PASTE 2 for 11c
READY-TO-SERVE LOBSTER SALAD Can 35c
SWEET OR UNSWEET PINEAPPLE 2 for 23c
No. 2 CAN TEXAS Grape Fruit Juice 3 for 19c
CHICKEN OF THE SEA TUNA FISH 2 for 29c
POUND CAN LIBBY'S BAKED BEANS 3 for 21c
SECTION OF ORANGES ORANGETTES 6 for 45c Can 9c
20c POUND MUSTARD SEED 3 oz. 10c
Special SUNTAN WALNUTS Halves and Pieces lb. 39c
CHILI SAUCE 2 for 29c
14-Oz. Bottle KETCHUP 2 for 19c
PRUNE JUICE 2 for 15c
6 for 40c

Pure—Best Of New Crop
MAPLE SYRUP \$1.90 Gal.
\$2.10 Value
Free City Delivery on Purchases of \$2 and Over.
Free Parking on 50c Purchase
Atlantic Supply
79 St. Paul st. — HOUSE — MAIN 4173

Batavia Fair...
(Continued from Page 1)
to winners on Monday, August 11.
Here are the questions:
1. In what race did Whirlaway kick over his sulky?
2. Why?
3. Is a steer a male ox?
4. Is chaff good to eat?
5. What would you do with an "Annie Oakley"?
6. What is meant by 'a slow track'?
7. What famous newspaper man was born in Batavia?
8. What is a sulky?
9. What does 4-H stand for?
10. In what county is Batavia, N. Y.?

Blessed Relief...
FOR DIFFICULT DAYS
CHI-CHES-TERS PILLS are helping thousands of women regain from "The Loss-of-the-Month" Leagues. Why don't you try them to relieve crampy, periodic pain and discomfort. Absolutely safe to take as 50¢ directed. Contains no habit-forming drugs or barbiturates. Used beneficially for over 55 years.
CHI-CHES-TERS DIAMOND BRAND PILLS

Cool Start FOR SUMMER MEALS
BREAST-O-CHICKEN Tuna Fish
Add zest to warm-weather luncheons and dinners with refreshing, flavorful Breast-O-Chicken Brand Tuna. This top-quality tuna is easy to prepare and delicious to taste.
BREAST-O-CHICKEN TUNA COCKTAIL
Line each cocktail glass with lettuce, add 1 tsp. tomato catsup. Mix 1 7-oz. tin Breast-O-Chicken Tuna with 1 c. chopped celery, 1/2 tsp. salt, few drops of Tabasco sauce, 2 tsp. Worcestershire sauce. Place in the glasses. Squeeze lemon juice over top and chill. 6 servings.
FREE RECIPE BOOK - Send 10c Dept. 8
WESTGATE SEA PRODUCTS CO.
San Diego, Calif.
FANCY SOLID-PACK TENDER + TASTY

Plan Your Vacation Now!
TRAVEL
THE ROCHESTER SUN TOUR WAY
Luxurious Accommodations At Low Cost
Saturday, August 9th—
DETROIT
Leave Rochester Noon Saturday August 9
Return Rochester Midnight Sunday August 10
Includes round trip rail transportation; sightseeing tour of Buffalo and Canada to Niagara Falls, Victoria Park, Horseshoe Falls, Whirlpool, etc.; hotel room with private bath and shower; sightseeing trip of Detroit, Father Coughlin's Shrine of the Little Flower, Zoological Gardens, Ford plant, other automobile plants; trip to Greenfield Village; admission to Edison Institute Museum.
\$15.25 Per Person

Labor Day Weekend—
BOSTON
Leave Rochester 1:32 A. M. Friday August 29
Return Rochester Midnight Monday September 1
Includes round trip railroad transportation; luncheon and dinner in diner; hotel room with private bath for three nights; ocean voyage to Provincetown; sightseeing tour of Boston and vicinity; sightseeing tour of Lexington, Concord, Harvard University, Cambridge, etc.; taxi transfers in Boston.
\$29.50 Per Person

TORONTO
Leave Rochester 11 P. M. Friday August 29
Return Rochester 10:30 P. M. Monday September 1
Includes round trip steamship transportation; state-room on boat; dinner in ship's main dining room; room with private bath, shower and radio at Hotel Royal York for two nights; admission to Canadian National Exhibition; sightseeing tour of Toronto, Casa Loma, Sunnyside Beach, etc.; motor launch tour of Lagoons and waterfront; transfers from docks to Hotel and return.
\$18.95 Per Person

NEW YORK
Leave Rochester 11:25 P. M. Friday August 29
Return Rochester Sunday Night or Monday Morning
Includes round trip railroad transportation; room with private bath, shower and radio at Hotel Lincoln; sightseeing tour of uptown and downtown New York; steamship tour around Manhattan Island; visit to NBC Radio and Television Studios; visit to Promenade Roof RCA Building in Rockefeller Center.
\$18.95 Per Person

MAKE YOUR RESERVATIONS NOW!
At The Office Of
THE ROCHESTER SUN
420 BURKE BLDG. STONE 6001
FULL PARTICULARS UPON REQUEST

Pick Up And PICNIC
★ You'll Find Your Nearby Wegman's Market A Grand Summer Picnic Food Headquarters

12 Oz. Can Lion **BEER OR ALE** 3 cans 25c
No. 2 CAN VITAMIN-RICH TOMATOES 4 cans 29c
OUR BEST COFFEE KILBOURN HALL... lb. 21c
POUND BLUE RIBBON CRISP POTATO CHIPS... pkg. 29c

A Wegmans Guaranteed Meat Value
TENDER, PINK-MEATED, GENUINE SPRING
Legs o' LAMB 25c lb
Serve one of these tender, pink-meated lamb legs for dinner this week-end. Remember, Wegmans meats have got to please you... they're guaranteed!

Crispy—Crunchy **RITZ Crackers** 19c pkg.
Qt. Green Gables **SALAD Dressing** 27c Jar
Weston's Zesty **GINGER SNAPS** 2 lbs. 25c

SIMON PURE BEER... qt. bot. 18c
OLD ABBEY ALE... qt. bot. 18c
8-OZ. BOTTLES ASSORTED Soft DRINKS... 4 bot. 25c
No. 2 CAN LUSCIOUS BARTLETT PEARS, 2 cans 25c
No. 1 CAN OLYMPIA LIMA BEANS... 4 cans 25c
No. 2 CAN SMALL TENDER SWEET PEAS... can 10c
LG. 20-OZ. CAN CAMPBELL'S TOMATO JUICE... ea. 7c
DELICIOUS DEL MONTE FRUIT COCKTAIL 2 cans 25c
No. 2 1/2 CAN LUSCIOUS SLICED PINEAPPLE... ea. 17c
FASTY HOLMES SARDINES... 4 cans 25c
NOURISHING BREAKFAST FOOD GRAPE NUTS... 2 pkgs. 25c
CLAPPS STRAINED BABY FOODS... 3 cans 19c
KELLOGG'S CRISPY CORN FLAKES... pkg. 5c
BAKE A WONDER CAKE WITH SWANSDOWN Flour pkg. 19c

Wegmans
HOME OWNED FOOD MARKETS
FREE PARKING FOR CUSTOMERS

Household Hints

To prevent frosting from breaking as it is cut, heat a teaspoonful of vinegar into it when the flavoring is added.

For quicker, creamier and better fudge, beat it with an egg beater instead of a spoon.

You can be sure that an egg is fresh if it sinks in water; if the yolk is in the center; if the contents do not shake back and forth; if the shells are dull and rough.

HEARING IMPROVED AFTER USING OROTUNE

Now Hears Clock at 20 Feet

D. H. Wall, Huntington Park, Cal., writes: "Before using Orotune I had to have my ear right up to the clock to hear the ticks. After using one bottle of Orotune, I can hear the tick very well at 20 feet. Send me another bottle."

Thousands now deafened, annoyed by buzzing, ringing, hissing head noises, elevated up, falling in ears, would get relief and hear clearly and distinctly again if impacted wax that blocks ear canals and prevents ear sensitive ear drums was removed.

Use Orotune as directed. Kew & Daw Drug Stores. It is safe and contains an ingredient especially recommended for this purpose.

RUGS 9x12 \$1.00

CLEANED AND STEAMED
Rugs, Steamers, Cleaned, Washed,
Sized, Moth, Damp and \$3.00
Germ-proofed.
ELTER CO. Est. 1872
Glenwood 3456 — 44 Arthur St.

Last Call For Pet Snapshots!

Final call for entries in The Rochester Sun Dog Snapshot Contest, which closes at midnight Sunday, August 10, is made this week. Entries must include a recent snapshot of contestant's pet dog, together with name of dog, name of owner, address of owner and one label from a can of Ideal Dog Food. Fifty cash and merchandise prizes will be awarded with first prize set at five dollars in cash. Three additional cash prizes and 46 prizes of three cans each of Ideal Dog Food will also be given.

All entries should be mailed to the Dog Snapshot Contest Editor, Rochester Sun, 420 Burke Bldg., Rochester, N. Y. Winners will be announced in next Thursday's issue of Rochester's Shopping News.

If you will rinse your molds in cold water or brush them with glycerine before filling them, you will have no difficulty in removing gelatin or jello desserts.

Andy Says:

"See Furstoss First"

**LOWEST
PRICES
IN TOWN**

— ON —

**FRIGIDAIRE — PHILCO
RADIOS — EASY WASHERS
GLENWOOD RANGES
and Other Electrical Appliances**

OPEN EVENINGS FOR YOUR CONVENIENCE

FURSTOSS APPLIANCES INC.

409 Chili Avenue

Gen. 2070

Mrs. Alice Clayton, 73 Evergreen St.



LEVER BROTHERS COMPANY

HURRY, HURRY, HURRY! STOCK UP NOW!



Rugs—Furniture
Electrical Appliances

Open Evenings
and Saturday Afternoons
by Appointment
Phone Stone 2300
(Extension 234)

A Superb Quality! 9x12 Ft.
ROYAL WILTON RUGS

August Sale Price **72.50**

Besides the 9x12 size, we have this famous quality in 26 other sizes. And, what rugs they are! They're made of wool spun worsted yarns in heavy closely woven Jacquard weave with beautiful Persian patterns and fringed ends. Buy them with confidence in Western New York's largest and foremost rug department. The construction guarantees years of good service... and they're easy to clean. Remember, by choosing now you save many dollars over later prices. Edwards insures that!

EDWARDS—Fourth Floor

INLAID LINOLEUM 79c
with Water-Proof Felt Back Sq. Yd.

A heavy, dependable quality with colors woven through to the back. Yet, it is priced only slightly higher than ordinary felt base floor coverings. A large assortment of newest marbelized patterns from which you can choose.

A 9x12 Room Can Be Covered
for Only 9.48

Other Sizes at Proportionate Savings

EDWARDS—Fourth Floor

COME IN AND SEE THIS ONE

**No
Down
Payment**

Balance,
Weekly or
Monthly.



Now This **BIG "7"**

Cubit Foot Capacity -- General Electric

REFRIGERATOR

At Last Year's Price of a G-E "6"



NEWS! G-E BUTTER "BOX"
Here's a G-E feature all women applaud! A new, ingenious special compartment that keeps butter at just the right degree of softness for easy spreading.

Model B7-41 (illustrated) has all the latest features and perfected conditioned air for better food preservation. 15 sq. ft. of shelf area!

214.95 and old box

Tops in Preference because it's Tops in Performance. Here's a refrigerator built to serve you better, longer! G-E Refrigerators have a record for long-life, dependable performance and enduring economy that is unsurpassed. That's one big reason why more people prefer a G-E than any other make. Save at the store! Save in the kitchen! Save through the years with a G-E!

EDWARDS—Sixth Floor

Enjoy More Real Comfort and **SAVE!**

AUGUST SALES for the HOME

Buy On **EDWARDS** Convenient Budget Plan

No Down Payment — Balance Weekly or Monthly

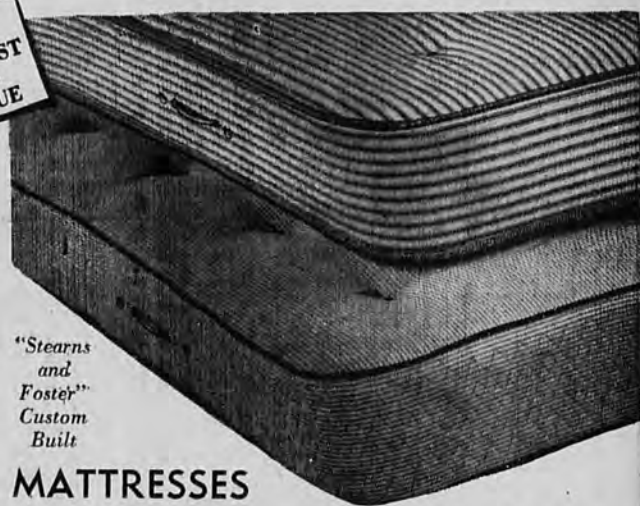


Annual
SALE
OF

**Marlene 100% Wool
BLANKETS 5.78**

Are there any 6-footers in your family? Do they want blankets that will really cover them, and still leave plenty of tuck-in. Then here's your buy! Size 72x90 blanket made of pure, long fibre wool... bound with 4" gleaming rayon satin. Rosedust, blue, peach, green, cedar, gold, orchid, royal blue or winter rose. Ordinarily you'd pay 7.50 for this type!

EDWARDS—Second Floor



"Stearns
and
Foster"
Custom
Built

MATTRESSES

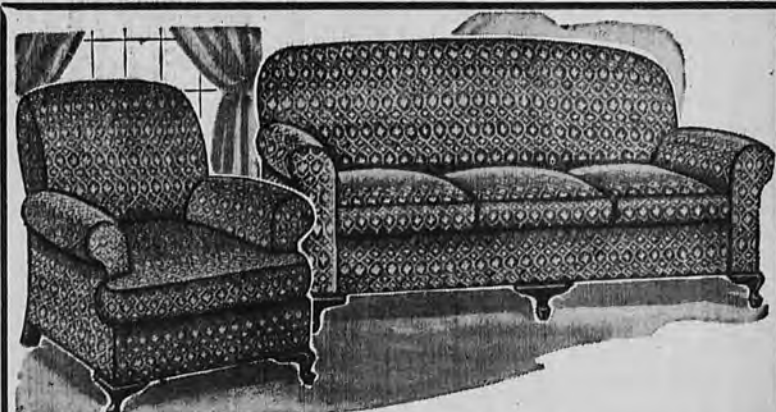
Winthrop MATTRESS **16.95**

Made with handles for easy turning. Weight-balanced innerspring unit, taped edges, woven stripe ticking. An excellent bedding value!

Super Hotel Built MATTRESS **19.95**

Built to meet the requirements of the finest hotels in America! Pre-built borders, seat edge construction, durable striped coverings.

EDWARDS—Seventh Floor



To Fit Practically All Types of Furniture
Ready-Made "PEMBROKE" Knitted SLIP COVERS

for Chairs **2.49**

for Sofas **4.49**

This specially constructed fabric stretches over every curve and corner, giving a wealth of beauty heretofore found only in more expensive custom-made slip cover materials. Values typical of the hundreds you'll find in Edwards money-saving August Sales!

Green — Wine — Blue
EDWARDS—Fourth Floor

Female Weakness
AND HELPS BUILD UP RED BLOOD!
Lydia E. Pinkham's TABLETS (with added iron) have helped thousands of girls to relieve pain of functional monthly weakness. Pinkham's Tablets ALSO help build up red blood and thus aid in promoting MORE STRENGTH. Worth trying!

Prices Going Up Aug. 15th
GLO-BRITE ANTHRACITE
Get Your Winter Supply NOW
At These Summer Savings We're Ready To Deliver At Your Say-Sol

Pennsylvania RICE	\$6.95	EGG — NUT or STOVE	
PEA	\$9.50		
BCKWT.	\$7.95		

ROCHESTER FUEL
AND FUEL COMPANY
OFFICE & YARD: 1525 CLIFFORD AVENUE NORTH
Mrs. Anna Kottgraff, 45 Hubbell Pl.

Keep False Teeth Purified Says Dr. Sherwin
The world progresses—new discoveries make history. Now, thanks to Dr. L. W. Sherwin, a well known authority on oral hygiene, false teeth and dental plates can be made to gleam with purity and immaculate cleanliness with just a 10 minute daily bath, with amazing Stera-Kleen. It's all so easy—just get a 30 cent bottle of Stera-Kleen—put a little in a half glass of lukewarm water—let your dental plate stay in this clear 10 minutes or overnight, as you choose. Take it out, rinse under the cold water faucet—no brushing is needed. Then you get a plate free from slimy mucus and stains—a plate sparkling with beauty and glittering with purity. No more dull-looking, murky, discolored false teeth for you—lasts for weeks—30 cents—all drug stores.

ATTENTION FACTORY SAMPLES
TRUNKS and LUGGAGE at Bargain Prices
KRIEGER
TRUNK STORE
135 S. Clinton Open Even.

Used ELECTROLUX
COMPLETE WITH ATTACHMENTS
FULL CASH PRICE \$16.95
Yes, Easy Terms!
10-DAY TRIAL PLAN
MAIL ORDERS FILLED
SEND \$1 DEPOSIT
LIBERAL TRADE-IN ALLOWANCE ON YOUR OLD VACUUM CLEANER
PENN VACUUM STORES
30 SOUTH AVE. STONE 6747
Open Mon., Wed. and Friday A.M. 'Til 9. Other Evenings 'Til 7.
IMPORTANT! ASK US ABOUT THE THREE ADVANTAGES OF BUYING FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

St. JOSEPH ASPIRIN
WORLD'S LARGEST SELLER AT 100 MILLION TABLETS, 100% NONE FASTER - NONE SURE

Your Daughter Has a Right to Know
No matter how you may long to evade the subject, it is every mother's sacred duty to tell her daughter about physical facts. And how much better it is to give your daughter this vital information, rather than to let her acquire it from girls of her own age.
In regard to feminine hygiene, she may receive entirely the wrong impression from others. Facts may be distorted, or wholly untrue. Due to lack of knowledge, many brides use douches of over-strong solutions of acids which can actually burn or scar delicate tissues.
Today, there is no need to use such deadly solutions for the douche. Science has given us Zonite. You will find no skull-and-crossbones on Zonite's label; Zonite is non-poisonous, non-caustic.
Yet, Zonite kills germs, bacteria on contact. Zonite actually destroys undesirable odors. Protects personal cleanliness. Most important, is safe for delicate tissues.
So enthusiastically have women accepted this safe hygienic protection Zonite offers that over 20,000,000 bottles of Zonite have already been bought.
Free Book Tells Intimate Facts
If you hesitate to discuss feminine hygiene with your daughter, yet want her to be fully informed of the facts, give her this frankly written booklet, "Feminine Hygiene Today"—FREE—sent to you postpaid in plain wrapper. Send name and address to Zonite Products Corporation, Dept. 204, 370 Lexington Ave., New York, N. Y.

Recovered—Restyled—REBUILT
YOUR LIVING ROOM SUITE
3 PIECE
\$34.50
New cotton coverings, new cushions, spring units, new webbing, new fillings, springs tied 3 ways.
Phone or write. Representatives will call, day or evening.
NO DOWN PAYMENT—NO CARRYING CHARGE
WAYNE UPHOLSTERING CO.
74 PARK AVE. MONROE 1404

PUBLIC NOTICE
Unit Parts Rochester Corp. Announces the Opening of a new Store (Friday, Aug. 8) at Lake and Ridge Rd. to extend their services throughout the city with more convenience to you.
PRICES & ITEMS BELOW ARE AVAILABLE at BOTH UNIT PARTS STORES!

PHILCO REFRIGERATORS
Only PHILCO gives you all these compartments:
1. Shelf-Lined Inner Door
2. Frozen Foods and Ice Cube Compartments
3. Near-Freezing Meat Compartment
4. Utility Compartments (Just below)
5. Moist-Crisper Drawer Bottom Storage Bin
3 YEARS TO PAY!
EASY TERMS
No Credit References Needed

1942 PHILCO TABLE & FLOOR MODEL RADIOS
Here come the 1942 Philco Radios! Don't buy anything 'til you've seen these, they're the last word! See them right now at either Unit Parts Store.
PRICES START LOW AS \$9.95
EASY TERMS
No Credit References Needed

DUO THERM HEATERS
● BURN CHEAP No. 2 FUEL OIL EFFICIENTLY!
Patented Duo-Therm burners give highest efficiency—last indefinitely! Models having POWER-AIR blowers can be used in hot weather for COOLING your home with 27 miles per hour breeze! See them at Unit Parts, Both stores.
START PAYING SEPT. 10 \$1 DOWN • \$1 WEEKLY
PRICED FROM \$39.95
Save Up To 25% In Fuel Costs
UNIT PARTS ROCH. CORP.
Cor. Lake & Ridge Phone 1223 E. Main St. Phone

WITH THIS COUPON
CHOCOLATE and BUTTERSCOTCH FUDGEES
Made By The Makers of 'Tootsie Rolls'
1-LB. PKG. 18c
DELICIOUS — melt-in-your-mouth—patties of fresh, creamy fudge. Each individually wrapped. Assorted chocolate and Butterscotch Flavors.
(Limit 2 lbs.)

DAW'S COUPON
DOUBLE-EDGE BLADES
Fits All Gillette Razors
5 Blades in Each Pkg. 3 Pkgs. For 11c
(Limit 6)

DAW'S COUPON
PINT MINERAL OIL
14c

DAW'S COUPON
PINT RUBBING ALCOHOL
9c

DAW'S COUPON
25c WILLIAMS AFTER-SHAVE TALCUM
11c

DAW'S COUPON
25c CITRATE OF MAGNESIA
6c

DAW'S COUPON
25c WHITE ACE SOAP
13c

Lowest Prices SEVEN DAYS A WEEK!
EVERY DAY... Seven Days a Week... DAW'S guarantee the lowest Drug, Toiletary and Tobacco prices in all Rochester. The specials in this sale... Today thru Saturday... emphasize the extent of these everyday savings.
(Right Reserved in Limit Quantities)

DAW'S ORIGINAL CUT-RATE DRUGS
OPPOSITE TEMPLE THEATRE 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. N. RIDGE RD. W. MAIN ST. W. N. GOODMAN MONROE AV.

DAW'S COUPON
CLEANSING TISSUES
Box of 500 Sheets 11c
(Limit 2 Boxes)

DAW'S COUPON
APPLE BLOSSOM TALCUM
Reg. 50c 1-LB. CAN 19c
(Limit 2)

1/2 PRICE
19c WILDOOT AND "PLASTIC BACK" PRO-PHY-LACTIC 79c HAIR BRUSH \$1.79 Value BOTH FOR 89c
REGULAR FORMULA OR WITH OIL
Men, Women! Old at 40, 50, 60! Get Pep
Feel Years Younger, Full of Vim
Don't believe exhausted, nervous, run-down feeling no more! You need a brush as well as a comb! This brush is made of a special plastic back which is never worn out. The bristles are made of a special material which is never worn out. The brush is made of a special material which is never worn out. The brush is made of a special material which is never worn out.

PICNIC SUPPLIES
DRINKING STRAWS 8c
DIXIE CUPS 8c
Hot or Cold, 10c Pkgs.
VACUUM BOTTLE 77c
1.00 Pint Size
PAPER PLATES 8c
12-inch Size—Box of 15
SPOONS & FORKS 8c
WAX PAPER 14c
Extra-Heavy, 125 Feet
GLASSIPS 8c
Cellulose Straws, 10c Pkgs.
SUN GOGGLES 19c
Large Assortment... from Paper Napkins 2 for 13c
Zipper Bags 49c
Water-proof, 15c value

DAW'S COUPON
SWEETHEART SOAP
4 Bars For 16c
(Limit 4)

DAW'S COUPON
PASTEL-COLORED COMBS
RAT-TAIL
Made of Acetate... practically unbreakable.
Regularly Sold At 10c
(Limit 2)

McKESSEON'S ASPIRIN TABLETS
Bottles of 100 2 For 49c
Milk of Magnesia TOOTH PASTE
Large 3c Size 2 For 29c
FALSE TEETH
FIT LIKE NEW! Dentur-Eze, the new cushion plastic, makes false teeth as comfortable as your own. No more sore spots. Economical. Guaranteed. See your dentist or dealer. Get a tube of Dentur-Eze today! Handsome tube 80c—New Large size 95c
DENTUR-EZE

25c ANTI-FLEA DOG SOAP
11c

35c CORN REMEDY FREEZONE
16c

WITH THIS COUPON
COLOGNE
Large 75c Sizes 39c
Big 75c bottles of delightfully scented Eau De Cologne. Your choice of season's most popular fragrances!
APPLE BLOSSOM — LILAC — GARDENIA
(Limit of 3)

DAW'S COUPON
SUPER-PURE SHAVING CREAM
RAPID-LATHERING
GIANT 50c SIZE 16c
(Limit 2)

28c LOVALON HAIR RINSE
14c

15c HYGEIA NURSERS
8-oz. Size 8c

\$1.25 ABSORBINE JUNIOR
59c

25c CUTICURA SOAP
14c

PKG. OF 24 BAYER'S ASPIRIN
19c

WANT ADS

ANNOUNCEMENTS

FOR the best spaghetti in Rochester stop at Norman's Cafe, 403 Campbell.

ARTICLES FOR SALE

LADIES' summer wash dresses. Newest styles guaranteed. Sizes to 32. Mc. Smith's, 118 State St. Free parking next door.

MEN'S wash slacks, all sizes, assorted colors and patterns. The up. Smith's, 118 State St. Free parking next door.

LUCKY STRIKE house paint \$1.23 a gallon. Smith's, 118 State St. Free parking next door.

BEAUTY INSTRUCTION

BEAUTY CULTURE—Intensive summer course. Be ready for fall. Easy terms. Licensed. Kell Beauty School, 420 Burke Bldg.

CHIROPRACTORS

FRANK BROWNELL, 65 Bronson, L. A. Youde in attendance. Genesee 1450

HELP WANTED

SALES LADIES—three days per week, about 9 a.m. to 12 noon. No canvassing. Send name, street address and telephone number to R. M. Hart, Newark, New York State.

PERSONALS

REV. MABEL R. HAMMILL now located at 107 Troup St. Main 2219.

PAINTERS - DECORATORS

PAINTING and papering done at once. 518 Merchants, Culver 2848-R.

RESORTS

CAPE VINCENT—On river; cabins, cottages, boats; reasonable. Genesee 5088.

WANTED TO BUY

RAGS—2c lb. Magazines 55c hundred lbs., newspapers 30c, corrugated 40c. Iron, metal, tires, tubes, batteries, mattresses, junk of all kinds. Top prices. Stone 370-L.

BEST PRICES for all kinds of used furniture, storage rugs and entire households. Phone Mr. Carter, Main 8926.

RAGS—2c lb., magazines 50c, papers, mattresses, metals Stone 3285-R.

Business Women To Have Inter-City Dinner Sunday

Annual inter-city dinner of the Rochester Business and Professional Women's Club will take place next Sunday at 1:30 p. m. in the Home Dining Room, East Avenue, Pittsford.

Speaker for the occasion will be Miss Jean Walrath whose subject is "Behind the Daily News."

SAVE! HAVE YOUR CAR SERVICED NOW!

A minimum of skilled attention, before it is too late, will keep performance at top peak, greatly reduce chances of future repairs.

GET OUR LOW-PRICED SUMMER SAFETY SPECIAL!

ONLY \$4³⁹ Regularly \$6.65

FOR THESE 7 VITAL SERVICE OPERATIONS

- Adjust Brakes
- Adjust Steering Gear and Front Wheel "Toe-In"
- Rearrange Tires if necessary
- Adjust and Clean Spark Plugs
- Clean Fuel Pump and Adjust Carburetor for summer driving
- Adjust Fan Belt
- Inspect Battery and Clean Terminals

PLUS—THIS 10 POINT CHECK-UP

Lights... Windshield Wipers... Horns... Ignition... Cooling System... Oil Filter... Transmission... Differential... Wheel Bearings... Shock Absorbers

YOU SAVE IN 3 IMPORTANT WAYS

Save time, money and worry in knowing your car is in first class running condition. Act today.



FORD DEALERS OF ROCHESTER

UNION'S ANNUAL



AUGUST Furniture CLASSIC

There is every reason to believe that prices will not be this low again for the next five years. We urge everyone to buy now at these rock-bottom August prices.

COME AND SEE THIS UNION SUPER-VALUE LIVING ROOM!

- DAVENPORT
- CLUB CHAIR
- SET OF 3 LAMPS
- COFFEE TABLE
- LAMP TABLE
- END TABLE
- THROW RUGS
- HASSOCK
- METAL SMOKER

\$89⁵⁰

Make up the set yourself! Your choice in most of the 13 pieces.



12-PIECE LIVING ROOM SUITE

STOCK CUT



STOCK CUT

BUFFET OF CHINA \$22.75

WATERFALL DINING ROOM

NOTHING DOWN
\$1.00 WEEKLY

\$67

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.

MAGNIFICENT BEDROOM SUITES As Low As \$78



SOLID MAPLE 5-PIECE DINETTE SET

Table, 4 Saddle Seat Chairs. Gracefully styled and carefully built—designed to give lasting satisfaction. A maple set of this lovely quality gives you new dining comfort. Full pegged construction for longer service! Mellow tone, hand-rubbed! Priced to save you \$5 at least!

\$22

—For a Limited Time— We Can Still Guarantee IMMEDIATE DELIVERY AT UNION!



SEE THE BIG 6½ CU. FT. '41 ALL-STEEL ELECTRIC REFRIGERATOR

- 3 YEARS TO PAY • 50c WEEK
- NO MONEY DOWN
- BIGGEST TRADE-IN ALLOWANCES AT—

UNION 286 EAST AVE.

\$99⁹⁵

OPEN EVENINGS 'TIL 10 AND SUNDAY MORNINGS FOR YOUR INSPECTION

PARKING IN REAR OF OUR STORE

Do you like a light French make one, use water instead omelette? The next time you of milk in the mixture.

Shopping News Want Ads get quick results at low cost.

First Lady 'Tops' In Friendliness Says Songbird

Kate Smith, one of the most popular entertainers in America and a personality known to all classes of individuals, today declares there is nobody in the country to equal Eleanor Roosevelt as a possessor of warmth, friendliness and understanding. Miss Smith's declaration is made in the current True Story magazine in an article entitled "My Friend Eleanor Roosevelt."

"Until I met Mrs. Roosevelt," she writes, "I never thought of being like anyone but myself. Now, if I had to model myself after someone else, I'd like to be like Mrs. Roosevelt."

The singer relates an incident in her career that made her an

admirer of the First Lady. Miss Smith was scheduled to sing for the Presidential family when it was entertaining the British King and Queen. She was also scheduled to sing on her radio program, she writes, and was nervously anxious to make her broadcast on time. Mrs. Roosevelt, the story relates, was just as concerned and when Kate Smith was a few minutes late for her program the First Lady "squared things" with Kate's listeners by making a personal appearance on the program the following week, making an apology for the singer.

"She is the loveliest and the most human person I've ever known," Miss Smith says.

To test the age of an egg, place it in a deep pot of cold water. If it lies on its side it is strictly fresh; if it stands on an angle, it is three or four days old; if it stands on end it is at least ten days old. Any egg that floats on the surface is seldom fit for use.

To prevent eggs from cracking when they are to be boiled, run hot water over them before putting them in the boiling water.

Men, Women! Old at 40, 50, 60! Get Pep

Feel Years Younger, Full of Vim Don't blame exhausted, worn-out, run-down feeling on your age. Thousands attest at what a little peping up with Oxytes will do. Contains general tonic often needed after 40—by bodily leakage from calcium, phosphorus, iodine, vitamins B, A, C, and E—plus other vital elements. "I look it myself," says a woman. "Special introductory dose Oxytes Tonic Tablets costs only 50c. Stop feeling old and start feeling younger and younger this very day. For sale at Day's Cut Rate and all other good drug stores."

IS EPILEPSY INHERITED? WHAT CAUSES IT?

A booklet containing the opinions of famous doctors on this interesting subject will be sent FREE, while they last, to any reader writing to the Educational Division, 535 Fifth Ave., New York, N. Y., Dept. AS-161.

MOVING!

Large Yans—Experienced Men
3 ROOMS \$5
4 ROOMS \$7
6 ROOMS \$12
Refrigerators & Heavy Stoves Extra

Phone Mr. CARTER
MAIN 8926
Old Furniture Accepted as Payment

BINGO

TOWNER

THURS. & FRI. NITES.

\$250
ALL GAMES \$5

HUDSON

SATURDAY NITE

ALL GAMES **\$5** JACK POTS

TUES. NIGHT

Every Game **\$10**
Special Game **\$35**

Towner - Rexy

WED. SAT. & SUN. NITES

\$500
ALL GAMES \$10

HOLLYWOOD

TUES. & SUN. NITES

\$500
ALL GAMES \$10

WEST AVE. MANOR

PARTIES AT

165 West Ave.
Mon. Tues., Thurs. & Fri. 1:30-3:30 P. M.
Sun. 2:30 P. M.
Wed. Nite 8:15 P. M.

THE P. M. CLUB

MONDAY AFTERNOON BINGO

University and Atlantic TOWNER'S HALL

REMOVAL SALE!

This is an 'All Out' Sale. Nothing is held back. Every item on our floors and in our warehouse has been repriced for savings of 30% to 50%. The earlier you come—the better your choice.

Clearing out our huge warehouse stock of fine furniture to the bare walls. Nothing reserved — all goes on Sale at Savings to 50 percent. Third big week of sale! Best buys now! Don't hesitate! Come to Majestic and save!

Genuine "Quality" PORCELAIN TABLE TOP
GAS RANGE
OUR PRICE
NORGE Nationally Advertised At \$99

ALL PORCELAIN TABLETOP COMBINATION
RANGES
Reg. \$169 **\$99**

QUALITY INNERSPRING
Mattresses
All Sizes
Reg. \$16.95 **\$8.88**

REG. \$7.95
BED SPRINGS
\$4

REG. \$44.00
Studio Couch
\$24

EASY TERMS — 18 MONTHS TO PAY
MAJESTIC FURN. CO.
Open Evenings 204 COURT ST. Free Parking at Chimes Station Opposite Store

3-PC. MODERN
LIVING ROOM SUITE
Luxurious dayenport with matching chair and Ottoman. A \$99 VALUE **\$49**

REG. 120 2-PC. VELOUR SUITE \$60
REG. 189 3-PC. MOHAIR SUITE \$99
REG. 99 ODD DAVENPORTS \$52

5-PC. MODERN WATERFALL
Walnut Bedroom SUITE
Bed, chest, dresser or vanity, night table and bench included. WORTH \$88 **\$49**

REG. 125 4-PC. WALNUT SUITE \$ 89
REG. 125 6-PC. GRAND RAPIDS SUITE ... \$165
REG. 199 7-PC. JAMESTOWN SUITE \$119

CLOSE OUT! BRAND NEW 1940
NORGE and GIBSON
Electric REFRIGERATORS **\$79** Up
Selling out at our actual dealer's cost. Just 22 left at these prices.

NEED A Pick-Up?
have a Squir
This sugary drink has a delicious tart-sweet flavor with the refreshing tang that only grapefruit can give. It's different.
A BOTTLE for 25c

ORIGINAL
HOLLYWOOD • BINGO
Every Wed., Thur., Fri. and Sat.
35 PULLMAN AVE.
Something New • Interesting • Valuable
FREE CHAIN LETTER
SPECIAL THURS. AUG. 7
BINGO BROWN, MANAGER

BINGO
Wed. & Sat. Afternoon 1:30
2 JACKPOTS \$40
Every WED. & SAT.
Monday Night 8:30
Jackpots \$115 & \$160
Sunday Nite 8:15
Jack Pots \$85 & \$135
UNION LEAGUE HALL Gregory at South Ave.
TAKE 50. AVE. BUS TO DOOR

FREE JONES BINGO
SEA BREEZE—ON THE BOARDWALK
THIS COUPON GOOD FOR ONE FREE GAME—ANY TIME 'TIL LABOR DAY!
NEXT TO THE FERRIS WHEEL

CHILI Recreation Hall
JACKPOTS — 509 CHILI AVE. — JACKPOTS
Bingo Every Monday, Tuesday, Thursday, Friday and Saturday at 8:15 P. M.—Tuesday, Wednesday and Saturday at 2:30 P. M.
REGULAR BOARDS:
Mon. Sat. Noon Wed. Noon Friday Thurs.
\$6 \$5 \$4 \$3 Or **\$3**
More
MON. JACK POTS: WED. FRI.
\$75 \$25 \$30 \$25
THURS.: Gold Award Nite — TUES.: Free Ticket Day

"हो जी"
[YES] [SIR]
GILBEY'S GIN
From India's storied Khyber Pass to Tahiti's golden shores, the mere mention of that name "GILBEY'S" will get you a smile of approval... and a richer, smoother drink. For nearly a century, you see, Gilbey's has ranked as one of the world's great liquors! Insist on this international quality in your drinks!
The INTERNATIONAL GIN distilled by GILBEY in the United States as well as in England, Australia, and Canada
National Distillers Prod. Corp., N. Y.—90 Proof—Distilled from 100% grain neutral spirits.

SUMMER PROTECTION
Ideal to Eat... Fresh Water to Drink
IDEAL DOG FOOD
SAVE IDEAL LABELS
Mrs. Alice Wittman, 236 Wetmore Pl.

WEBBER'S
— ★ ★ ★ —
NOW OPEN
GET YOUR BOWLING ARM IN SHAPE FOR WINTER
• 24 Refinished Brunswick Alleys!
• Redecorated TAP ROOM • Lunches
AIR-COOLED comfort! Ideal for all kinds of parties. We will make reservations for bridge and wedding parties, etc. Come look us over.
WEBBER'S 501 S. PLYMOUTH MAIN 8994

WEBBER'S
— ★ ★ ★ —
NOW OPEN
GET YOUR BOWLING ARM IN SHAPE FOR WINTER
• 24 Refinished Brunswick Alleys!
• Redecorated TAP ROOM • Lunches
AIR-COOLED comfort! Ideal for all kinds of parties. We will make reservations for bridge and wedding parties, etc. Come look us over.
WEBBER'S 501 S. PLYMOUTH MAIN 8994

\$20.00 FOR YOUR OLD STOVE
When you turn it in on a modern gas range. Now is the time to buy while present prices and easy terms are available. Join the Old Stove Roundup and replace that wasteful, inefficient old stove with a glamorous new 1941
Certified Performance GAS RANGE
C. P. RANGES ARE BETTER RANGES
C. P. ranges are better in 22 ways because any range bearing that label has to pass 22 exacting tests of manufacture. All C. P. ranges have electric lighter for oven and broiler as well as many other advanced features that combine to make them the last word in cooking efficiency.
3 National Leaders To Choose From
This sale presents 3 of the most famous makes in various models and priced to suit your pocket-book.
GLENWOOD MAGIC CHEF UNIVERSAL
Only \$5 down payment and easy terms on balance, with credit of \$20 for your old stove regardless of age or condition.
Now Is The Time To Buy!
Rochester Gas & Electric

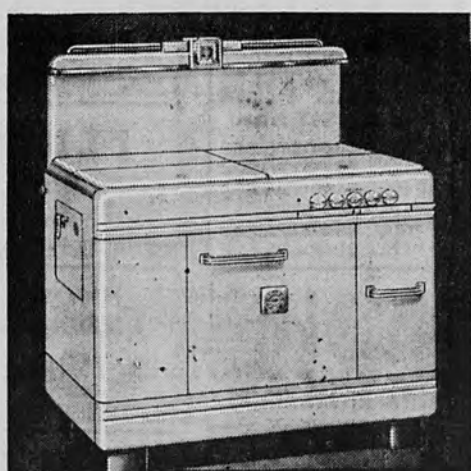
Don't wait for the Last Roundup — **THIS IS THE BIG ONE!**

SENECA'S

**OLD STOVE
ROUND-UP**

**\$40 ALLOWANCE
FOR YOUR
OLD STOVE**

- ★ **NO MONEY DOWN!**
- ★ **IMMEDIATE DELIVERY!**
- ★ **PAY NOTHING 'TIL SEPT. 15th!**



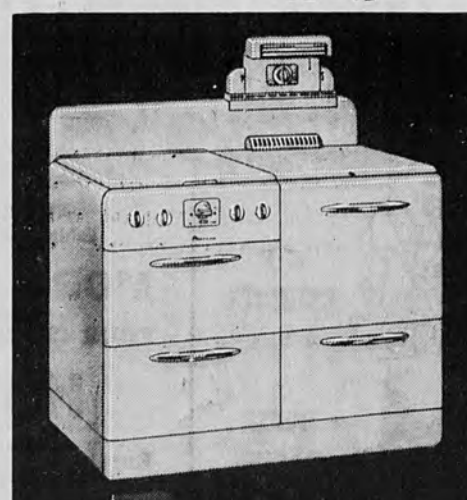
**FLORENCE DE LUXE DUAL-OVEN
COMBINATION RANGE FOR OIL AND GAS**

- ★ Extra Fast
Powerful Heat
- ★ Extra Large
Insulated
Oven
- ★ Porcelain
Enameled
Inside & Out
- ★ Dual Oven
Bakes With Oil
or Gas

**FREE! HANDY
BANK**

**MAKE IT EASY
TO SAVE YOUR**

**2 NICKLES
A DAY**



**FLORENCE TABLE TOP
GAS RANGE**

DIAMONDS ★ WATCHES ★ SILVERWARE ★ JEWELRY

SENECA STORES
149 MONROE AVENUE

**CREDIT
JEWELERS**

Open Every Evening Till 10 O'Clock

ICE CREAM SOCIAL
Members of the Pierce Sisterhood No. 62, Dames of Malta, will hold an ice cream social and card party at the home of Mabel Sisson, 370 Cottage St., on Saturday August 16. The public is invited.

When emptying the carpet sweeper, go over the brush with a metal comb to keep it in good condition.



Mothers are Proud People!

They Have a Right To Be! So Do Fathers — Brothers — Sisters of MEN Helping To Defend America.

THEY PROUDLY DISPLAY
The Emblem of a Nation's Strength!



IF ANY MEMBER OF THE FAMILY IS HELPING TO DEFEND AMERICA IN DEFENSE INDUSTRY — ARMY — NAVY OR MARINES — GET ONE TODAY.

SIZE 9 x 12
PAPER 10c
SILK 25c

ON SALE AT
F. W. WOOLWORTH
S. S. KRESGE
W. T. GRANT

Helps hay fever... runny nose
ANITO PENETRO NOSE DROPS



IT'S FREE!
This smart import-design tumbler free with your purchase of a part of CAIN'S MAYONNAISE or CAIN'S SANDWICH SPREAD. Ask your grocer.

GET YOUR FREE TUMBLER WITH CAIN'S MAYONNAISE OR SANDWICH SPREAD



Mrs. May Kelly, 143 Hickman Rd.

August FUR Sale
FUR PRICES REDUCED
35% - 40% Small Deposit Holds Any Fur We Positively Sell FOR LESS
CLIFFORD FUR CO.
1283 Clifford Ave.
1 Block East of Portland
MAIN 474

First Time In Our History!
END-OF-SEASON CLEARANCE

RED CROSS SHOES
\$3.95 Regularly \$6.50
This Season's Discontinued Styles All Sizes But Not In Every Model ALL SALES FINAL

Arthur Kent
23 EAST AVENUE
Charge Accounts Invited

NEED A Pick-Up?
have a SQUIRT
This invigorating drink has a delicious tart-sweet flavor with the refreshing tingling that only grapefruit can give. It's different!
5¢ A BOTTLE or 6 for 25¢

THE SPORT SHOP
HERE'S AN ALL-OUT CLEARANCE SALE!
SUMMER SPORTSWEAR
All Summer Goods Further Reduced Just A Few Sample Values.

LADIES' Blouses, Shorts, Sweaters 59¢
All Ladies Val. to \$4 **PLAY SUITS \$2**
All Ladies Val. to \$5 **BATHING SUITS \$2**

Stock-Up Now at Sport Shop — Prices May Be Higher Next Year
The SPORT SHOP
23 Clinton Ave. S. Opp. Seneca Hotel
OPEN 'TIL 7 P. M.

LUX TOILET SOAP
3 for 13¢ Limit 1
KEY DRUG

Adhesive TAPE
1 1/2" x 5 Yds. Reg. 10¢
2 for 11¢ Limit 2
KEY DRUG

BANDAGE
2" x 10 Yds. Reg. 10¢
2 Pkgs. 11¢ Limit 2
KEY DRUG

TODDY
1 lb. Can Limit 1
22¢
KEY DRUG

WOODBURY TALC POWDER
25c Can Limit 1
9¢
KEY DRUG

McKESON ASPIRIN TAB.
Bot. 100 Tablets
2 for 49¢

PALMOLIVE
Brushless Shave Cream Giant 4oz Tube
2 for 45¢

PHILLIP Milk of Magnesia
5c Bottle
11¢

Cashmere Bouquet SOAP
Reg. 10¢
4 for 26¢

PETERMAN DISCOVERY
35c Size
19¢

TREET BLADES
Box of 14
25¢

FLY DED
Pint Size
20¢

BORAXO
Large Size
11¢

KEY
ROCHESTER'S MODERN CUT RATE DRUG STORES
470 N. GOODMAN NEAR MAIN
1861 MONROE WINTON
724 WINTON ROAD W. COR. THERMANT
457 RIDGE RD. W. NEAR DEWEY

TODAY THRU NEXT WEDNESDAY

Borden's
AT ALL KEY DRUG STORES
ICE CREAM 18c, 20c, 25c, 30c Pint

FILMS DEVELOPED AND PRINTED 23¢
ANY 6 OR 8 EXPOSURE ROLL

HAY FEVER
RELIEF
WILSON HAY FEVER DISKS
Prevent Pollen Entering Nostrils Invisible - Worn out of sight
Comfortable - Made of soft rubber Self Adjusting to any size nostril Endorsed by Hay Fever Assn., Medical Magazines, and thousands of relieved sufferers. Price \$1.50 for complete outfit of 2 Disks, 50 Filters, Inhalant, etc.

KLEENEX
2 for 25¢
FOR 200 TISSUES

GET YOUR G-E BULBS HERE
They give MORE LIGHT this year...
Recent improvements help Mazda lamps made by General Electric give more light for your money this year.

40-50-60 Watt 13¢
75 and 100 Watt 15¢

ODO - RO - NO CREAM
Ends Perspiration Annoyance 1 to 3 Days!
New Giant 2 1/2 oz. Jar 49¢

Be Wise - Try Alka-Seltzer
Large Size 49¢

Luckies, Camels, Chesterfields, Raleighs, Pall Mall, Tareyton Philip Morris 2 PKGS. 29¢ Tax Paid

SEE THESE VACATION CAMERAS HERE
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 SIX-20
MODEL Six-20 for 2 1/4 x 3 1/4-inch snapshots. Has capable Kodak lens and precise Dak shutter. Featured at only \$8.50.

BROWNIE REFLEX
NEW type miniature camera with reflex finder that shows the picture in full size while you're taking it. Reg. \$5.25 ONLY \$4.47

KODAK FILM
At LOWEST Prices
#120, 20¢=120V, 30¢
#127, 17¢=127V, 25¢
#116, 25¢=116V, 35¢
#620, 20¢=620V, 30¢
#616, 25¢=616V, 35¢
#828 20¢=122V, 55¢

One-Spot Kills
Flea Killer
FOR FLEAS 23¢
DUST ON ONE SPOT - Ask for free Day Booklet.

DEFENSE INDUSTRY
Who can dispute pharmacy's claim to classification as a defense industry? Consider the important role it plays in defending the health of the nation by acting as dependable supply depots of quality drugs and by providing skilled men to change those drugs into scientific medicines under the direction of physicians. Truly, the pharmacist is in the front line, fighting side by side with the physician against the invisible and powerful enemy — disease!

TOILET TISSUE
1000 Sheet Roll
3 for 11¢ Limit 6
KEY DRUG

NAIL POLISH REMOVER
3 oz. Bottle Limit 2
7¢
KEY DRUG

Lotion
50c Bottle Limit 1
19¢
KEY DRUG

PICNIC PLATES
Pkg. of 12 Reg. 10¢
2 Pkgs. 11¢ Limit 2
KEY DRUG

ELECTRIC IRONING CORD
Reg. 25c Limit 1
11¢
KEY DRUG

MERCERIZED Shoe Laces
Black, White or Brown
2 pair 5¢

JOHNSON GLO COAT
Pink Quars
59c 98c

MENNEN
After Shave Lotion
50c Size 39¢

FLIT
8 oz. can Reg. 25c
11¢

Nickel Plated Flashlight
75c Value 39¢

SAL HEPATICA
60c Size 49¢

CANNING JAR RUBBERS
12 in a box
3 boxes 11¢

FEENAMINT
Reg. 25c Size 19¢



Don't Miss The FAIR

A True American Institution of Good Neighbors

GENESEE COUNTY FAIR

BATAVIA

August 11th to 16th

Bigger and Better than ever this year! More Exhibits! More Contests! More Horse Racing!

MORE OF EVERYTHING!
YOUR CHANCE TO SPEND A THRILLING HOLIDAY

Enter The Rochester Sun's "FAIR" Quis Contest — You Can Spend a Complete Exciting Day At The Fair

FREE!!
Prizes 25 all expense trips and 25 Free Admissions. Read the Rules on Page 1

50 **50**
EXCITEMENT AND PLEASURE
FROM SUN-UP TO SUN-DOWN
EVERY DAY AT BATAVIA, N. Y.
GENESEE COUNTY FAIR

- 4 H EXHIBITS
- HORSE RACING
- FARM PRODUCE EXHIBIT
- PRIZE STOCK SHOW

AUGUST 7, 1941

SALE!
WEAR

59c

\$2

Prices May

HOP

TISSUE

11c

DRUG

POLISH

7c

DRUG

19c

DRUG

PLATES

11c

DRUG

CORD

11c

DRUG

White or Brown

pair 5c

JOHNSON

COAT

Quart

98c

NNEN

Shave Lotion

39c

LIT

11c

Shlight

39c

SAL

PATICA

49c

CANNING

RUBBERS

2 in a box

boxes 11c

ENAMINT

19c

This Paper was Created to Save Your Shopping Dollars. Leading Merchants
Bring You The City's Best Values Each Week Through Shopping News.

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Delivered Every Thursday

To 75,200 Rochester Homes

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

FOURTH YEAR—No. 42

ROCHESTER, N. Y., THURSDAY, AUGUST 14, 1941

SUN TOURS

Reservations for Sun tours leaving Rochester on Friday, August 29 and returning Labor Day should be made promptly at the office of The Rochester Sun, 420 Burke Bldg., 5 St. Paul St., Rochester, N. Y. Office hours are 9 to 5 daily and 9 to 12 on Saturdays. A phone call to Stone 6001 will bring full information concerning tours to Boston, Toronto and New York. The number of reservations are limited in number and it is advisable to make them early. A phone call will hold reservations until they can be called for personally.

Labor Day New York Tour Planned At Popular Request

Because of the success of the many past New York tours conducted by the Rochester Sun, and because of the numerous requests by Sun readers for another tour over the Labor Day week-end, the Travel Department of The Rochester Sun has arranged an exciting complete tour of the metropolis for the Labor Day week-end, duplicating the features of the highly-successful Fourth of July New York City tour.

The Sun tour will leave the New York Central Station at 11:25 p. m. daylight time Friday, August 29 for a speedy trip to New York in special air-conditioned coaches of the New York Central railroad.

Ocean Trip Featured On Sun Tour Of Boston

Surprising in its popularity is the Sun tour to Historic Boston and vicinity over the Labor Day week-end. Reservations to date have far exceeded estimates and, at the present pace, a capacity party will leave the New York Central station at 7:52 A. M. daylight time, Friday, August 29 for a daylight trip to the Hub city in Massachusetts.

Cost of the tour includes transportation, hotel accommodations, sightseeing trips and other features is only \$29.50 per person. And for that \$29.50 a full four days of exciting entertainment is promised. A comfortable daylight ride across the Empire State, and through

Canadian National Exhibition To Be Viewed By Sun Tourists In Toronto

Despite Canada's being at war, the military note is subdued in the cities of the Dominion. "Business as usual," at least in the outward sense, is the order of the day. But underneath it all is the tenseness, the excitement, yes, even the thrill, of being actually at war.

Visitors, more than ever before, are welcomed to Canada this summer. The close bonds of friendship between this country and our "friendliest neighbor" are now being further strengthened through travel and intimate knowledge of the country itself.

In Toronto, the mighty Canadian National Exhibition, large-

Bambino Here



Famous Dancing Master Turns Author

Probably no one is better situated to watch romance take root and bloom than Arthur Murray, the world's most famous dancing master with studios all over the country. Employer of hundreds of beautiful hostesses, Mr. Murray has been godfather to many a charming love affair. In "Romance Unlimited" he tells his favorite love story, the true experiences of one of his lovely young teachers who fell in love with a wealthy middle-aged client of her studio and pledged the strangest marriage vow ever heard. It is probably this vow which makes Mr. Murray feel it is the one love story he will never forget. True Story was delighted to be able to include it among their choice collection of true love stories in its September issue.

Babe Ruth Expected To Attract Banner Throng To Stadium

One of the largest crowds ever to assemble in Red Wing Stadium is expected this evening for the annual K. of C. Shrine baseball night. A program of entertainment, promised to be bigger and better than ever, has been prepared and the joint committee in charge is anticipating a turn-away crowd.

Heading the list of attractions will be the personal appearance of "His Majesty, the Sultan of Swat," the one and only Babe Ruth, who will take part in the preliminary practice of the Red Wings and Montreal Royals who are scheduled to play tonight. The Babe will also umpire the five inning fracas between the Casey and the Shriners.

To the player on the Red Wing roster who is voted the most popular by those present will go the Lou Gehrig Memorial Trophy and each of the other players will be presented handsome gifts. The presentations will be made by Babe Ruth and, it is expected, he will have a few words to say about his former teammate, Lou Gehrig.

Other features of the varied program include a parade and review of 25 or more uniformed drill teams and bands and a brilliant display of fireworks.

Winners Named In Sun Pet Photo Contest

Unanimous choice for first prize in the Rochester Sun Pet Snapshot contest is the picture of "Tubby" reproduced above. And we'll just bet that it's the first prize ever won by young Mr. Tubby. However, with that cute, appealing look in his face, he should win many more prizes. The five dollar check goes to Miss Muriel Spindler, 250 Glenwood Ave. for her entry of the snapshot, "Tubby" is owned by Fred Caruana, 121 Glendale Pk.

Second prize was captured by Armistead Wharton, 30 Somerset st. for his picture of "Skipper". Not only is the pose cute, but the photograph shows real skill and the inclusion of the can of Ideal Dog Food (co-sponsors of the contest) shows rare ingenuity.

Third prize honors were given to "Yen" in his cowboy hat, owned by Walter Wagner, 183 Saxton st. and "Mickey" wearing glasses, entered by Mrs. George Blum, 146 Wetmore Pk.



"TUBBY"

Checks will go forward to the cash prize winners immediately. Winners of the other prizes of three cans each of Ideal Dog Food will be notified by mail.



"SKIPPER"



"MICKEY"



"YEN"

Appeal Made For VEND Students In Training Plan

An urgent appeal for more trainees to fill all-night classes of the Vocational Education for National Defense was voiced this week by Verne A. Bird, assistant superintendent of schools, and director of the VEND program for the Rochester Board of Education.

Opportunities for prospective trainees to obtain employment in local and nearby defense industries are excellent, Bird assured, due to an estimated shortage of nearly 10,000 skilled and semi-skilled workers.

Nearly 1,000 trainees have found jobs in defense industries since January 1, and more than 2,000 have been absorbed in various local concerns working on defense orders since the program started in July of last year, according to Bird.

Approval of a federal allocation totaling \$229,000 for continuation of the defense training classes from September through January of next year is expected providing a sufficient number of trainees enroll for the fall term.

National defense training classes are sponsored by the Rochester Board of Education, in cooperation with New York State Employment Service, and financed by the United States Government.

WHY

YOU CAN DEPEND ON

LAUER'S FOR BEDDING

Lauer's have actually studied the science of sleep. We've read text books . . . We've carried on scientific investigations. We have schooled our salesmen so that every one of them knows what type of mattress is best for you as an individual! If you think you need a new mattress come in and hear our story. We'll tell you what you need and why. Furthermore, we'll guarantee to sell you better sleep equipment. That's why you can depend on Lauer's for bedding!

OPEN FRIDAY NIGHT AND ALL DAY SATURDAY

LAUER'S REDUCE A REG. \$39.75

Sponge Foam Rubber
Famous U. S. Royal

MATTRESS

\$29.75

Sleep in supreme comfort on the springy elasticity of U. S. Royal sponge foam latex. Enjoy undisturbed rest and relaxation. For this light, airy, resilient mattress gives gentle, yielding support to your nerves and muscles. It's a regular \$39.75 mattress that Lauer's have reduced 25% as an August Sale feature. Come in . . . Look at it . . . Feel it . . . Lie on it. You can buy it for only \$1 weekly. Full or single sizes. Immediate delivery.

Sale!
COTTON
MATTRESS
\$6.95

All Sizes
Use it in your spare room
or cottage. It's soft, fluffy
and comfortable.



TWIN BEDS COMPLETE

2 Beds, 2 Springs, 2 Mattresses

Twin poster beds . . . sturdy, well finished maple or walnut . . . plus two fine comfortable mattresses and two carbon tempered steel coil springs—A top-notch value in better bedding at Lauer's . . .

\$39.50



Twin Innerspring SOFA BED

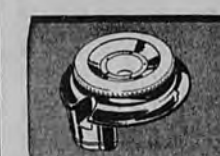
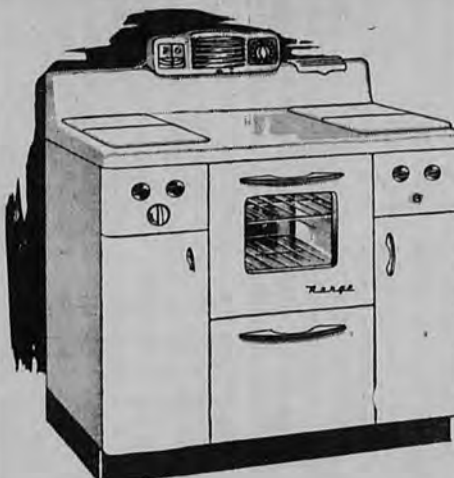
A flock of your finger spans this sofa bed's comfortable double bed. The heavy fabric gives years of service.

\$39.95

50 STATE ST.
ROCHESTER, N. Y.

LAUER'S AUGUST SALE

405 EXCHANGE ST.
GENEVA, N. Y.



LAUER'S
New NORGE
Spiro Speed
BURNER
FOR
GREATER FLEXIBILITY
AND GREATER ECONOMY

Lauer's have it ready for your approval . . . The sparkling new 1942 Norge! Here is a stove that has no peer. It's fully insulated with heat retaining fibre glass. It has the new Spiro-Speed top burners that concentrate the heat right where it does the most good. The big oven is lined with easy-to-clean porcelain. And 27 other outstanding features make Norge the stove-buy of the year at Lauer's.



Improved Mod-Tite
even burner assures
better oven baking
and roasting results.



Big oven, lined in
light speckled gray
porcelain, takes largest
turkey, convenient.



Lauer's

50 STATE ST.

OPEN FRIDAY NITE & ALL DAY SATURDAY

New York Tour . . .

(Continued from Page 1)

Arrival in New York will be at 7.22 a. m. Saturday morning. Cost of the DeLuxe Tour is \$18.95 for adults and \$13.75 for children 5 to 12 years of age. In addition to round trip railroad fare, the tour includes an entire week-end of fun and entertainment as well as a deluxe room with private bath, at New

York's famous Hotel Lincoln, situated in the heart of New York's Times Square district.

Tickets for the tour, leaving Rochester Friday, August 29, at 11:25 p. m. daylight time, and returning to the city on Monday evening or Tuesday morning are on sale exclusively at The Rochester Sun, 420 Burke Bldg., 5 St. Paul St.

Here is what Sun tourists receive for their \$18.95. Railroad transportation via

New York Central, Rochester to New York and return in speedy comfortable train.

Room with private bath, shower, radio and servitor for three days and two nights at New York's famous Hotel Lincoln situated right in the heart of the Times Square district. Four-hour grand tour of New York City—uptown, downtown and all around the town in deluxe Gray line tour coaches whose headquarters are at the hotel.

Four-hour steamship cruise around Manhattan Island. You'll see the famous New York skyline as you've never seen it before.

Tour of the broadcasting stu-

dios at Radio City.

National Broadcasting Company Television tour.

A ticket of admission to the roof promenade of Rockefeller Center's RCA Building, 65 stories above the street, for a marvelous bird's eye view of the great metropolis and surrounding country.

Also, at no extra admission charge you may tour:

New York Stock Exchange in Wall Street.

New York Times Newspaper Plant.

Rockefeller Home Center.

American Museum of Natural History.

"Behind The Scenes" tour of

Macy's, the World's Largest Department Store.

Museum of Costume Art.

All is included, nothing more to pay. The price of \$18.95 covers everything.

The Hotel Lincoln, chosen for its convenient location, outstanding cuisine and delightful rooms, is only two blocks from Times Square, with 69 leading theatres within a radius of six blocks of the hotel.

Columbia Broadcasting System Radio Theatre is next door and Madison Square Garden is only a three minute walk.

Sun tourists will have the added privilege of returning anytime Sunday. The New York Central maintains ten fast

through passenger trains on Sunday. Come home in the afternoon or stay almost to midnight and still arrive home in time to go to work on Monday morning. If you should desire a longer stay—your return trip railroad ticket is good for twenty days.

Reservations are necessarily limited and it is advisable to make them as quickly as possible. Come in to the Sun office, 420 Burke Bldg., 5 St. Paul St., between 9 a. m. and 5 p. m., and your reservations will be made for you immediately. For further information call Stone 6001 and we'll try to answer any and all questions concerning details of the tour.

AT SMALLS

Modern Optical Department!



...YOU DON'T NEED CASH

In Order to Enjoy the Relief and Comfort of Correct, Modern

Glasses

We Use Only Bausch & Lomb and Shur-on Dependable Lenses!

No Money Down -- Small Sum Weekly!

Come in . . . Let Dan G. Albert, Smalls' Registered Optometrist, examine your eyes, prescribe correct lenses and select proper frames . . . today!

Smalls

28 MAIN STREET EAST

Park Free . . . Casino Station . . . Rear of Store!

Likly's Luggage



Everything From Laundry Cases to Wardrobe Trunks

Standard Size	Wardrobe Trunk . . .	\$29.50
Standard Size	Wardrobe Case . . .	\$12.95
Standard Size	Travel Case	\$7.95
Sun-Tan Cowhide	Zipper Bag	\$10.95
Sun-Tan Cowhide	Gladstone Bag . . .	\$17.95
Leather	Brief Cases	\$1.95
	(with or without zippers)	\$27.50
Parcel Post . . .	Laundry Cases . . .	\$1.75

Charge Accounts—Phone Stone 915—or Mail Orders

LIKLY'S

271 Main East

Brand new! Ideal!



PHILLIPS' DEODORANT LOTION

Prevents perspiration odor . . . Safely checks moisture

SWEETENS AND NEUTRALIZES PERSPIRATION ODOR

- * new delightful form . . . a lovely lotion
- * rubs in instantly . . . no waiting to dry
- * makes perspiration odorless . . . sweetens underarms
- * safely checks moisture
- * doesn't irritate skin soothing after shaving
- * doesn't stain or ruin dresses . . . greaseless, harmless

MADE BY THE MAKERS OF PHILLIPS' MILK OF MAGNESIA CREAMS



A regular cake 1¢ when you buy one large cake



LAST CHANCE TO STOCK UP! BUY ALL YOU CAN!

Mrs. Henrietta Weeks, 322 Parsells Ave.

IT'S OLD STOVE ROUND-UP TIME



When You Turn It In On a Beautiful New 1941

Certified Performance GAS RANGE

BUY NOW! — EASY TERMS!

ROCHESTER GAS & ELECTRIC

89 EAST AVE. MAIN 7070

IS YOUR CAR READY FOR THAT VACATION TRIP?



GET OUR LOW-PRICED SUMMER SAFETY SPECIAL

All these important SERVICE OPERATIONS

- Adjust Brakes
- Rearrange Tires if necessary
- Clean Fuel Pump and Adjust Carburetor for Summer driving
- Adjust Steering Gear and Front Wheel Toe-in
- Adjust and Clean Spark Plugs
- Adjust Fan Belt
- Inspect Battery and Clean Terminals

\$4³⁹ (Regularly \$6.65)

Plus this valuable 10 POINT INSPECTION

- Lights • Windshield Wipers • Horns • Ignition • Cooling System • Oil Filter • Transmission • Differential • Wheel Bearings • Shock Absorbers

A minimum of skilled attention now will insure carefree summer driving, keep performance at the top peak and contribute to more economical future motoring. Save money! Save time! Save worry, by bringing your car to us now.



SERVICE

FORD DEALERS OF MONROE COUNTY

weis + fisher's
"rochester's showplace of furniture fashion"

AUGUST CLEARANCE

Sale

	Was	Now
GLIDERS	\$19.95	\$14.95
Leatherette Cushions		
GLIDERS	21.95	16.95
All Metal, Choice of Colors		
CHAIRS	5.50	3.75
To Match Gliders		
LAWN CHAISE	9.95	6.95
Blue Cushions, Wheels . .		
LAWN SWINGS	33.75	24.95
With Canopy		
Axminster RUGS	37.50	29.75
9x12—Wool Face		
RUG SAMPLES	5.95	1.98
27"x54" up to		
1941 GIBSON	189.95	159.95
Refrigerator, Floor Sample		
GAS RANGE	59.95	44.50
Porcelain Table Top		
Vacuum Cleaners	44.50	29.75
EUREKA or ROYAL (Motor Driven Brush) . .		
1941 Philco Radio	79.95	57.25
PHONO COMBINATION (Beam of Light)		
Slip Covers And Drapery Fabrics Odd Lengths		At Cost
Dressers \$14.75 up		Chests \$8.75 up
WOOD POSTER BEDS	\$7.95	up
100 Occasional Chairs	\$4.75	up
All Fabrics		
Five Piece All Metal Kitchen Sets		\$21.95
White With Red or Black Trim, Porcelain Top Extra Special at		

weis + fisher's
"rochester's showplace of furniture fashion"

New Book Shows How 'Ugly Ducklings' Turn Into Glamour Girls

How a simple correction by plastic surgery transforms an unbecoming nose into a handsome profile is explained and illustrated in a book just published, entitled "Your New Face Is Your Fortune," written by a celebrated Plastic Surgeon. The author of the book is said to have performed virtually every correction known to plastic surgery. In plain language, and with 88 actual "before-and-after" photographs, he tells and shows exactly how plastic surgery remodels the

ill-shaped nose, removes excessive wrinkles, smoothes "15 years off the face" by a method said to be far superior to and more permanent than "face lifting." Those who worry about scrawny neck, a prematurely aged face, protruding ears, birthmarks, moles, scars and similar disfigurements will be inspired to new hopes by the amazing beautifications made possible by Plastic Surgery and dramatically pictured in "Your New Face Is Your Fortune."

and to inspire those handicapped by disfigurements not of their making to the new social, business and romantic fulfillment which today is possible through the ministrations of skillful Plastic Surgery. The book is priced at 25 cents.

If you would like the name and address of this publisher, simply clip this article and mail with a self-addressed stamped envelope to the Beauty Editor, Rochester Sun, 420 Burke Bldg., Rochester, N. Y.

Shopping News Want Ads get quick results at low cost.

Wearable Patterns



For Busy Autumn
Days Ahead

Blouse No. 2950, sizes 12, 14, 16, 18 and 20. Size 16, 1 1/4 yards of 39-inch fabric, 2 1/2 yards edging, for short sleeved blouse; 2 3/4 yards for long sleeved blouse. Emblem is included in pattern.

Send fifteen cents (15c), coin preferred, for each pattern. Write plainly your name, address and style number. Be sure to state size you wish.

Address Pattern Department, Rochester Sun, 5 St. Paul St., Rochester, N. Y.

Lodge Group Slates
Sunday Picnic

The Fellowship Club of the Sons and Daughters of St. George will hold a basket picnic and lawn social next Sunday, at the home of Mr. and Mrs. John Gent, Vosburg Road, Webster.

Toronto Tour . . .

(Continued from Page 1)

est annual exposition in the world, is making ready for its 63rd opening. Greater than ever before, the exhibition is proclaimed as "Canada's Answer." Lavish pageants, bands and music, agricultural, industrial and commercial displays, scientific, governmental, and art exhibits and a gigantic "gay white way" midway are all in preparation for the greatest fair yet.

An all day visit to the Canadian National Exhibition is one of the feature attractions of the Sun tour to Toronto over the Labor Day holiday, leaving Rochester at midnight Friday, Aug. 29. Other features of the tour, cost of which is \$18.95 per person include a stay at the Hotel Royal York, largest hotel in the entire British Empire, scenic tours of Canada's Queen City, and a steamship trip to Toronto and return via Canada Steamship Lines. A deluxe dinner will be served in the ship's main dining room on the return journey at no additional charge.

On board ship Sun tourists

will occupy outside staterooms. All transfers to and from the docks in Toronto will be made by special coach.

Reservations for the tour, which is attracting a record throng, may be made only at 6001.

the office of The Rochester Sun, 420 Burke Bldg., 5 St. Paul St., between 9 a.m. and 5 p.m. daily and until noon on Saturday. Full information may be had by phoning Stone

Because of the limitations of the number of staterooms available on the ship, reservations will be limited. Therefore, it is advisable to make your reservations early to be assured of the finest accommodations

BURN LESS COAL

THIS WINTER — SAVE MONEY!

Have Your Furnace Cleaned-Re-Cemented NOW!

Everyone knows that savings in fuel alone more than pay for having a furnace cleaned. Schaffer experts guarantee their work to be completely satisfactory. August prices TODAY!

SPECIAL PRICES THRU AUGUST
For This Complete Recement Service

CLEANING SERVICE

\$3.50
Thru August

- Hand brush and vacuum clean furnace interior
- Hand brush and vacuum clean radiator interior
- Hand brush and vacuum clean boiler pipe and connections
- Hand brush and vacuum clean chimney base
- Adjust damper chains
- Paint doors

All castings carefully removed from casing. All old cement cleaned from joints. All joints and door frames are thoroughly cemented and castings reassembled. Furnace castings including radiator are thoroughly cleaned when your furnace is reset—If this has not been done for a few years it needs recementing now.

SCHAFER HEATING Co.
Phone St. 3308 For Free Check-Up-Estimate
317 ALEXANDER STREET
EXCLUSIVE LENOX HEATING AND AIR CONDITIONING EQUIPMENT DISTRIBUTOR

Men and Women!
YOUR HAT LIKE NEW
Thoroughly Cleaned
Expertly Blocked
SPEEDY'S 50c
212-216 COURT STREET
Thirty Minutes
Free Parking Across The Street
MAIN 6794

RAIL TRAVEL BARGAINS!

Sundays and Holidays

ROUND TRIP FARES

SYRACUSE . . . \$1.25

Leave 4:18 AM, 7:01 AM, 9:05 AM, 10:49 AM

NIAGARA FALLS \$1.25

BUFFALO . . . \$1.00

BATAVIA75c

Leave 5:23 AM, 6:39 AM, 9:45 AM, 11:33 AM

FINGER LAKES REGION

CANANDAIGUA . . . \$1.50

SHORTVILLE75c

CLIFTON SPRINGS40c

PHILIP50c

GENEVA1.05

WATERLOO1.20

AUBURN1.25

CAYUGA1.25

SENECA FALLS1.25

Leave 6:55 A. M.

(6:30 A.M. on Holidays)

All Times shown are Eastern Standard

Excellent choice of trains returning same day

Modern, Comfortable Coaches

PITTSBURGH \$5.25

Lev Rochester Saturday night, 11:24 P. M. Return from Pittsburgh Sunday afternoon or night.

PITTSBURGH "PIRATES" PLAY

ST. LOUIS "CARDINALS" At Pittsburgh, Sunday Aug. 17

For Helpful Information About Travel Anywhere, Ask Ticket Agent

NEW YORK CENTRAL

COOLER "INSIDE!"



Treat yourself to a tall, cool

SCHENLEY

Whiskey Collins!

For a "cooler" that keeps its character—even when diluted with plenty of ice—try this in a tall glass, squeeze half a lemon. Sweeten to taste. Add a tigger of Schenley Whiskey. Add ice, a cherry, and charged water. Then—meet "Mr. Collins" at his best!



Schenley Black Label 65% Grain Neutral Spirits, 86.8 Proof. Schenley Red Label, 72.1% Grain Neutral Spirits, 86 Proof. Blended Whiskey. Copyright 1941, Schenley Distillers Corporation, New York City

MID-SUMMER CLEARANCE

OF ODD ITEMS FOR QUICK DISPOSAL

10-Piece Dresser Set	\$ 5.95
Women's 17-Jewel Wrist Watch	12.95
Musical Powder Box	2.89
2-Fountain Pen Desk Set	1.00
Expanding Watch Bands	1.89
Men's 7-Jewel Wrist Watches	7.95
Evans Lighters69
Solid Gold Wedding Rings	1/3 off
3-Piece Caring Set59

10% of your purchases refunded in Defense Stamp, fair trade items excepted.

J. M. WILDMAN CO.
41 MAIN STREET EAST

Mrs. Ona Price, 342 Meadow Dr.

DON'T MISS THIS GLORIOUS GIFT OFFER!

FREE

A smart import-design tumbler free with your purchase of a pint of CAIN'S MAYONNAISE or CAIN'S SANDWICH SPREAD Ask your grocer

ISN'T IT GRAND!

BUY THIS! GET THIS FREE!

CAIN'S MAYONNAISE

Mastermint

CAIN'S MAYONNAISE

Dewey-Stone

—A NEW
LINCOLN-ALLIANCE
BANK OFFICE

(at 2865 Dewey Avenue, near Stone Road)

THE fast-growing business center of the Dewey-Stone neighborhood will have the services of a new Lincoln-Alliance Bank Office beginning August 18th.

Under management of Stephen J. Spellman, the new Dewey-Stone Office will provide the residents of that community with all the convenient services of a downtown bank.

We cordially invite our new neighbors in the Dewey-Stone section to "come in and get acquainted."

The Dewey-Stone Office will be the eleventh Lincoln-Alliance Office serving Rochester and vicinity—locations of nine offices appear on accompanying map. (Brookport and Newark Offices not shown.)

LINCOLN-ALLIANCE
BANK AND TRUST COMPANY

Here Are The Basement Bargains In This Huge Storewide Clearance!

THE NATIONAL'S
55TH SEMI-ANNUAL

Sale of Odd Items

All Surviving Broken Groups And
Small Lots From Our Vast Stocks, Now
Drastically Reduced For Speedy Clearance

BASEMENT MEN'S WEAR BARGAINS

- | | |
|--|-----------|
| Odd Eastman-Teca & Tropical Summer Suits, value to \$19.95 . . . | \$9.00 |
| Odd \$18.95 & \$21.95 Worsted & Tweeds Suits | \$14.95 |
| Odd \$12.95 & \$15.95 Reversible Topcoats | \$9.00 |
| Odd shirts, values to \$1.15 | 69c |
| Odd shirts, values to \$1.35 | 79c |
| Odd hose, value 27c | 17c |
| Odd neckwear, value 27c | 11c |
| Odd neckwear, value 49c | 23c |
| Odd pajamas, value to \$1.29 | 59c |
| Odd sweaters, value \$1.95 | 89c |
| Odd sweaters, value \$2.95 | \$1.29 |
| Odd sleeveless sweaters, value 95c | 69c |
| Odd basque and polo shirts, value 59c | 29c |
| Odd polo shirts, value 89c | 2 for \$1 |
| Odd wash pants, value \$1.95 | 95c |
| Odd wash pants, value \$2.95 | \$1.49 |
| Odd slack suits, value \$2.45 | \$1.69 |
| Odd Fall Jackets, value \$3.95 | \$2.29 |
| Odd robes, value \$1.95 | 95c |
| Odd sport belts, value 55c | 29c |
| Odd work shirts, value 95c | 69c |
| Odd linen & Palm Beach caps | 19c |
| Odd linen & duck sport hats | 29c |

BARGAINS IN BASEMENT BOYS' WEAR

Odd boys' cadet suits	\$6.50
Odd boys' knicker suits	\$5.00
Odd wool & leather jackets	\$2.89
Odd boys' wash shorts	44c
Odd boys' wash slacks	89c
Odd boys' wash ensembles	\$1.37
Odd boys' polo shirts	44c
Odd student suits and coats	\$9.00
Odd boys' basque shirts	21c, 5 for \$1
Odd boys' hose	2 for 25c
Odd boys' wool knickers	\$1.49
Odd boys' wool slacks	\$1.89
Odd boys' sweaters	69c, 3 for \$2
Odd boys' sweaters	\$1.49
Odd boys' campus coats	\$5.50

YOU CAN CHARGE YOURS!
Pay 1/3 Sept. 10 - 1/3 Oct. 10 - 1/3 Nov. 10

The NATIONAL
East Main at Stone

WOMEN!

RELIEVE NEEDLESS SUFFERING

If functional periodic complaints make you moody, nervous and irritable, try **CHI-CHES-TERS PILLS** for relief from asymptomatic pain and discomfort. They are **SAFE** to take as directed. Contain no habit-forming drugs. Sold **50¢** at all drug stores. and up

In business over fifty-five years.

CHI-CHES-TERS DIAMOND BRAND PILLS

25¢

QUART JAR SWEET
Mixed Pickles ea. **19¢**

[illegible]

THE WORLD'S LARGEST SELLING SWEET CREAM BUTTER

Churned to stay **FRESH** and **SWEET** even in warmest weather.

FREE PARKING FOR CUSTOMERS.

City _____ State _____

BIG BOOK DEPARTMENT, AISLE K, MAIN FLOOR

1139 **Ellery Queen**, Considered by most experts to be the greatest and weirdest story of America's favorite detective.

24 MILLIE — Donald Henderson Clark
The smouldering tale of a wanton

Please send me the books
numbers I have filled in below:

Name
Address

City _____ State _____

Boston Tour . . .

(Continued from Page 1)

the beautiful Berkshire Hills will be made in special cars attached to the "Lake Shore Limited," crack New York Central train between Chicago and Boston. Hotel rooms, with private bath and shower will await each Suntourist in "Beantown." A fascinating ocean voyage to Provincetown at the tip of Old Cape Cod is a part of the personally conducted tour. Then too, visits to historical spots such as Lexington and Concord, homes of famous authors, Old North Church, Paul Revere's home, Faneuil Hall, the State House, the famous Boston Common, Bunker Hill, Charlestown Navy Yards and many other points will be made.

On the trip to Boston a delicious luncheon will be served each tourist in the train's diner. Returning a full course dinner will be served.

Everything to make the stay an enjoyable one has been included in the itinerary. The tour will be made under the personal supervision of an experienced tour director who will be on hand to answer questions, make hotel arrangements and point out the many attractions of Boston.

Reservations are now being made for the tour at the office of The Rochester Sun, 420 Burke Bldg., 5 St. Paul st. between 9 A. M. and 5 P. M. and until noon on Saturday. A phone call to Stone 6001 will hold your reservations until you can call for them personally, if you are unable to get downtown this week-end.

TAKE OFF UGLY FAT

Many Lose 3 to 5 lbs. a Week yet EAT plenty No Reducing Drugs—No Exercises—No Massage

Men and women all over the United States are reporting remarkable results in losing weight. Many tell of reducing 20 pounds a month and more. These people are following the Plan of Dr. Parrish's Reducing Plan EXACTLY. As given by him over the air to millions. For lunch take 3 teaspoonful of Cal-Par in a glass of fruit juice, or any beverage. Take nothing else for lunch except a cup of coffee if desired. For breakfast and dinner EAT AS YOU USUALLY DO. Don't eat too fast, starve, fads—just cut down on them. Try Dr. Parrish's Reducing Plan for one week. You and your friends will be amazed at the vast improvement in your figure. Most overweight cases should be helped by Dr. Parrish's Plan. Cal-Par is not a reducing drug. It is a special purpose food supplying calcium, iron, phosphorus, and Vitamin D. Get a can today. Plain or chocolate flavor. Cal-Par costs only about 3c a day to use. Money back if not satisfied.—Hawes, Key, All Drug and Health Food Stores.



"MALISTA [YES]

KYPIE [SIR] GILBEY'S GIN"



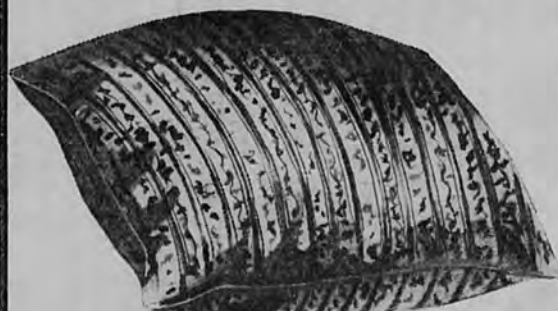
YES SIR, for generations past they've been calling for Gilbey's not only in Greek but in nearly every other language on earth! You see, long long ago, men discovered Gilbey's had a richer, fuller, smoother taste... and for close to a century Gilbey's has been one of the world's favorites! Insist on that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

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

BASEMENT August SALES for the HOME

Fill Your Needs in Our August Sale of

BEDDING



A 98c Value in Plumply-Filled, 17x24" Size

PILLOWS . . . ea. 69c

Kapok-filled pillows at an actual saving of 29c! Percale print tick covers in blue, rose, green and orchid!

"NASHUA" BLANKETS \$1.49

\$1.89 values! Strong, long wearing, extra weight cotton blankets in tan with colorful borders of blue, rose, green, rust.

COMFORT COVERS . . . \$1.29

Size 72x84 in long-wearing comfort-protecting floral prints of rose, blue, green, gold, orchid. Exceptionally fine quality!

PERCALE SHEETS . . . \$1.49

Irregulars of \$1.89 quality percale sheets in sizes 72x108 and 81x99. Fine quality with minor imperfections only.

PLAID SHEET BLANKETS 69c

89c values! Size 70x80" "Nashua" sheet blankets in rose, blue, gold, orchid or mahogany plaid. Exceptional value!

5% NEW WOOL BLANKETS, pr. \$1.98

\$2.69 values! Size 79 x 80" in colorful block plaids of rose, blue, green, gold and orchid. 5% new wool; 95% cotton.

22x44 TURKISH TOWELS 29c

Double loop thread towels in white with borders of blue, peach, gold, green. Checks in black, blue, red, green, gold.



\$79 After This Sale! Modern

3 Pc-BEDROOM

August Sale Price **\$59.00**

Choice of Dresser or Vanity, Chest, and Twin or Full Size Bed

Modern to the Nth degree! A grand sale value in your choice of walnut or prima vera veneers with sturdy oak interiors. All joints dovetailed for years of long satisfactory service. Shop these tomorrow, and remember, you can actually save \$20 during this August sale of fine furniture.

9, 12, 15 and 18 Foot Irregular

BROADLOOM

\$3.75 If Perfect

\$4.50 If Perfect

\$5.95 If Perfect

\$2.98 \$3.89 \$4.98

Thick, rich carpeting to give your home enduring beauty for years to come . . . yours, during our August Sale at extremely low prices. Excellent pattern selection in every wanted color, to glorify your furnishings. The irregularities are minor pattern flaws that will not impair the wearing quality in any way. Shop these now . . . and save!

aisle 16

All-over Floral, Hook, Leaf and Fern Designs!



\$9.50 and \$12.50

CHESTS of DRAWERS

\$7.95

\$10.95



Smooth hand-rubbed finish in honey tone maple or light walnut! Smart beveled edges! Your choice of two roomy, efficient sizes.

aisle 15

Save \$4.00 on Regular \$16.75 New

"ANTISEPTIC" INNERSPRING MATTRESS

August Sale Price

\$12.75

A real investment in sleeping comfort plus a saving of \$4.00 during our August sale! Oil tempered spring unit with full rolled and taped edges. Exceptionally well ventilated! Heavy woven fabric covers that are germ repellent! Both twin and full sizes with covers of tan, blue or green!

aisle 15

\$1

Billowy Marquisette Priscillas, Tailored and Cottage Sets! Hemmed and Headed!

CURTAINS

August-only sale values to save you money and give your home new beauty! See this breath-taking value in well designed, expertly tailored curtains of beautiful marquisette in white, cream or ecru. Plenty of dots, figures and stripes! We even have some styles with red, green, blue, black or gold figures. An August sale scoop you won't want to miss.

aisle 16

NO DOWN PAYMENT on purchases of \$15.00 or over. Monthly installments include small carrying charge.



\$26.50 Walnut

BARREL CHAIRS

\$19.75

Restful new style high back barrel chairs with full spring seats! Beautifully upholstered in rayon damasks of rich shades of wine, blue, green or gold.

aisle 15



Phone Stone 6500

The Big Basement
SIBLEY, LINDSAY & CURR CO.

Veterans League Meeting Monday

The Rochester Detachment of issued a call to all Marines and the Marine Corps League had Ex-Marines in Monroe County

YOU'LL WANT TO READ: "I Paid HITLER'S Way to Power"

Revelations by Fritz Thyssen who was Hitler's financial backer until he saw his mistake. A keen insight into Germany's past-present and future, excitingly told by the man from 'inside.'

In August 23 LIBERTY Now On Sale — 5c

DOLANS... Where You Buy

THE CUTS OF CHICKEN YOU PREFER

Breasts 1b. 55c | Livers 1b. 45c | Necks 1b. 12 1/2c
Wings 1b. 23c | Giblets 1b. 19c | Legs... 1b. 45c

DOLANS 600 JEFFERSON AVE.
Cor. Bartlett
Telephone Genesee 1417

to attend the groups next regular meeting on Monday night August 18th at Lowell Restaurant Hall, 23 Lowell street. Delegates to the National Convention which is to be held in Indianapolis, starting August 27th, will receive final instructions.

ATTENTION FACTORY SAMPLES

TRUNKS and
LUGGAGE at
Bargain Prices
KRIEGER

TRUNK STORE
135 S. Clinton Open Even.

FOR SUMMER IT'S IDEAL

and Cool, Fresh Water



SAVE IDEAL LABELS

with him at 108 Harris street so of the Marine Corps League can that the Rochester Detachment soon get its own colors.

NOW... IS THE TIME TO REPAIR your FURNACE

Or Install a New

HEATING PLANT

No Down Payment

No Interest To Pay

'Til Oct. 1st

FREE ESTIMATES

Closed Saturday At 1 P. M.

SINCE 1888

SIEBERTS

ST. PAUL and ANDREWS ST.

FREE PARKING OPEN EVENINGS

Mrs. Catherine Carnes, 17 Parkside Ter.

WORLD'S
LARGEST
SELLER
AT 10¢

ST. JOSEPH
ASPIRIN

WANTED

Registered Nurse Wants
Private Patient in her own
home. Exceptional care; excel-
lent food. Reasonable rates and
ideal home surroundings.
MONROE 3079

NOTICE!

NOTICE is hereby given that
License No. GB-16524 has been
issued to the undersigned to sell
beer at retail in a grocery store
under the Alcoholic Beverage Con-
trol Law at 181 Monroe Ave., Ro-
chester, 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.

Relieves Pain of Periods
Female Weakness
AND HELPS BUILD UP RED BLOOD!
Lydia E. Pinkham's TABLETS
(with added iron) have helped
thousands of girls to relieve pain
of functional monthly weakness.
Pinkham's Tablets ALSO help
build up red blood and thus aid in
promoting MORE STRENGTH.
Worth trying!

August FUR Sale
Hudseal and Mendoza
Beaver
Value \$119 Sale \$69.50

We Positively Sell
FOR LESS
**CLIFFORD
FUR CO.**
1231 Clifton Ave.
Portland
MAIN 474

Save While You Can

SALE!

★ At 25% Reductions

COLD PACK CANNERS

★ Complete with Rack!
★ Enamelled 22-quart size!
★ Regularly Valued at \$1.79!

\$1 39

Every canner in this sale is guaranteed perfect. The enamel is heavy, resistant to acids and boiling liquids. All complete with rack for jars and tight fitting cover.

25 Qt. Size Canner \$1.49
30 1/2 Qt. Size Canner \$1.98
24 Qt. Size Canner \$1.69
17 Qt. Size Canner \$1.59
20 Qt. Size Canner \$1.98



Vegetable Ricer 98c

Sturdy aluminum, complete with wooden
rice and stand. On sale Both Stores.



Foley Food Mill \$1

Rices and strains vegetables, nut meats,
meats, etc. On sale Both Stores.



16 Quart Preserver \$1.29

Mail Aluminum, Highly Polished, easy
to clean, strong bail handle. Both Stores.



Enamel Colander 29c

Heavily Enamelled Wire Colander, with
sturdy legs, and side handles, large size.
On sale Both Stores.



Jelly Glasser 39c

For dozen, quart or half glassers, heavy,
every one perfect. On sale Both Stores.

BUY ON BUDGET PLAN

Anything and everything in the store
\$10 or over. Complete details at
Credit Office, Second Floor, Both
Stores, or in department in which
you intend to purchase.

10c
Long handle dipper,
large size, regular
value. Both
Stores.

14c
One pound Parafin
wax, highest quality,
reg. value. Both
Stores.

\$1.89
House Scale, weights
in ounces to 54
pounds, \$1 value.

5c
Timed jar funnel,
for standard size
jars, regular value.
Both Stores.

10c
Wooden handle
kitchen gadgets.
Values to 10c each.
Both Stores.

9c
Jar Rings, water re-
sistant, 1 1/2 inch
size. Both Stores.

25c
Screw on jar caps,
for standard size
jars. Both Stores.

25c
Ten dozen Kerr and
Mason jar caps,
1 1/2 inch size. Both
Stores.

19c
5-piece Oillick bowl
set, graduated
sizes. Both Stores.



KERR MASON AND WIDE MOUTH JARS

For pints and 1/2 pints per
dozen, Kerr Mason jars.
Wide mouth quarts 89c.
On sale Both Stores.

69c

For dozen Mason pint
size jars. Wide mouth
jars \$1.09. On sale Both
Stores.

59c

For dozen Mason quart
size jars. Wide mouth
jars \$1.39. On sale Both
Stores.

\$1.09



Jar Rack Insert 39c

Holds eight quarts, fits any 20-quart
canner. Both Stores.



Food Chopper \$1.19

Grinds meats, medium or fine. Table
cover type. Both Stores.



Jelly Bag 39c

Ideal for jelly making, may be used
with any knife.



Captite Tightener 19c

Makes Cap Tightening easy. Strong.
Durable. Fits all standard size jars.

**SWEETHEART
SOAP**
4 for 16c
Limit 4
KEY DRUG

**WHITE ACE
SHOE CLEANER**
25c Bot.
Limit 1
KEY DRUG

**WALDORF
TOILET TISSUE**
3 for 11c
Limit 3
KEY DRUG

**WILLIAMS
TALCUM POWDER**
25c Can
Limit 2
KEY DRUG

CLOTHES PINS
Box 40 2 For 9c
Reg. 10c
KEY DRUG

**McKESSON
ASPIRIN TABS.**
Bot. 100 Tablets
2 for 49c

**HALL Canning
JAR RUBBERS**
12 In. x Box
3 Boxes 11c

**RUBBING
ALCOHOL**
Pint Bottle 9c

**Willoughby Taylor
PIPE TOBACCO**
Pocket Tin 15c

**LIFEBUOY
SHAVE CREAM**
Large Tube
2 for 33c

**IDEAL
DOG FOOD**
9c * 3 for 25c

Upjohn Unicaps
Bot. 24
\$1.59

Amphojell
Reg. 50c
Bot. \$1.29

KEY
ROCHESTER'S MODERN
CUT RATE
DRUG STORES

TODAY THRU NEXT WEDNESDAY

**TRY GEM'S NEW
REVERSIBLE BLADES
FREE!**

**15¢ PACK FREE
WITH 25¢ PACK
GEM SINGLEGE
BLADES**

40¢ VALUE FOR 23¢

**THESE BLADES FIT
GEM RAZORS ONLY!**

**1¢ SALE
SWAN SOAP**
Regular size 1¢ when you buy a large cake

ONE 10¢ TWO 19¢

FILMS DEVELOPED AND PRINTED 23c
ANY 6 OR 8 EXPOSURE ROLL

**HAY FEVER
RELIEF**

WILSON HAY FEVER DISKS
Prevent Pollen Entering Nostrils
Invisible - Worn out of
sight

**Comfortable - Made of soft rubber
Self Adjusting to any size nostril**

Endorsed by Hay Fever Assoc., Medical Magazines,
and thousands of relieved sufferers.
Price \$1.50 for complete outfit of 2
Disks, 50 Filters, Inhalant, etc.

MINERAL OIL
Heavy American

PINT 25c
QUART 45c
1/2 GAL. 85c
GALLON \$1.49

**One Spot
Flea Killer**
FOR FLEAS
KILLS Fleas, Flies, Beetles,
Grubs, Lice, Bugs, etc.

**SIX-20
BROWNIE
JUNIOR**
\$1.70

**Soft and Economical
KLEENEX**
Package of 440

2 for 49c

Make sure you have
plenty of these soft, ab-
sorbent tissues. White,
peach, green or orchid.

Borden's

ICE CREAM 18c, 20c, 25c, 30c Pint

1/2 PRICE

**WILDROOT
AND
"PLASTIC BACK"
PRO-PHY-LACTIC
79¢ HAIR BRUSH**

**\$1.79 Value
BOTH FOR 89¢**

REGULAR FORMULA OR WITH OIL

**1¢ SALE
SWAN SOAP**
Regular size 1¢ when you buy a large cake

ONE 10¢ TWO 19¢

FILMS DEVELOPED AND PRINTED 23c
ANY 6 OR 8 EXPOSURE ROLL

**HAY FEVER
RELIEF**

WILSON HAY FEVER DISKS
Prevent Pollen Entering Nostrils
Invisible - Worn out of
sight

**Comfortable - Made of soft rubber
Self Adjusting to any size nostril**

Endorsed by Hay Fever Assoc., Medical Magazines,
and thousands of relieved sufferers.
Price \$1.50 for complete outfit of 2
Disks, 50 Filters, Inhalant, etc.

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Heavy American

PINT 25c
QUART 45c
1/2 GAL. 85c
GALLON \$1.49

**One Spot
Flea Killer**
FOR FLEAS
KILLS Fleas, Flies, Beetles,
Grubs, Lice, Bugs, etc.

**SIX-20
BROWNIE
JUNIOR**
\$1.70

**Soft and Economical
KLEENEX**
Package of 440

2 for 49c

Make sure you have
plenty of these soft, ab-
sorbent tissues. White,
peach, green or orchid.

Borden's

ICE CREAM 18c, 20c, 25c, 30c Pint

FACIAL TISSUE
Box 300
Reg. 25c
Limit 2
KEY DRUG

**Kitchen Charm
WAX PAPER**
Extra Heavy
125 Feet
Reg. 25c
Limit 2
KEY DRUG

**IMITATION
VANILLA**
6 oz. Bottle
Limit 2
KEY DRUG

**Single Edge
BLADES**
Pkg. 5 2 For 9c
Reg. 10c
Limit 2
KEY DRUG

**DARLING
BABY
CASTLE SOAP**
3 for 11c
Limit 3
10c Size
KEY DRUG

**Medicated
THROAT DISCS**
Parke Davis & Co.
15c

**Vitamin B Complex
CAPSULES**
Bottle of 100
\$2.98

**BAYER
ASPIRIN**
Bot. 100
Tablets **59c**

ANACIN
TABLETS
Bot. 50
Reg. 75c **59c**

**New
DR. WEST
Nylon Tooth Brush**
25c

**PEPSODENT
TOOTH POWDER**
3oz. Size **39c**

EPHEDRINE
Inhalant Compound
1 oz.
dropper bot. **39c**

**SULPHUR
CANDLES**
Reg. 10c
2 for 11c

THERE ARE TWO Sears STORES IN ROCHESTER

Monroe Avenue at South Union—Stone 2500

476 Ridge Road West Near Dewey—Glenwood 556

ieves Pain of Periodic
Weakness
BUILT UP RED BLOOD!
Pinkham's TABLETS
of girls to relieve pain
of monthly weakness.
TABLETS ALSO help
red blood and thus aid in
MORE STRENGTH.
(ing!)

ust FUR Sale
al and Mendoza
eaver
\$119 Sale \$69.50
We Positively Sell
FOR LESS
**CLIFFORD
FUR CO.**
1283 Clifford Ave.
1 Block East of
Portland
MAIN 474

IAL TISSUE
11c
Y DRUG

Kitchen Charm
TAX PAPER
Heavy
Feet
25c
11c
Y DRUG

IMITATION
NILLA
Bottle
11c
Y DRUG

Single Edge
LADES
11c
2 For 9c
Y DRUG

DARLING
CASTILE
SOAP
3 for 11c
Y DRUG

Medicated
BOAT DISCS
like Darts & Co.
15c

min B Complex
PSULES
\$2.98

BAYER
SPIRIN
59c

NACIN
TABLETS
59c

New
R. WEST
ylon Tooth Brush
25c

PSODENT
OTH POWDER
39c

PHEDRINE
alant Compound
39c

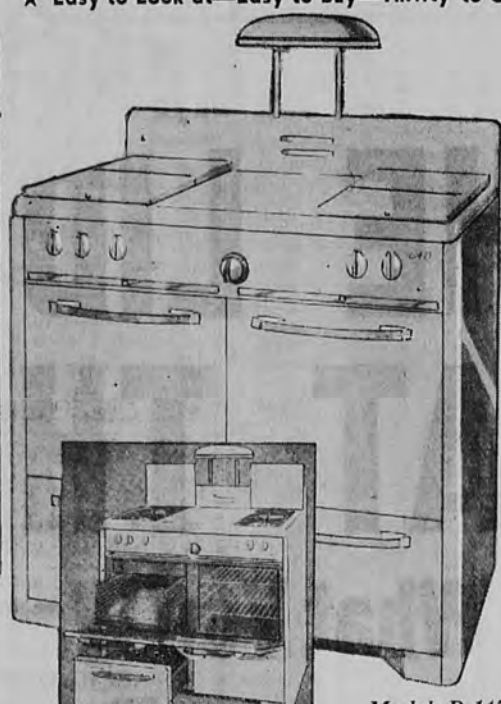
ULPHUR
ANDLES
Reg. 10c
2 for 11c

SAVE During DEMONSTRATION WEEK of FAMOUS A-B GAS RANGES at ...

ROCHESTER'S LARGEST
POPULAR PRICED STORE
Edwards

Buy Your Stove
On Our Convenient
Budget Plan
NO DOWN
PAYMENT
Balance Weekly
or Monthly

- ★ See One of the Largest Displays of Gas Ranges in Western New York
- ★ See The New Complete Line of AB Gas Ranges Exclusive at Edwards
- ★ See These Beautiful Ranges On Display In Our Windows
- ★ They're Tops In Appearance—They're Tops In Performance
- ★ Easy to Look at—Easy to Buy—Thrifty to Own



\$20 Allowance for Your Old Stove On the Purchase of a
New A-B ARISTOCRAT GAS RANGE

Regular Price 129.95
Less \$20 Allowance
You Pay Only

109.95

- ★ Exactly as Pictured
- ★ One-Piece Porcelain Top
- ★ One Giant and Three Regular Harper Burners
- ★ Acid Resisting Porcelain Top
- ★ Smokeless Broiler
- ★ Divided Top Burners with Folding Covers
- ★ Robertshaw Heat Control
- ★ Light-Timer Condiment Sets
- ★ Fully Insulated Oven
- ★ Toe Room Base—Fits Flush to Wall

Model D-145
A-B ARISTOCRAT GAS RANGE

Regular Price, 169.95
Less \$20 Allowance
You Pay Only

149.95

- Note This Standard Equipment:
- ★ Automatically Lighted Harper Burners
 - ★ Stainless Steel Trim
 - ★ Porcelain Enamelled Cast Iron Individual Grates
 - ★ Folding Cover Tops
 - ★ 1-Piece Acid Resisting Cooking Top
 - ★ Heat Controlled Oven
 - ★ Fiberglass Insulation
 - ★ Chrome Plated Oven Racks
 - ★ Sani-Tray Oven Bottom
 - ★ Waist-High Aluminum Broiler
 - ★ Roller-Bearing Service Drawer
 - ★ Light—Minute Minder—Condiment Sets
- EDWARDS—Sixth Floor

This New 1941 Model
A-B GAS RANGE

Regular Price, 84.95
Less \$20 Allowance
You Pay Only

64.95

- No Other Stove At This Price Has All These Features:
- ★ One Giant and Three Regular Onica Burners
 - ★ Porcelain Enamelled Burner Bowls
 - ★ Folding Porcelain Cover Top
 - ★ Acid-Resisting Cooking Top
 - ★ Automatic Top Lighter
 - ★ Oven Equipped With Robertshaw Heat Control and Insulated with Fiberglass
 - ★ Heavy Chrome Non-Tip Oven Racks
 - ★ Pull-Out Broiler With Enamelled Broiler Tray
 - ★ Two Service Drawers

ROYAL WILTON RUGS

In Beautiful Persian Patterns
With Fringed Ends



Specially
Priced

72.50

Size
9x12 ft.

Not only this size! We have 26 other sizes! All constructed in a heavy, woven Jacquard weave that guarantees years of good service. Easy to clean, too. It's wise to choose your Wilton during August at Edwards. Later, you'll pay more for this quality.

No Down Payment
Balance Weekly or Monthly



Ontario Venetian Blinds

2.39 3.59 3.98

- ★ 2" Acme Non-Rusting Baked Enamel Slats
 - ★ 1 7/8" Kiln Dried Basswood Slats
 - ★ Kiln Dried Head, Tilt and Bottom Rails
 - ★ Fully Guaranteed to Stay Locked
 - ★ Colored Cords to Match
 - ★ Duplex Tape If Desired
 - ★ Cadmium Plated Lock & Tilter
 - ★ Smooth Working Pulleys
 - ★ No Pine Slats Used
 - ★ Light Ivory, White, Cream and Off-White
- Fourth Floor



August Sale SAVINGS On
Fruit-of-the-Loom
Extra-Weight SHEETS

Sizes:	63 x 108	72 x 99
Reg. 45c Cases 42 x 36; 45 x 36	1.24	Reg. 1.49
Size 63 x 99	Reg. 1.39	1.14
Size 72 x 108	Reg. 1.59	1.44
Size 81 x 108	Reg. 1.79	1.64
Size 90 x 108	Reg. 1.98	1.74

COLORFUL PATCHWORK QUILTS

Reversible quilt in quaint colonial designs. Nicely bound and stitched. Large size, 80x84. Worth more!

PRACTICAL BED PILLOWS

Filled with 10% light duck down and 90% duck feathers for real service! Linen finish, fancy ticking. Cut size 21x27.

2.98 1.98

EDWARDS—Second Floor



Inlaid Linoleum

Regular 1.69
Quality 1.33
Sq. Yd.

The kind of value that has made Edwards August Rug Sales a "buy-word" with thousands of Western New Yorkers! Choice of marbled or tile patterns... soil-proof and easily cleaned with a dust mop. For kitchens, baths, or public installation.

EDWARDS—Fourth Floor

WHEN THEY TELL US TO SELL FOR CASH ONLY—

—we'll abide by the rules!—

But For The Next Few Days—Until Installment Curbs Are Put Into Effect—

THE LID IS OFF AT THE UNION

Buy What You Want—Pay As Little As

50^c DOWN • 50^c WEEK



AN OPEN LETTER To The President:

Dear Mr. President:

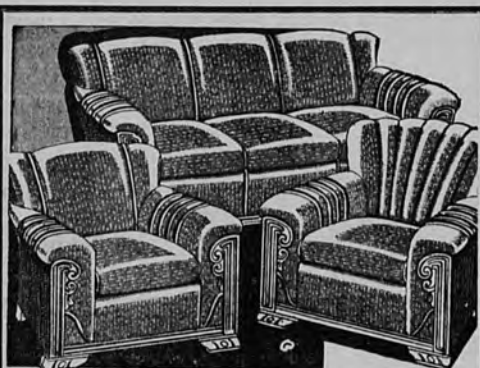
Thank you for giving us a few days of grace before installment buying curbs take effect. We know that these curbs are being placed to benefit the entire nation, even though some individuals will find it difficult to pay such large sums in cash as will be necessary.

So, Mr. President, whatever may be your specific aims in curbing installment buying, we here at Union Tire Co. are with you one hundred percent.

So that everyone may be given an opportunity to buy the things they want and need before these regulations are effective we are giving everyone in Rochester an opportunity to buy on the easiest terms ever offered.

Yours very truly,

UNION TIRE CO.



Carved-Frame Living Room

DRAMATICALLY
PRICED AT

Beautifully carved wood set off with rich upholstery in a choice of colors. See it to really appreciate this beautiful set.

\$59⁹⁵

GIBSON ALL STEEL \$ **99⁹⁵**
REFRIGERATORS up

A B C WASHERS \$ **54⁵⁰**
ALSO THOR— up

Anything in the Store as Little as
50c DOWN—50c WEEK
Until Installment Curb Becomes Effective



WATERFALL DINING ROOM

AS LITTLE AS
50c WEEKLY

\$67

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.

STOCK CUT

BUFFET OF CHINA \$22.75



- \$39.50 Value Studio Couch
 - 10.95 Value Occasional Chair
 - 3.95 Value (2) Lamps
 - 7.90 Value (2) End Tables
 - 1.95 Value Throw Rug
 - 2.95 Value Choice of Picture
- \$67.20 Total Value

ALL 8 PIECES
\$67.20 VALUE

\$47⁵⁰



SOLID MAPLE 5 PIECE DINETTE

\$22

SAVE \$5 — \$10

THESE SMASHING AUGUST REDUCTIONS ALSO APPLY
TO OUR COMPLETE LINE OF ELECTRIC REFRIGERATORS,
RADIOS, APPLIANCES AND ALL OTHER MERCHANDISE

UNION 286 EAST AVE.

50^c DOWN • 50^c WEEK

It's Easier To Pay
The Union Way
Open Eves. 'Til 10

To prevent the juice from pie, cut the bottom crust a
baking out of a fruit or berry half inch larger than the top.

Turn off THE HEAT
with
BREAST-O-CHICKEN
Tuna Fish

CHILLED TUNA RING
Str. 1 pkg. lemon gelatin in
2 c. boiling water, cool. Mix
1 7-oz. tin Breast-O-Chicken
Tuna, 1 c. shredded carrots,
1 c. grated American cheese,
1 c. diced pineapple and fold
into gelatin. Pour into mold,
chill 3 hours. Serve on lettuce,
with mayonnaise. Serves eight.

Cool kitchens... happy house-
wives... satisfied well-fed
families are the result when you
serve Breast-O-Chicken Brand
Tuna. Prepare this zesty,
nourishing dish in ten minutes,
let your refrigerator do the rest.

FREE RECIPE BOOK
Write: Dept. 8
WESTGATE
SEA PRODUCTS
COMPANY
San Diego, Calif.

ATENDER-TASTY FANCY SOLID-PACK

BUSY BEE BARGAINS AT YOUR INDEPENDENT GROCER

CRISCO 1 lb. 22c 3 lbs. 57c	BOSCO FOOD DRINK 38c
P & G SOAP, 5 for 19c	FRENCH'S SPICES
IVORY SNOW 22c	BLACK PEPPER, 4 oz. 9c
IVORY FLAKES 22c	GR. CINNAMON, 2 oz. 9c
CHIPSO 22c	GR. GINGER, 2 oz. 9c
OXYDOL 22c	GR. NUTMEG, 2 oz. 9c
SELOX, 2 for 23c	GR. PAPRIKA, 1 oz. 9c
IVORY SOAP, 1 lb. 9c	Good Luck Desserts 3 for 25c
IVORY SOAP Med. 4 22c	Lemon, Chocolate, Vanilla and Butter Scotch

SALADA TEA TEA BAGS 9's 10c 18's 17c	RED LABEL 1/2 lb. 42c 1/4 lb. 22c
--	--

Old Dutch Cleanser 15c	BORAX, 1 lb. 15c
WINDEX 15c	BORAXO, 2 for 29c
Sweetheart Soap, 3 for 19c	BREAST O-CHICKEN TUNA, 2 for 37c
BAB-O 12c	OAKITE "Cleans a Million Things" 10c
Babbitt's Cleanser 5c	
Stems and Pieces 2-oz. Jacob's Mushrooms 10c	

SUNSWET PRUNES "EXTRA LARGE" 1 lb. pkg. 2 for 25c	MEDFORD MUSTARD 8 oz. 9c
---	------------------------------------

SPRY 1 lb. 22c 3 lbs. 57c	DARI-RICH 18c
FRENCH'S BIRD SEED With One Biscuit 10c	CLAPP'S BABY FOODS
RINSO 20c	STRAINED, 3 for 20c
SILVER DUST 22c	CHOPPED, 3 for 27c
LUX FLAKES 22c	FRENCH'S
Lux or Lifebuoy Soap for 25c	BIRD SEED, 2 for 25c
SWAN SOAP, 1 lb. 9c	BIRD GRAVEL 9c
SWAN SOAP Medium 22c	GOOD LUCK PIE CRUST 2 for 21c
FAIRY SOAP 5c	

FOR BETTER HEALTH
SCOTTISSE 4 rolls 29c
WALDORF 3 rolls 14c
SCOTTOWEL 3 rolls 19c

BUSY BEE STORES ARE OPERATING WITH
BERGER-KLEIFGEN CO., INC. (Wholesalers)

Gorgeous Color Movies of Your Vacation!
FAMOUS KEYSTONE
Complete Movie Outfit

53.95
1.25 DOWN
1.25 WEEKLY

Everything you need to take and show home movies.
Keystone movie camera, Keystone projector which takes
any 8 mm. film, screen and choice of Western, Comedy,
Travel or Animal feature film.

RUDOLPH'S
K. MAIN
CORNER
AT SOUTH
AVE.

Mrs. Mary Lyons, 120 Gardiner Ave.

HELP DEFENSE!
SAVE 25% ON FUEL

Insulate With Ruberoid
Rock Wool. Blown In
Or Hand Packed.

FREE ESTIMATE—3 YEARS TO PAY!

KEMP ROOFING CO.
331 W. MAIN ST. MAIN 1786
(Material Only Or Applied)

DECIDE NOW TO STOCK UP
WITH
PIONEER
Pennsylvania HARD
COAL

THE SAFE, SATISFYING FUEL

RICE... \$6.50
PEA... \$8.75
BUCKWT \$7.50

EGG-NUT \$10.60
or STOVE

PIONEER COAL CO.
OFFICE & YARD—350 EXCHANGE STREET

WHERE TO GO FOR BINGO—Additional Bingo Ads on Page 10

HOLLYWOOD • BINGO
Every Wed., Thur., Fri. and Sat.
35 PULLMAN AVE.

FREE 50c COUPON
GIVEN AWAY
Thurs., Sat. Aug. 14 To All
Those Purchasing a Book
Of Specials

25 Reg. Games
3 Specials
1 Jackpot

\$75

BINGO BROWN, MANAGER

TOWNER — Thurs., Fri. Nites
\$250 All Games
\$5

Tues. Nite
\$475 All Games \$10
Sat. Nite
\$5 All Games

Wed., Sat., Sun. Nite
\$500 All Games
\$10

TOWNER — REXY BINGO

BINGO
Wed. & Sat. Afternoon 1:30
2 \$40 JACKPOTS
Every WED. & SAT.

Monday Night 8:30
Jackpots \$120 & \$165

UNION LEAGUE HALL Gregory at
South Ave.
TAKE SO. AVE. BUS TO DOOR

CHILI Recreation Hall
JACKPOTS — 509 CHILI AVE. — JACKPOTS
Bingo Every Monday, Tuesday, Thursday, Friday and Saturday
at 8:15 P. M.—Tuesday, Wednesday and Saturday at 2:00 P. M.

REGULAR BOARDS:
Mon. Sat. Noon Wed. Noon Friday Thurs.
\$6 \$5 \$4 \$3 Or **\$3**
More

JACKPOTS:
MON. SAT. WED. FRI.
\$75 \$30 \$10 \$25

THURS.: Gold Award Nite — TUES.: Free Ticket Day

SALES FOR THE HOME

Guaranteed In Writing for 10 Years!
HERCULES FURNACE
\$59.95
18 Inch Size

Heats four to five rooms, with extra
large ribbed firepot, slightly tapered
for larger heating unit, massive one
piece radiator, humidifier, deep ashpit,
sturdy duplex grates. Buy on Our Easy
Pay Budget Plan.

Paint on
Sale At
Both Stores

MASTER MIXED
House Paint

MASTER MIX
HOUSE PAINT
\$2.59
Gallon
In Five Gallon Lots

Choice of 18 lasting colors,
brushes easier, gives more
coverage, has better hiding
power, richer body. Costs
less per gallon, because it
covers more square feet per
gallon. One gallon covers
up to 450 square feet, two
coats. On sale Both Stores.

Turpentine... gallon 75c
(in sealed can)

Gallon Linseed Oil... \$1.15

Gallon Roof Coating... \$1.89
(in five gallon lots)

Quality Mixed Paint... \$2.19
(in five gallon lots)

4 Hour Enamel, quart \$1.25

Gallon Casein Paint... \$1.75

Package Steel Wool... 9c

Stippling Sponge... 10c

3 1/2-In. Paint Brush... 9c

Wallpaper Kit... 89c

2 Pound Wheat Paste... 29c

On Sale Both Stores

Mail For Estimate
Heating Equipment
Furnace Cleaning

Sears Roebuck and Co.,
Monroe Ave. at S. Union,
476 Ridge Road West,
Rochester, New York.

Gentlemen: Kindly have repre-
sentative call for free estimate,
I am interested in Heating equip-
ment () Furnace Cleaning ()
I know this does not obligate me.

NAME
ADDRESS
CITY
Best Time

HERCULES BITUMINOUS STOKER
\$117.50

Simple, economical operation. Pays for itself in
fuel save. Air control provides correct amount
of air for perfect combustion. Room thermostat
of air control prevents fire going out in
mild weather. Easy to fill hopper lasts
all day. May be installed to present Heating
system. Buy On Budget Plan.

BUY ON OUR BUDGET PLAN
Anything and everything
in either Sears Store, \$10
or over, complete details
in department in which
you intend to purchase
or at Credit Office,
Second Floor, Both
Stores.

**MODIFIED AIR
CONDITIONER**
\$44.50

Completely changes air from
four to six times per hour,
cleans, purifies, humidifies the
air, economical, silent opera-
tion. Buy On Our Budget Plan

Deluxe equipped! \$45 Value
CABINET SINK **\$34.50**

Gleaming white aristocrat acid resisting por-
celain enamel top. Swing spouts, sound dead-
end door, two large storage drawers, large
storage compartment, under sink steel cabinet.
Buy On Our Easy Pay Budget Plan.

TOILET SEAT
\$1.98

* Both Stores
White enamel finish, all
hardwood. Non-rust chrome
fixtures. Fits standard size
closets.

Medicine CHEST
\$5.95

* Both Stores
All steel cabinet with baked
on white enamel, three shelf
space. Large mirror door,
recusard type. Others up to
\$19.95.

Efficient, durable, dependable. Heavy,
uniform, perfect fitting sections. Re-
movable cliner grates. Large ashpit.
Aircell asbestos insulation. Buy On
Budget Plan.

**4 Section
HERCULES BOILER**
\$79.95

ETWOS Sears STORES IN ROCHESTER
one 2500 476 Ridge Road West, Glenwood 556

See KOMINZ for TIRES

AND SAVE!!

Special — This Week Only!
6.00 x 16
\$9.95
Reg. Price is \$14.05

YOUR CHOICE:
Goodyear
De Luxe All-Weather
U. S. Royal
De Luxe
Goodrich
Silverstone

Pay Only 50c Weekly

FIRST QUALITY WILLARD TIRES			
6.00	\$5.95	5.50	\$5.55
16		17	
3.25	\$5.45	4.75	\$4.95
18		19	

12 MONTHS GUARANTEE

Table Model
RADIOS
\$5.95
up

New 6 Cu. Ft.
REFRIGERATOR
1941 MODEL
\$89.95

KOMINZ TIRE CO.

182 MONROE AVE. 417 MONROE AVE.
AT SAVANNAH AT AVERILL
9 A.M. to 9 P.M. Daily 7:30 A.M. to 9 P.M. Daily and Sunday

Eventually, 20 per cent of the Army Air Corps pilot strength will be composed of men who have risen from the ranks to become non-commissioned officers.

HEARING IMPROVED AFTER USING OROTUNE

Now Hears Clock at 20 Feet

O. H. Wells, Huntington Park, Cal., writes: "Before using Orotune I had to have my ear right up to the clock to hear the ticks. After using one bottle of Orotune, I can hear the tick very well at 20 feet. Send me another bottle."

Thousands now deafened, annoyed by buzzing, ringing, hissing head noises, clogged up feeling in ears, would get relief and hear clearly and distinctly again if impacted wax that blocks ear canals and prevents ear sensitive ear drums was removed.

Use Orotune as directed. See A. Day Drug Store. It is safe and contains no ingredients especially recommended for this purpose.

Keep False Teeth Purified Says Dr. Sherwin

The world progresses—new discoveries make history. Now, thanks to Dr. L. W. Sherwin, a well known authority on oral hygiene, false teeth and dental plates can be made to glisten with purity and immaculate cleanliness with just a 10 minute daily bath with amazing Stere-Kleen. It's all so easy—just get a 30 cent bottle of Stere-Kleen—put a little in a half glass of lukewarm water—let your dental plate stay in this glass 10 minutes or overnight, as you choose. Take it out, rinse under the cold water faucet—no brushing is needed.

Then you get a plate free from slimy mucus and stains—a plate sparkling with beauty and glittering with purity. No more dull-looking, murky, dismal false teeth for you—lasts for weeks—30 cents—all drug stores.

2 Mistakes Young Wives So Often Make

At this very moment there are countless thousands of young wives who are beset with uncertainty. The pity of it is that these young women will go on making needless mistakes because they have no one to turn to for much needed advice.

Because of inward shyness, many women live in ignorance about the subject of feminine hygiene. Others are woefully misinformed and, as a result, have used douches of over-strong solutions of acids which can actually burn or scar delicate tissues. Your own doctor will verify this.

Today, there is a truly safe product for the douches that offers amazing hygiene protection. This great discovery is Zonite. You will find no skull-and-crossbones on Zonite's label.

because Zonite is non-poisonous, non-caustic. Yet, it kills germs, bacteria on coats, Zonite actually destroys undesirable odors. Protects personal cleanliness. Most important, is safe for delicate tissues.

So enthusiastically have women accepted the safe hygiene protection of Zonite that over 30,000,000 bottles have already been bought.

Free Book Tells Intimate Facts

If there is any doubt in your mind about the subject of feminine hygiene, get this frankly written booklet "Feminine Hygiene Today," which we will send you FREE, without obligation, in plain wrapper. Send name and address to Zonite Products Corporation, Dept. 240-B, 370 Lexington Avenue, New York, N. Y.

Andy Says:

"See Furstoss First"

LOWEST PRICES

IN TOWN

— ON —

FRIGIDAIRE — PHILCO RADIOS
EASY WASHERS — QUALITY RANGES
GLENWOOD RANGES
and Other Electrical Appliances

OPEN EVENINGS FOR YOUR CONVENIENCE

FURSTOSS APPLIANCES INC.

409 Chili Avenue

Gen. 2070

Mrs. Mary Andrews, 12 Alonzo St.

DON'T MISS IT!

**CHAMPIONS
ODDS and ENDS
SALE!**

Hundreds Of Bargains
In Seasonable
SPORTSWEAR

OPEN ALL
DAY SATURDAY
9:00 A. M.
TO 5:30 P. M.

Men's SLACKS 15% Off
REDUCED Reg. Price

Champion
KNITWEAR CO. 71 ST. PAUL ST.

1/2 Hour Parking at Bill's and Strand Parking Stations

HARRIS NUSBAUM

ADVANCE Sale

Save to 30% On Girls' Fall
COATS



Sizes
1 to 4
2 to 6 1/2
7 to 16
Chubby
Sizes
8 1/2 to 16 1/2

3 MONEY-SAVING GROUPS!
\$9.95 \$12.95 \$15.95

We bought these coats early... before the price rise... therefore we can definitely promise you saving of 20% to 30% on all our coats. Manufacturers are continuing to advance their prices... you therefore will find it wise to buy now. Our stocks are complete... full size ranges and all the newest styles and fabrics for Fall and Winter. Save at Nusbaum's. Use our LAY-AWAY PLAN for your convenience.

New **DRESSES \$1.00**
Easily worth \$1.49! All the newest fall styles, guaranteed washable. Sizes 1 to 6 1/2, 7 to 16.

HARRIS NUSBAUM

221-229 JOSEPH AVENUE
OPEN EVENINGS — FREE PARKING

DAW'S COUPON

MINIATURE GUM-DROP JELLIES

Soft-Sugared
Fruit-Flavored
Delicious
Pound Pkg.
11c
(Limit 2 Lbs.)

DAW'S COUPON

APPLE BLOSSOM TOILET SOAP

Reg. 10c Bars
Box of Six
23c
(Limit 2 Boxes)

DAW'S COUPON

PROBAK BLADES

Pkg. Of 20
50c Value
18c
(Limit 2 Pkgs.)

DAW'S COUPON

ROOT BEER EXTRACT

MAKES 40 PINTS OF
DELICIOUS ROOT BEER
Reg. 25c Size
9c
(Limit of 2)

DAW'S COUPON

ADHESIVE PLASTER

1/2 inch x 5 yards
Reg. 10c
2 for 11c
(Limit 4)

DAW'S COUPON

WOODBURY TALC POWDER

11c

DAW'S COUPON

CITRONELLA OIL

For Mosquitos
3-oz.
14c

DAW'S COUPON

PETERSON'S OINTMENT

14c

DAW'S COUPON

BLONDEX SHAMPOO

14c

DAW'S COUPON

WOODBURY'S TOOTH PASTE

LARGE 25c SIZE
11c
(Limit of 2)

DAW'S COUPON

BRILLIANTINE FITCH'S

25c SIZE
11c
(Limit 2 Bottles)

DAW'S COUPON

MAVIS

Talcum, 25c Size
19c

DAW'S COUPON

PROPHYLACTIC

Tooth Brush Nylon Bristle
23c

DAW'S COUPON

BISODOL

Powder, 65c Size
49c

DAW'S COUPON

GLOVER'S

Flea Pdr., 35c Size
23c

DAW'S COUPON

PERFUMED WATER SOFTENER

BATH CRYSTALS
ASSORTED ODORS
5-Lbs.
44c

DAW'S COUPON

Pinkhams Medicine

69c

DAW'S COUPON

Peterman Ant Food

16c

DAW'S COUPON

FREE DELIVERY

Within City Limits On Purchase
Right Reserved To Limit Quantities

DAW'S COUPON

WOODBURY TALC POWDER

11c

DAW'S COUPON

WOODBURY'S TOOTH PASTE

LARGE 25c SIZE
11c
(Limit of 2)

DAW'S COUPON

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25c SIZE
11c
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Powder, 65c Size
49c

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GLOVER'S

Flea Pdr., 35c Size
23c

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5-Lbs.
44c

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Peterman Ant Food

16c

DAW'S COUPON

PROBAK BLADES

Pkg. Of 20
50c Value
18c
(Limit 2 Pkgs.)

DAW'S COUPON

ROOT BEER EXTRACT

MAKES 40 PINTS OF
DELICIOUS ROOT BEER
Reg. 25c Size
9c
(Limit of 2)

DAW'S COUPON

ADHESIVE PLASTER

1/2 inch x 5 yards
Reg. 10c
2 for 11c
(Limit 4)

DAW'S COUPON

WOODBURY TALC POWDER

11c

DAW'S COUPON

CITRONELLA OIL

For Mosquitos
3-oz.
14c

DAW'S COUPON

PETERSON'S OINTMENT

14c

DAW'S COUPON

BLONDEX SHAMPOO

14c

DAW'S COUPON

WOODBURY'S TOOTH PASTE

LARGE 25c SIZE
11c
(Limit of 2)

DAW'S COUPON

BRILLIANTINE FITCH'S

25c SIZE
11c
(Limit 2 Bottles)

DAW'S COUPON

MAVIS

Talcum, 25c Size
19c

DAW'S COUPON

PROPHYLACTIC

Tooth Brush Nylon Bristle
23c

DAW'S COUPON

BISODOL

Powder, 65c Size
49c

DAW'S COUPON

GLOVER'S

Flea Pdr., 35c Size
23c

DAW'S COUPON

PERFUMED WATER SOFTENER

BATH CRYSTALS
ASSORTED ODORS
5-Lbs.
44c

DAW'S COUPON

Pinkhams Medicine

69c

DAW'S COUPON

Peterman Ant Food

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AY, AUGUST 14, 1941

For The Finest Labor Day Vacation You've Ever Had — Make Reservations
Now for a Low Cost De Luxe Sun Tour to New York, Toronto or Boston!

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Delivered Every Thursday

FOURTH YEAR—No. 43

ROCHESTER, N. Y., THURSDAY, AUGUST 21, 1941

To 75,200 Rochester Homes

PHONE STONE 6001

Sports Curtailment Seen In A. B. C. Ruling

By ED RANDALL

Local keggers, semi-pro baseball, basketball and other sports fans are faced with a serious curtailment in sponsors if a new ruling of the New York State Alcoholic Control Board becomes effective.

According to information received by Ed Wildey, RBA Secretary, from Irwin Kuebler, New York State Bowling Association vice-president, the Board plans to bar brewers and liquor dealers from the sponsorship of athletic teams.

Realizing the effect of this ruling on the local bowling picture, Wildey has dispatched wires to ABC Headquarters and to the Alcoholic Control Board, protesting the unfairness of this measure. Wildey points out that the Ohio Board of Liquor Control enacted similar legislation in August 1939, and that on October 26, 1939, the law was rescinded. According to Secretary Wildey, heavy pressure was brought to bear on the Board by the Buckeye bowlers and the loss of business by brewers and distillers at the hands of the 62,000 Ohio bowlers alone, caused reconsideration of the act and its resultant abolition.

It is expected that the sports fans of New York State will express similar resentment at this unfair legislation. Sponsorship of bowling teams by taverns, restaurants and distillers comprises a large majority of sanctioned leagues and the loss of such sponsorship would be a serious blow to organized bowling. There is a strong possibility that petitions

B'nai B'rith Lodge To Picnic Sunday

A full sports program has been planned for the annual picnic of the B'nai B'rith Lodge slated for Sunday in the west area of Powder Mill Park.

According to Jack Wiseman, picnic chairman, a caravan of cars and buses will leave from the J. Y. M. A. at 11 a. m.

led by a police escort. Transportation will be provided for those members who do not have cars. Refreshments, suckers, prizes and balloons will be provided. Each picnicer is to bring a basket lunch. Those who seek transportation are advised to contact Jack Cohen, 230 East Ave.

Frank G. Weinberg is president of the lodge.

Red Wings Aim For Play-Off Spot In Final Home Stand

Battling to regain their spot in the playoffs, the Red Wings will come home Sunday to open their final stand of the regular season at the Norton Street Stadium, meeting the Buffalo Bisons in a doubleheader. Twin bills beset the Wings during their week at Jersey City and Newark, where they took part in five double features.

Next Tuesday will be Radio Fans Appreciation Night and one of the bumper crowds of the season is expected. This game will not be broadcast. There will be a variety of worthwhile gifts for the fans, including an electric refrigerator and 12 portable radios. Every person attending this game will receive a group picture of the Red Wings.

Buffalo will provide the opposition for the Wings in the closing series, Thursday and Friday, August 28 and 29. These will be night games and they may well settle the final position of the Rochester club in the 1941 race.

Carnival Planned In Stonewood District

Members of the I. O. O. F. Stonewood Boosters will stage a carnival on the Exempt Firemen's grounds at Dewey Ave. and Pomona Dr. for four days beginning next Wednesday. Rides and entertainment will be featured with free acts slated for nightly showings.

Variety of Trade Subjects Offered In Night Courses

A thousand new trainees are expected to register for the Fall term of free all-night national defense training classes which are scheduled to begin Sept. 2, according to the Vocational Education for National Defense division of the Board of Education.

Eleven trade subjects will make up the national defense training curriculum which includes auto mechanics, aviation ground school, blueprint reading, cabinet making, electricity, foundry practice, machine shop practice, mechanical drawing, sheet metal work-welding (electric and gas), and U. S. ordinance inspection.

With the existing shortage of skilled and semi-skilled workers in defense industries, possibilities of obtaining well paid employment are practically assured for those who qualify upon completion of the required intensive 10-week training period.

All-night classes are conducted in seven city high schools from 10 p. m. to 6:30 a. m. Monday through Friday.

Further particulars regarding entrance requirements may be had by calling at Room 309, Board of Education building, 13 South Fitzhugh Street, from 9 a. m. to 6 p. m. daily. Registration is made with the New York State Employment Service, 55 Broad St.

Bank Celebrates Opening Of Eleventh Unit In Area

Formal opening of the eleventh unit of the Lincoln-Alliance Bank and Trust Co. in the Rochester area took place Monday at 2865 Dewey Ave.

to serve the Dewey-Stone Rd. section.

Stephen J. Spellman, named manager, welcomed town and county officials, bank officers and business men at the opening day ceremonies.

Spellman has been with the Lincoln-Alliance organization since 1921 when he began his work as a messenger at the main office. Since that time he has filled positions in various departments of the bank including that of credit manager at the main office and assistant manager of the East Side office.

Gordon Howe, town supervisor of Greece led the officials' delegation at the bank on opening day. Others included Sheriff Al Skinner, Herbert J. Winn, chairman of the boards of Lincoln-Alliance Bank and the Taylor Instrument Cos.; and Raymond N. Ball.

To prevent fruit pies from boiling over, add a teaspoonful of cornstarch to the fruit, and beat the sugar, fruit and cornstarch before putting in the crust.

Only One Week Left In Which To Make Sun Tour Reservations

With but six days remaining in which to make reservations for one of the Labor Day week-end Sun tours and with inquiries increasing daily, a last-minute avalanche of tourists is expected tomorrow and Saturday at the office of The Rochester Sun, 420 Burke Bldg., where all reservations are being made.

Destinations of the three deluxe low-cost tours arranged by the Travel Department of The Sun are: New York, Toronto and Boston.

Cost of the tour is \$18.95 per person on the New York and Toronto trips and \$29.50 for the Boston tour.

Included in each of the trips are so many de luxe features, so many educational and entertaining sight-seeing tours, it may seem a bit difficult to decide which one to choose. But, no matter where you want to go, choose a Sun tour and you have chosen the most for the least.

Toronto

Despite the threatened shortage of hotel space in Toronto over the Labor Day week-end, Sun tourists will have no worry at all on that score. An entire section of the spacious Royal York hotel has been reserved for the exclusive use of the Rochester Sun party. Because of the influx of tourists to the Queen City of Canada to view the mighty Canadian National Exhibition and because of the heavy demands of the military and naval forces of the nation, it has been rumored that hotel space will be at a premium during the holiday.

Assurance of a de luxe hotel room in the largest hotel in the British Empire is only one of the many desirable features of the low cost tour arranged by The Sun for its readers through The Sun Travel Department.

The trip to Toronto will be made on the Steamship "Kingston" of the Canada Steamship Lines, leaving the municipal docks at Charlotte at 11 p. m. (Continued On Page 2)

Boston

The Boston Sun party will leave Rochester at 7:52 a. m. Friday, Aug. 29, for a daylight trip across the Empire State to the capitol at Albany; then on through the Berkshire Hills of Massachusetts and into South Station, Boston, arriving there at 5:35 p. m. The trip will be made in special cars attached to the Lake Shore Limited, one of the finest trains of the New York Central system. A delicious luncheon will be served on the diner during the noon hours. At the station taxis will meet the personally conducted tour party and take them directly to the Hotel Bellevue, located in the shadow of the State House in Boston. Rooms with private bath and shower will have been reserved, and the evening will be left free for tourists to get acquainted with the city. On Saturday an all-day ocean voyage to Provincetown and return will be made. Tours of Boston, Cambridge and on Sunday sightseeing Lexington, Concord, Bunker

Lexington, Concord, Bunker (Continued On Page 3)

New York

Despite the enticements of the travel stories and the efforts of "Steve" Hanagan and others promoting far distant resorts, the favorite vacation spot of millions of Americans is still New York City. And Rochesterians are no different from the rest of the country. New York it is, and New York it will remain as long as the lights burn on Broadway, as long as the crowds mill at Times Square and as long as the noise and hum of the big city continues to magnetize the nation.

Because of its popularity, The Rochester Sun has arranged a delightful week-end vacation to New York for its readers over the Labor Day week-end. Combining many de luxe features into one low cost tour the Travel Department of this newspaper has made it possible for people in all walks of life to visit New York and "really see" the town.

(Continued On Page 2)

ADVANCE SALE! NEW FUR AND FUR-TRIMMED COATS

Our buyer months ago combed the markets and purchased the finest fur coats and fur-trimmed coats at advantageous prices which since have soared to great heights. EVERY DOLLAR WE SAVED IS A DOLLAR SAVED FOR YOU! The selections are here . . . hundreds and hundreds of coats . . . luxurious furs, finest fabrics. Every coat an assured 1942 style success. Shop now at Nusbaum's for your new fur or fur trimmed coat in a store that's noted for value-giving.



Save \$10 to \$25 On Every Coat FUR COATS

* Muskrat * Persian * Skunk
* Laskamouton Lamb * Kid Skin
* Muskrat * Northern Seal-Dyed
Coney * Sable Seal-Dyed Coney
* Ensembles and Fox Jackets

\$49⁵⁰ to \$295

FUR TRIMS

All These Luxurious Furs

Silver Fox, Persian Lamb, Marmink,
Raccoon, Cross Fox, London Dyed
Squirrel, Silvered Fox, Tipped
Skunk

\$26⁵⁰ to \$69⁵⁰

Every Size From 9 to 32

100% Camel Hair and Wool Coats
With Zip-In Lining
Zip out the lining for hazy
Autumn days. Zip it in to
keep you warm and comfort-
able in the coldest winter
weather. Tailored in bal-
looned, wrap-around and the
new "wool" model.

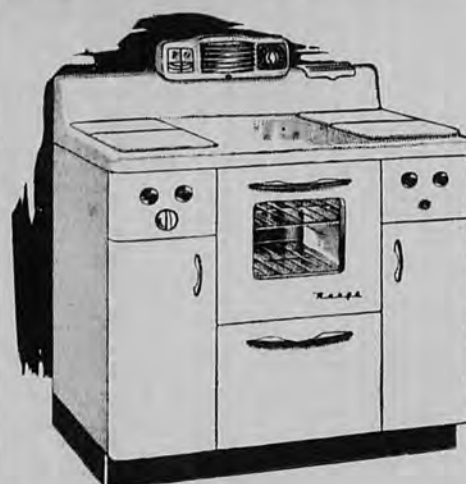
\$18⁹⁵



HARRIS NUSBAUM

221-229 JOSEPH AVENUE

OPEN EVENINGS
TIL 9



It's designed for better cooking! It has the newest, most advanced features! It's the best gas range you can buy today! That's why Lauer's says to you:—BUY THE SPARKLING NEW NORGE STOVE!

Spiro-Speed top burners, designed on an entirely new principle, concentrate the heat to offer the most efficient and economical operation. And the revolutionary Mod-fire oven burner heats the extra large porcelain lined oven evenly and thoroughly at all times. Yes—we say it again:—BUY THE SPARKLING NEW NORGE STOVE AT LAUER'S! Priced from \$114.50 to \$189.



Improved Mod-fire oven burner assures better oven baking and roasting results.

Big oven, lined in light spackled steel porcelain, takes largest turkey, conveniently.

Handi-tilt broiler makes broiling as easy as frying. . . retains delicious meat juices.

BUY THE NEW 1942

NORGE

GAS RANGE

— AT —

Lauer's

50 STATE ST.

OPEN FRIDAY 'TIL 9 P.M.
OPEN ALL DAY SATURDAY



ON SALE AT LAUER'S • 50 STATE ST

REDUCED FOR QUICK DISPOSAL TO MAKE ROOM FOR FALL MERCHANDISE

Women's Wrist Watches \$5.89
Diamond Studded Birthstone Rings 7.89
Solid Gold Wedding Rings 7.89
Men's Diamond Signet Rings 5.95
Evans Lighters 1.00
10-Piece Dresser Set 1.95
2-Fountain Pen Desk Sets 1.89
Men's 7-Jewel Wrist Watches 1.89
Expanding Wrist Watch Bands 1.89

With prices as low as these, this sale cannot last long. The items listed are only a few of the bargains you will find at this spectacular Mid-Summer Clearance Sale.

J. M. WILDMAN CO.
41 MAIN STREET EAST

Mrs. Mary Surgenor, 2013 Monroe Ave.

WM. F. and S. GEO. SHAFER
Formerly President & Vice-President

MENG & SHAFER

AUGUST FUR SALE

Special!

Persian Paw
Coats \$137

Bewitchingly beautiful,
highly practical Black
Persian Paw as sketched.
A coat classic for around-
the-clock wear.

Other Persian Paws,
\$117 to \$177

Shafer's Proudly Presents
a Lower Price Range than
in Years of Low Prices
Generally

\$57 to \$1650

Such a low price opportunity
will end with the conclusion
of this sale. It represents
the greatest money-saving
achievement in all our history.

- Charge Accounts
- Budget Payments

SHAFER/CO.

STONE 18
STONE 125

51 East Ave.

VISIT our

ONE
Cooking Experience
will convince you!

CERTIFIED PERFORMANCE

GAS
RANGES



The
Greatest

ADVANCE IN 20 YEARS
and the Nearest Thing to

Cooking Perfection

CP RANGES ARE
BETTER RANGES

THREE NATIONAL
LEADERS

CP ranges pass 22 exacting tests of manufacturing merit. They have the amazing new electric lighter for oven and broiler and many other points of preference.

\$20 FOR YOUR OLD STOVE
When Turned in on a New CP Range!

Rochester Gas & Electric

89 East Ave.

Main 7070

Automotive And Appliance Concern Opens Ridge Rd. Branch



Carrying the slogan "A World of Auto Parts" to the northeast section of the city is the Unit Parts Corp., which this week opened a branch of the organization on Ridge Rd. between Lake Ave. and the Veterans Memorial Bridge.

Included in the vast stock of the new unit is a complete line of automotive parts, as well as large displays of radios, refrigerators, washers and other home appliances.

Organized in 1926, Unit Parts Corp., has enjoyed a steady growth in the Rochester area.

Clyde Pierce, associated with the company for a number of years, has been named manager of the Ridge Road store.

Arthur H. Lane, credit manager of the main office will act in that capacity at the branch store as well.

Officers of the company are: H. Tyler Miller, president; Carl Hoesler, vice-president; William T. Babcock, secretary and treasurer.

New York . . .

(Continued From Page 1)

Special cars attached to a comfortable, air-conditioned train of the New York Central Railroad will leave Rochester at 11:25 p.m. DST., Friday, August 29, to speed the Sun-tourists to Gotham, arriving at Grand Central Station early Saturday morning. Return to the city will be made Monday evening or Tuesday morning.

A choice of ten trains is available for the return. Included as features of the tour which is priced at \$18.95 per person is a private room with bath, shower and radio at New York's Hotel Lincoln for Saturday, Sunday and Monday, rail transportation to and from New York via New York Central air-conditioned coaches, a steamship trip around Manhattan Island, a four hour grand tour of every part of New York via Gray Lines Motor Coaches, a trip through the broadcasting and television studios of NBC and a ticket of admission to the promenade roof of the RCA building in Radio city.

Tourists desiring a longer stay in New York may use their return transportation ticket any time within 20 days at no extra fare. Tickets will be honored on all trains with coach service coming to Rochester.

Reservations for the New tour must be made at the office of The Rochester Sun, 420 Burke Bldg., 5 St. Paul St., but it is advisable to make reservations as soon as possible to be assured of the best accommodations available.

Office hours of the Travel Department of The Rochester Sun are 9 to 5 daily and 9 to noon on Saturday.

To be sure of the choicest accommodations, it is imperative that you make your reservations as soon as possible. They will be accepted at The Sun office, 420 Burke Bldg., 5 St. Paul St., until 5 p.m. Friday, Aug. 29, but it is advisable to arrange for your party before that date. A complete itinerary of the tour and all other information pertaining to the trip may be secured at The Sun office or by phoning Stone 6001.

The Toronto tour combines the advantages of several trips and is a delightful way to spend the long Labor Day holiday. At the low cost of \$18.95 it represents a travel value that would be difficult to secure other than through the special arrangements provided by The Rochester Sun.

Another good carpet cleaner is a grated raw potato rubbed over the surface and finished off with a wet warm cloth. This is especially good for stained and spotted carpets.

To stiffen up an old rug, clean it, then paint the underside with starch. Leave it in the sun until well dried.

諸君
[YES]
[君]
[SIR]
GILBEY'S GIN

Toronto . . .

(Continued From Page 1)

Friday, Aug. 29, Outside state-rooms will be reserved for the Rochester party.

In addition to the delightful overnight trip, the tour which is specially priced at only \$18.95 per person, includes the stay at the Royal York for Saturday, Sunday and Monday, a visit to the Canadian National Exhibition, a sightseeing tour of Toronto and vicinity, visiting all the historic and interesting spots which abound in the Toronto area, a motor launch trip through the lagoons and along the waterfront of the city and a de luxe dinner served in the ship's main dining room on the return journey. Transportation from the boat docks to the hotel and return will be provided at no extra cost.

SHOP FOR QUALITY...at

Rivers

...and Save 25% During Our

August Furniture Sale

Here at Rivers just out of the High Rent District your furniture problems receive the personal attention of firm members and where lower overhead guarantees lower prices.

"Famous for
Fine Furniture
for Over Thirty Years"

STORE OPEN EVERY EVENING

7 TO 9:30

AMPLE PARKING SPACE—STONE 1139

FRANK A. RIVERS CO.

226 SOUTH AVENUE

ORIGINATED
by McFARLIN'S

THE SALE WITH A REPUTATION

PERPETUATED
by McFARLIN'S

This Year, You Can't Afford to Miss the Big Savings in

McFARLIN'S

75th SEMI-ANNUAL

Oddment Sale!

With uncertainty prevailing as to future price levels and the availability of certain fabrics, it will pay to stock up with a generous supply of the things you need for yourself and family. We must clear this merchandise regardless of past costs and future advances to insure turnover and to make ready for incoming stocks of new-season merchandise.

MEN'S CLOTHING:

Odd \$65.00 Hickey-Freeman Suits	\$32.50	Odd \$35.00 Tropical Suits	\$17.50
Odd \$85.00 Hickey-Freeman Suits	42.50	Odd Polo Coats	49.65
Odd \$40.00 Gabardine Suits	20.00	Odd \$37.50 Gray Flannel Suits	27.50
Odd Hickey-Freeman Winter Fleece Overcoats	35.50	Odd \$35.00 Fanny Winter Overcoats	23.50
Odd Winter Fleece Overcoats	35.50	Odd Palm Beach Suits	8.85
Odd \$30.00 Topcoats	23.50	Odd \$39.50 Suits	32.65
Odd \$90.00 Hickey-Freeman Suits	45.00	Odd \$30.00 Suits	24.65
Odd \$50.00 Worsteds Suits	39.65	Odd \$35.00 Tweed and Worsteds Suits	17.50
Odd Hickey-Freeman Topcoats, Values to \$70.00	49.65	Odd \$75.00 Hickey-Freeman Suits	63.65
Odd \$55.00 Worsteds Suits	45.65	Odd Rogers-Pet Suits	39.00
Odd \$40.00 Worsteds Suits	33.65	Odd Tropical Worsteds Suits	28.65
Odd \$40.00 Topcoats	26.50	Odd Tropical Worsteds Suits	18.65
Odd \$75.00 Hickey-Freeman Gabardine Suits	37.50		

Special Group of Worsteds and Cheviot Suits, Values to \$55.00 . . . \$34.50

MEN'S FURNISHINGS:

Odd \$2.00 White Broadcloth Shirts, collar attached	\$1.69, 3 for \$4.75	Odd Sport Belts, values to \$1.50	69c
Odd \$2.00 White Broadcloth Shirts, neckband style	\$1.69, 3 for \$4.75	Odd Sport Belts, values to \$3.50	\$ 1.69
Odd \$2.50 White Broadcloth Shirts, collar attached	\$2.15, 2 for \$6.25	Odd 20c White Linen Handkerchiefs	27c
Odd \$2.50 White Broadcloth Shirts, neckband style	\$2.15, 2 for \$6.25	Odd Sweaters, Slip-On Style, values to \$6.00	3.79
Odd Fancy Shirts, values to \$2.85	\$1.69, 3 for \$4.75	Odd Sweaters, Coat Style, values to \$6.00	3.79
Odd Fancy Shirts, values to \$4.50	\$2.69, 3 for \$7.75	Odd \$2.95 String-Weave Sweaters	1.29
Odd Neckwear, values to \$1.50	89c, 3 for \$2.60	Odd Sweaters, values to \$3.50	1.59
Odd Neckwear	95c, 3 for \$2.75	Odd Sweaters, values to \$8.50	4.79
Odd Neckwear, values to \$2.50	\$1.29, 3 for \$3.75	Odd \$1.95 Club Coat (small sizes)	1.69
Odd Neckwear, values to \$3.50	\$1.89, 3 for \$5.50	Odd Beach and Locker Robes, values to \$5.00	2.47
Odd Pajamas, values to \$2.50	\$1.69, 3 for \$4.75	Odd Dressing Robes (lined) values to \$22.50	12.95
Odd Pajamas, values to \$3.50	\$2.45, 3 for \$7.25	Odd Dressing Robes (lined), values to \$60.00	34.95
Odd Pajamas, values to \$5.00	\$3.45, 3 for \$10.00	Odd Cocktail Jackets, values to \$12.00	6.95
Odd Pajamas, values to \$10.00	\$6.95	Odd \$20.00 Luxurious House Coats of Mole Silk (put one away for gift-giving)	9.85
Odd Fancy Shirts, values to \$5c	35c	Odd \$1.00 Basque Shirts	79c
Odd Swiss Rib Athletic Shirts	35c	Odd Basque Shirts, values to \$2.00	1.13
Odd \$1.00 Linen and Lace Shorts	47c	Odd Sport Shirts, values to \$2.50; Small sizes	89c
Odd \$1.50 Extra Lightweight Union Suits	1.15	Odd \$2.00 White Sport Shirts	1.69
Odd \$2.00 Heavyweight Union Suits	1.15	Odd Bathing Garments, values to \$3.00	59c
Odd \$1.00 Athletic Union Suits	47c	Odd Bathing Garments, values to \$5.00	2.95
Odd 35c Fancy Hosiery	27c, 4 pairs 1.00	Odd \$2.95 Bathing Garments	1.95
Odd 30c Fancy Hosiery	35c, 3 pairs 1.00	Odd \$3.95 Bathing Garments	2.85
Odd \$1.00 Fancy Hosiery	69c, 3 pairs 2.00	Odd \$1.95 Bathing Garments	1.15
Odd \$1.00 Suspenders by Hickok	69c	Odd Hawaiian Beach Garments, values to \$3.95	1.15
		Odd Smokers' Articles	79c
		Odd Smokers' Articles, values to \$3.00	1.69
		Odd Smokers' Articles, values to \$6.00	3.59
		Other Odd Furnishing Items	Greatly Reduced

BOYS' & STUDENTS' WEAR:

Odd \$22.50 Student Suits, Half Price	\$11.25	Odd \$1.00 Belts	49c
Odd \$20.00 Student Suits	14.85	Odd \$1.75 Boys' and Youths' Shirts	98c
Odd \$25.00 Student Suits	18.45	Odd \$2.25 Boys' and Youths' Shirts	\$1.69
Odd \$30.00 and \$32.50 Student Suits	22.95	Odd \$2.95 Swim Trunks	1.49
Odd \$20.00 Cadet Long-Trouser Suits	13.95	Odd \$2.95 Broadcloth Pajamas	1.97
Odd \$20.00 Students' Topcoats and Overcoats	14.85	Odd \$4.95 Flannel Jackets (junior sizes)	1.98
Odd \$26.50 Students' Topcoats and Overcoats	19.45	Odd \$1.25 Cotton Bush Coats	49c
Odd \$13.95 Boys' Mackinaws	8.85	Odd 65c Boys' and Students' Ties	28c
Odd \$19.50 Boys' Mackinaws	15.45	Odd \$4.95 All-Wool Shirts	3.49
Odd \$12.50 Boys' Two Knicker Suits	8.45	Odd \$1.25 Sport Shirts	87c
Odd \$12.95 Boys' Knicker and Short Suits	8.45	Odd \$1.00 Mesh Sport Shirts	58c
Odd \$14.95 Boys' Rugby Suits	8.85	Odd 35c Prep Hose, Half Price	18c, 3 pairs 50c
Odd \$14.50 Boys' and Students' Sport Coats	8.85	Odd 29c Ribbed Hose	25c, 4 pairs 1.00
Odd \$19.50 Boys' and Students' Sport Coats	12.15	Odd 29c Knicker Hose, Half Price	18c, 3 pairs 50c
Odd \$4.95 Boys' and Students' Wool Slacks	3.49	Odd 35c Junior Half Hose and Anklets	22c
Odd \$3.95 Students' Slacks Suits	2.29	Odd \$2.25 Corduroy Shorts	1.29
Odd \$10.95 Juvenile Overcoats, Half Price	5.45	Odd \$2.50 Juvenile Sweaters	1.79
Odd \$12.95 Juvenile Topcoats	8.85	Odd Juvenile Cotton Knit Suits	1.79
Odd \$3.23 Boys' Corduroy and Wool Knickers	2.79	Odd \$1.00 Scram Suits	47c
Odd \$3.50 Boys' and Students' Wash Slacks	2.45	Odd \$1.95 Cotton Overalls (junior size)	94c
Odd \$12.95 Leather Jackets	8.45	Odd \$2.25 Corduroy Overalls	1.69
Odd \$10.95 Suede Leather Jackets	5.45	Odd \$1.25 Wash Shorts	87c
Odd \$7.95 Wool Jackets	5.45	Odd \$1.95 and \$2.50 Wash Shorts (some stout sizes)	1.49
Odd \$12.95 Wool Snow Suits	7.98	Odd \$1.50 Juvenile Pajamas	77c
Odd \$5.95 Wool Sweaters	3.89	Odd \$4.95 Boys' Robes	2.98
Odd \$3.95 Wool Sweaters	2.69		

MEN'S SPORTSWEAR:

Odd \$13.50 Palm Beach Sport Coats; sizes 36, 37	7.95
Odd Sport Coats, values to \$24.50	\$ 9.85
Odd Corduroy Sports Coats	12.85
A Special Group of Sport Coats Reduced to	19.85
A Special Group of Sport Coats Reduced to	23.85
Odd Wool Slacks and Trousers, values to 5.45	3.95
Odd Wool Slacks and Trousers, values to \$7.95	5.95
Odd Striped Flannel Slacks (small sizes), val. to \$7.65	4.95
Odd Striped Flannel Slacks (small sizes), val. to \$12.50	7.95
Odd Wash Slacks, values to \$5.95	1.95
Odd Shirt-and-Slacks Sets, values to \$7.95	4.95
Odd Golf Hats	HALF-PRICE
Odd Women's Cotton Riding Breeches, values to \$1.45	95c
Odd Women's Cotton Riding Breeches, values to \$7.45	1.95
Odd Women's Cotton Jodhpurs, values to \$2.25	1.45
Odd Women's Cotton Jodhpurs, values to \$6.95	2.45
Odd Women's White Jodhpurs & Breeches, val. to \$7.50	2.95
Other Odd Sportswear Items	Greatly Reduced

MEN'S SHOES & HATS:

Black, Brown or Sport Styles in All Three Groups:	
Odd Oxford, values to \$7.50	\$ 5.95
Odd Heywood Oxfords, values to \$12.00	7.95
Odd Nettleton Oxfords, values to \$12.50	\$9.95 and \$11.95
Odd \$5.50 Sport Oxfords, crepe or red rubber soles	3.95
Odd Play Oxfords	1.95
Odd \$13.50 Golf Shoes, including Sportfoamals and Nettletons	8.95
Odd Straw Hats, values to \$3.50	1.59
Odd Straw Hats, values to \$6	2.29
Odd \$5 and \$6.50 Felt Hats	\$4.29 and \$4.49
Odd \$7.50 and \$10 Felt Hats	6.39 and 7.69

BOYS' SHOES:

Odd \$1.75 Infants' and Children's Slippers	78c
Odd \$2.50 Boys' Slippers	1.28
Odd \$2.95 Infants' Shoes	1.28
Odd \$4.25 Children's Shoes, Shark Tip or	2.55
Odd \$4.25 Children's Shoes, 12 1/2 to 13	2.55
Odd \$4.50 Boys' Shoes; 1 to 6	3.85
Odd \$5.00 Boys' Shoes; 6 1/2 to 10	4.38
Odd \$2.50 Kids (high or low style)	1.48
Odd \$6.50 Girls' Shoes; 1 1/2 to 9	3.28

McFARLIN Clothing Co.

195 MAIN STREET EAST

WHERE THE GOOD CLOTHES COME FROM

Boston . . .

(Continued From Page 1)
Hill, Old North Church, Faneuil Hall, the State House, Boston Common and many other interesting places in and around Boston will take place.
The return journey will leave from Boston at 3:15 p. m. Monday, Sept. 1, and will arrive in Rochester at midnight. During

the return journey a de luxe dinner will await each tourist in the train's diner.
A complete itinerary and other information concerning the trip may be had at The Sun office. Reservations will be accepted until Thursday, Aug. 28, at 5 p. m.
So that leaves you with just one week to decide to join in one of the finest New England vacations ever staged.

DEFENSE WORK Requires Accuracy and Close Attention to Detail

Protect Your Eyes . . .
and Your Job!



Your eyes play a most important part in your work. If your eyes show strain have them examined and fitted expertly for glasses by our Registered Optometrist, Dan G. Albert. Glasses at Smalls are not expensive. A ruling of the State Optometry Board forbids quoting you the very low prices you find at Smalls for complete glasses. . . but you can be sure that highest quality glasses and frames don't cost much more here.
PRESCRIPTIONS Accurately Filled

No Money Down
Small Sum Weekly

We Use Only Bausch & Lomb And Shur-on Lenses
YOU CAN BUY WITH CONFIDENCE AT . . .

Smalls

28 MAIN ST. EAST
ROCHESTER, N. Y.

Free Parking, Casino Station, Rear of Store!

Mrs. Dris Schwan, 42 Sterling St.

Follow the Leader! -buy Frigidaire



Come in!
See the many models to choose from!
Only \$129.75

THE FAMOUS MEYER-MISER
Cuts current cost to the bone!
• Quickcube Trays
• Lifetime Porcelain Food Compartment, even including Door Panel
• Large Ice Capacity
• 5-Year Protection Plan—Backed by General Motors

You're Sure of Satisfaction When You

'SEE FURSTOSS FIRST'

409 Chili Ave. Open Evenings Gen 2070

Rochester's Fastest Growing Appliance Store Featuring America's Fastest Selling Appliances!

BUY YOUR FRIGIDAIRE NOW!

YOUR FRIGIDAIRE WILL PAY FOR ITSELF!
A MODEL FOR EVERY PURSE AND PURPOSE!

Employees Make Merry At Drug Co. Picnic



One of the features of the sports program undertaken at the employees picnic of the seven local Daw Drug Co. stores Sunday was a "happy hooligan" race, entrants to which are pictured here. Reading from the left, they are: Lucy Cranmer, Inez Panfil, Mary Weinberg, Ellen Beck and Irene Perry.
The picnic, an all day affair, was held in Corbett's Glen. Hots, hamburgs, soft drinks and ice cream were provided for the employees and their families.
Headed the picnic committee was Miss Marie Grace, assisted by William Lutz, Lola Bulough, Phillip Dente and Louis Jashnoff.

Use Curtains To Square A 'Longish' Room

Living rooms that are long and narrow are a problem to the amateur decorator, but one that can easily be solved by planning arrangements which make the two long walls look farther apart, thus giving the room a square look. Mirrors are a great help. Hung on the long wall they seem to double the width of the room. Window treatments are another widening device.

In many cases the windows are at the end of these long rooms and should be decorated with studied emphasis on horizontal lines to make the wall look longer and the room wider.
Whether there's one wide studio window or a group of two or three windows, the first step is to have an overall cornice built from wall to wall. Then hang lace net glass curtains in a crosswise stripe design from the cornice to the window sill.

Hang your draperies over the wall all the way from the window frame to the corner. And hang them very full—it may take a pair to the side—so that they won't have a spindly up-and-down look.

You'll find many patterns in ready-to-hang lace net curtains which have a very definite crosswise feeling. Sometimes it's gotten with horizontal stripes. Or again with design motifs which run in rows across the curtain. Whichever you choose, you'll be amazed at their effectiveness in squaring a longish room.

Table Tennis Tourney To Be Featured At Red Men's Picnic Sunday

Special features for the 48th annual picnic of the Wah-Bé Tribe of the Improved Order of Red Men to be held next Sunday at Corbett's Glen, include a tournament of table tennis to be played by Ted Mosher, former Monroe County champion, and Jack Schilling, present Monroe County singles and doubles champion. The second feature announced by Milton L. Grossman, general chairman, will be an exhibition of trick horseshoe pitching by the state champion, Stan White.

In addition there will be field events for adults and children, the winners of each event receiving valuable prizes. It is expected that attendance this year will exceed the record of 3,000 set three years ago.

Invitations to attend have been extended to Mayor Samuel B. Dicker, Republican County Chairman Thomas E. Broderick and Democratic County Chairman Roy E. Bush, and it is expected they will be present to meet their many friends.

A good method of preventing jam from crystallizing is to add a tablespoonful of glycerine to each pint of jam while cooking. Less sugar is required and the jam will be clearer.

CUT FUEL COST

HAVE YOUR FURNACE CLEANED

A Clean Furnance Saves Fuel!

OUR SPECIAL AUGUST PRICES WILL SAVE YOU MORE DO IT NOW!



HERE'S WHAT WE DO:

- Hand brush and vacuum clean furnace interior.
- Hand brush and vacuum clean radiator interiors.
- Hand brush and vacuum clean smoke pipe and connections.
- Hand brush and vacuum clean chimney base.
- Adjust damper chains. • Paint doors.

FOR ONLY \$3.50

AUGUST RE-SET; RE-CEMENT SPECIAL

Enjoy a home free from coal gas and soot—take advantage of this low price on a thorough re-cementing job. Satisfaction is absolutely guaranteed.

\$9.50
For Any Standard Type

SCHAFER HEATING CO.

317 ALEXANDER STREET STONE 3308

EXCLUSIVE LENOX HEATING AND AIR-CONDITIONING EQUIPMENT DISTRIBUTOR

Enlargement Program Completed By Local Commercial School

An entirely new Medical Secretarial Department is one of the features of the enlarged School of Commerce which has recently increased its classroom area by one-third.

The School of Commerce is said to be the only private business school with a standard two-year Medical Secretarial Course which is registered by the New York State Education Department in the Higher Education Division.

Heretofore registrations in this department have been limited, but with the additional space, at least 25 per cent more students can be enrolled according to officials of the school.

Another feature of the enlarged area is the installation of a modern cafeteria planned to accommodate both those students who secure their lunches in the cafeteria and those who carry their lunches from home.

Picnic To Have 'Gay Nineties' Revue

A Gay Nineties dance contest, an amateur talent show and numerous sporting events are on the program of the 10th annual outing of the North Democratic Club and auxiliary planned for Sunday at Scheutzen Park. Mrs. Ann Veechio has been

named leader of the auxiliary charge of the arrangements. Others who will serve on committees include Sam Pandina and Don Mattaro.

If a pie runs over in the oven, smoke and odor can be prevented by sprinkling salt over the juice.

Sale Ends Saturday.. Plenty Of Basement Bargains Still Left

THE NATIONAL'S
55th SEMI-ANNUAL

Sale of Odd Items

Our Biggest Store-wide Clear-out
of the Summer . . . These Are Just a
Few of the Bargains in the Basement . . .
But Time Is Flying, You'll Have To Hurry!

BASEMENT MEN'S WEAR BARGAINS

Odd Summer Suits, values to \$19.95 \$9.00

Odd \$18.95 & \$21.95 Worsteds & Tweed Suits . . . \$14.95

Odd \$12.95 & \$15.95 Reversible Topcoats . . . \$9.00

Odd Shirts . . . values to \$1.15 69c

Odd Shirts . . . values to \$1.35 79c

Odd Hose . . . value 27c 17c

Odd Flannellette Shirts, value \$1.15 73c

Odd Neckwear . . . value 27c 11c

Odd Neckwear . . . value 49c 23c

Odd Sweaters . . . value \$1.95 89c

Odd Sweaters, value to \$3.95 \$1.89

Odd Sleeveless Sweaters, value 95c 69c

Odd Basque and Polo Shirts, value 59c 29c

Odd Polo Shirts val. 89c 2 for \$1

Odd Wash Pants, value \$1.95 95c

Odd Wash Pants, val. \$2.95 \$1.49

Odd Slack Suits, val. \$2.45 \$1.69

Odd Fall Jackets, val. \$3.95 \$2.29

Broadcloth Shorts, . . . val. 27c 21c

Odd Sport Belts . . . value 55c 29c

Odd Work Shirts, value 95c 69c

Odd Linen & Palm Beach Caps 19c

Odd Linen & Duck Sport Hats 29c

BARGAINS IN BASEMENT BOY'S WEAR

Odd Boys' Cadet Suits . . . \$6.50

Odd Boys' Knicker Suits . . . \$5.00

Odd Wool & Leather Jackets . . . \$2.89

Odd Boys' Wash Shorts . . . 44c

Odd Boys' Wash Slacks . . . 89c

Odd Wash Ensembles . . . \$1.37

Odd Boys' Polo Shirts . . . 44c

Odd Student Suits & Coats \$9.00

Odd Basque Shirts, 21c, 5 for \$1

Odd Boys' Wool Knickers \$1.49

Odd Boys' Wool Slacks . . . \$1.89

Odd Boys' Sweaters . . . 44c

Odd Boys' Sweaters . . . \$1.49

Odd Boys' Campus Coats . \$5.50

Charge Yours

Pay 1/3 Sept. 10 — 1/3 Oct. 10 . . . Final 1/3 Nov. 10

The NATIONAL
East Main at Stone

What's NEW?



THE Fresh-Flavor
GRAPEFRUIT DRINK

Tart-Sweet
Squirt



A BOTTLE
or 6 for 25c

First Fall Frocks For The Smart Matron



Jacket Dress No. 3370, sizes 16, 36, 38, 40, 42, 44, 46, 48 and 50. Size 36, 3 1/2 yards of 39-inch fabric for dress; 2 1/4 yards for jacket.

Soft Shoulder Dress No. 3110, sizes 14, 16, 36, 38, 40, 42, 44, 46 and 48. Size 36, 4 1/4 yards 39-inch fabric.

Send fifteen cents (15c), (coin preferred) for each pattern. Write plainly your name, address and style number. Be sure to state size you wish.

Address Pattern Department, Rochester Sun, 420 Burke Bldg., Rochester, N. Y.

Blondes Preferred

For a room in which the new wheat colored furniture is used, an Oriental type rug in blonde tones patterned in soft pastels

or deeper shades, makes a decorative background. You'll find these colorings in authentic designs, beautifully reproduced in American-made machine woven Karastans.

Household Hints

The outlet connection for your vacuum cleaner will last much longer if, when disconnecting it, you grasp the plug, not the cord.

At the first sign of wear have the light cord repaired or replaced. Worn cords are dangerous; they often cause shocks or fires.

A large pair of scissors is useful for cutting hairs, threads and bits of string that may get tangled in the brush of your carpet sweeper.

One inexpensive way to clean a carpet and restore the color is to mix a pint of turpentine with one quart of hot water. Dip a carpet brush in this mixture and go over the carpet once or twice.

Slipping rugs worry you? Try winding three "preserving jar" rubbers together with thread and sewing them to the bottom of each corner of the throw rug. They form a good suction cup that will prevent many accidents.

I'VE FOUND IT!
The mayonnaise that really improves SALAD FLAVOR



Roses and Ribbons

A festive air can be given to a practical shower gift of bath towels by a bit of originality in matching the wrappings to the towel pattern. There's a new Roses and Ribbon design in a Fieldcrest towel which is just right for a very unusual "wrapping-up." Just tie satin ribbon around a stack of four or six and slip the stems of a corsage of fresh cut roses under the bow.

Put FLAVOR on your PICNIC PLATE

with BREAST-O'-CHICKEN BRAND Tuna Fish

DELICIOUS salad plates mean nourishment and energy for hot-weather, when you use Breast-O'-Chicken Brand Tuna. Make this superior tuna your mainstay for cool, refreshing summer meals.

TUNA PICNIC PLATE
1 7-oz. tin Breast-O'-Chicken Tuna
1 No. 2 can green asparagus
1/2 lb. pimiento cheese
1 pkg. potato chips
1/2 cup mayonnaise
8 ripe olives
lettuce

Arrange ingredients attractively on four picnic plates.

FREE RECIPE BOOK
Send to: Dept. 8, WESTGATE SEA PRODUCTS COMPANY, San Diego, Calif.

FANCY SOLID-PACK TENDER-TASTY

WEGMANS

Thrifty Shoppers SALE

Hoot mon...thrifty shoppers who "ken" real bargains are going to have a savings-jamboree at home-owned Wegmans markets this week. But you'd better hurry...just 2 more days after today to take advantage of the Thrifty Shoppers Specials featured in every big Wegmans department.

ENJOY TASTIER BAKINGS WITH

Bisquick large pkg. **26c**

14 OZ. BOTTLE TASTY

Scotts Catsup bot. **9c**

BLUE RIBBON CRISPY

Potato Chips lb. **29c**

OUR BEST COFFEE

Kilbourn Hall lb. **21c**

PRIME STEER TENDER SHOULDER

ROAST BEEF lb. **21c**

TENDER SUGAR CURED

COOKED HAMS lb. **33c**

TENDER BONELESS ROLLED

LAMB ROAST lb. **25c**

Large Package
Mothers OATS
16c pkg.

28 Oz. Bottle Imperial
SOFT DRINKS
4 bot. 25c

12 Oz. Can Lion
BEER or ALE
3 cans 25c

12-OZ. BOTTLES FRONTIER

BEER or ALE 4 bot. **25c**

FINE SALAD DRESSING

GREEN GABLES qt. jar **25c**

46-OZ. UNSWEETENED

GRAPEFRUIT JUICE can **16c**

FLOWER CITY BRAND

EGG NOODLES lb. **10c**

BAKE A WONDER CAKE WITH

SWANS DOWN pkg. **19c**

NOURISHING QUAKER

PUFFED WHEAT pkg. **7c**

This Is National WHEATIES Week

WHEATIES 2 pkg. **19c**

No. 2 CAN TENDER YOUNG

SWEET PEAS can **10c**

No. 2 CAN TENDER CUT

WAX BEANS can **10c**

No. 2 CAN VITAMIN-RICH

TOMATOES 4 cans **29c**

24-OZ. CAN GILBERTS

TOMATO JUICE 2 cans **15c**

TALL CAN FREESTONE

PEACHES 3 cans **25c**

Wegmans
HOME OWNED FOOD MARKETS
FREE PARKING FOR CUSTOMERS

CARVED FRAME LIVING ROOM ECONOMY SUITE
Beautifully carved wood enhanced by rich, luxurious upholstery in a choice of colors. See it at Union.
\$79.95

7-PIECE WATERFALL DINING ROOM
A suite in the modern style. It will be a pride and joy to own. Words really don't describe it! Stop in tonight and see for yourself.
\$67

5-PC. SOLID MAPLE DINETTE SET
\$22
SAVE AS MUCH AS \$10!

8-PIECE ASSORTMENT STUDIO OUTFIT
Studio Couch
Occasional Chair
(2) Lamps
(2) End Tables
Throw Rug
Choice of Wall Picture
Best Values in Town
\$47.50

JUST 12 IN THE STORE! BEDROOM SUITES
\$59.50

Have you heard about these
MIDAUGUST SALE MIRACLES?

ELECTRIC MIXERS
\$14.95
\$24.95
50c DOWN - 50c WEEKLY

Vacuum CLEANERS
GUARANTEED - YEAR FREE SERVICE—NATIONAL BRANDS
10% to 20% Off

GAS RANGE
DURING OUR AUGUST SALE ONLY
\$39.95
SAVE up to \$10.00

LARGE 6 1/2 CU. FT. GIBSON ALL STEEL ELECTRIC REFRIGERATOR
LITTLE AS **\$99.50**
NO MONEY DOWN—50c WEEK

UNION
286 EAST AVE.

LOWEST TERMS IN TOWN.
Open Every Evening Until 10.
Sunday Mornings For Your Inspection. — Free Parking Rear Of Our Store.

Every Item on This Page
\$1.00 . . . One Day Only!
For You, Your Home
And the Entire Family!



Save Now on Apparel
and Household Needs!
Make a Date for Friday
Morning at 9:30 Sharp!

**FOUNDATIONS
& UNDERWEAR**

- Irregs. of \$1 Girdles**
..... 59c, 2 for \$1.00
14" 2-way stretch cotton, rayon and
lastex girdles and panty girdles.
- Women's Rayon Undies**
..... 29c, 4 for \$1.00
Tailored or lace trimmed novelty
stitch. All elastic top. Extra large.
- Irregs. 55c, 75c Vests & Pants**
..... 29c, 4 for \$1.00
Combed cotton. Shaped. 36-50.
- 50c Women's Union Suits**
..... 39c, 3 for \$1.00
Combed cotton in sizes 36 to 44.
- Irregs. of 19c Training
Panties** 12c, 10 for \$1.00
Combed cotton in white. 2 to 6.
- 39c Children's Cotton Slips**
..... 29c, 4 for \$1.00
Built-up shoulder style in white
broadsheet. Sizes 6 to 14.
- 44c Women's Cotton Slips**
..... 39c, 3 for \$1.00
"Loomcraft" shadow panel main-
sack in built-up shoulder, sizes 34
to 52. V top in sizes 34 to 44.
- 35c Porto Rican Gowns**
..... 29c, 4 for \$1.00
Imported hand embroidered full
length gowns in tans. 16 and 17.
- Irregs. of 69c Cotton Crepe
Gowns** 59c, 2 for \$1.00
Blue. Sizes 16 and 17.
AISLE 10
- GIRLS' and CHILDREN'S
WEAR**
- 79c, \$1 Girls' Dresses**
..... 59c, 2 for \$1.00
Sizes 1-3; 3-6X; 7-14.
- \$1.00 Play Togs,**
..... 59c, 2 for \$1.00
- 59c Dresses and Play Togs**
..... 29c, 4 for \$1.00
- Irregs. of 29c Receiving
Blankets** 25c, 5 for \$1.00
- Irregs. 19c, 39c Quilted Pads**
..... 12c, 9 for \$1.00
- 2-Pc. Crepe Pajamas**
..... 59c, 2 for \$1.00
- Cotton Undewear**
..... 29c, 4 for \$1.00
AISLE 14

DRESSES

- \$2.94, \$3.94 Rayon Dresses**
..... \$1.00
Rayon crepes and sheers.
AISLE 7

TOPPERS

- \$2.19 Rayon Toppers** \$1.00
Summer shades in the most popular
coat of the season. Broken sizes 12
to 20.
AISLE 13

**LINENS AND
TOWELS**

- 15c Cannon Towels**
..... 10c, 12 for \$1.00
Dish or hand. White with colored
borders. Fine absorbent, lintless.
- Irregs. 17c Turkish Towels**
..... 11c, 10 for \$1.00
White heavy quality with borders
of red, blue, green, gold, black.
- 29c, 49c Turkish Towels**
..... 21c, 5 for \$1.00
Samples, fine pattern assortment.
- Irregs. 39c Turkish Towels**
..... 27c, 4 for \$1.00
22x40 novelty stripes. Double loop!
Very absorbent!
- 49c Lace Chair Sets**
..... 27c, 4 for \$1.00
Chinese hand made. Extra fine.
- Irregs. 89c Print Tablecloths**
..... 55c, 2 for \$1.00
52x52. Colorful prints of red, blue,
green on natural color grounds.
- 18c Part Linen Toweling**
..... Yd. 14c, 8 Yds. \$1.00
Bleached white with color borders
of red, blue, green, gold. Absorbent.
AISLE 15

CURTAINS

- 35c Window Shades**
..... 29c, 4 for \$1.00
3x6. Green, pongee, ecru or white.
AISLE 10
- Irregs. 75c Window Shades**
..... 59c, 2 for \$1.00
3x6 in green, ecru, tan. Oil opaque.
- 39c Chintz Pillows**
..... 29c, 4 for \$1.00
Square or oblong. Fringed ends.
- 75c Collage Sets**
..... 59c, 2 prs. \$1.00
White scrim with ruffles in blue, red
or green. Ready to hang.
- 69c Pillows 59c, 2 for \$1.00**
Fine quality homespun or rayon
damask covered. Kapok filled.
- \$1.19, \$1.35 Odd
Curtains** Pr. \$1.00
Priscillas in dotted or figured mar-
quisettes and lace net.
- 39c Tapestry Squares**
..... 3 for \$1.00
Rayon velvets and damasks.
- 19c Marquisette**
..... Yd. 15c, 10 Yds. \$1.00
Large pattern assortment.
- 35c Marquisette 5 Yds. \$1.00**
Fine quality in fine assortment.
AISLE 14

**DOMESTICS
& BEDDING**

- 39c Pillow Cases**
..... 27c, 4 for \$1.00
Hemstitched. All firsts! Sizes 42x36.
- Irregs. of \$1.39 Value Sheets**
..... \$1.00
72x108 and 81x99. Bleached white.
- \$1.69 Bed Pillows** \$1.00
5% down; 95% duck feathers. Well
filled. Blue and white ticking.
- 69c Kapok Filled Pillows**
..... 55c, 2 for \$1.00
Bed pillows with colorful prints
covers. Fine for hay fever sufferers.
- 89c Bed Spreads**
..... 59c, 2 for \$1.00
Crinkle spreads in colorful stripes
of rose, blue, green, gold.
- \$1.39 Cannon Crinkle
Spreads** \$1.00
80x105 size. Colorful stripes of rose,
blue, green, gold.
- \$1.39 Indian Pattern
Blankets** \$1.00
60x80 sizes in first quality.
- 89c Plaid Sheet Blankets**
..... 55c, 2 for \$1.00
"Nashua" brand in plaids of rose,
blue, green, gold, orchid. 70x80.
- 29c Ironing Board Covers**
..... 21c, 5 for \$1.00
Unbleached muslin. Standard.
- Irregs. of \$1.39, \$1.59
Mattress Protectors** \$1.00
Quilted! Single and double sizes.
- 35c Tubing**
..... Yd. 27c, 4 Yds. \$1.00
45-inch snow white pillow tubing.
- \$1.50 Value Cheese Cloth**
..... 25 Yds. \$1.00
36-inch width. 25 yard package.
- 16c Unbleached Cotton**
..... Yd. 11c, 10 Yds. \$1.00
36-inch width. 68x72 construction.
AISLE 15

SPORTSWEAR

- 69c, \$1.00 Sweaters**
..... 2 for \$1.00
All wools. Broken sizes.
- 69c, \$1.00 Wool Sweaters**
..... 39c, 3 for \$1.00
Wool, cottons, rayon combinations.
AISLE 9

CHINA & LAMPS

- 5c Footed Tumblers**
..... 24 for \$1.00
Frosted poppy design. 11-oz. size.
- \$1.19 3-Pc. Salad Set, \$1.00**
Crystal with glass fork and spoon.
- \$1.39 Colorful Flowers, \$1.00**
Assorted colors and designs. Com-
plete with a bowl.
- 10c, 15c Sham Bottom
Tumblers** 12 for \$1.00
6, 11 and 14-oz. sizes.
- \$1.25 25-Pc. Beverage
Sets** \$1.00
White enamel rack, 8 coasters, tum-
blers and sippers.
- 15-Pc. Luncheon Set** \$1.00
Large cake plate, sugar and cream-
er, 4 cups, 4 saucers, 4 luncheon
plates. Amber color.
- \$1.29 Plateau Mirrors \$1.00**
4 smart, decorative styles.
- 7-Pc. Salad Sets** \$1.00
Plate with 6 matching salad plates.
- \$1.19 4-Pc. Salad Set \$1.00**
Large salad bowl, cabaret plate, with
scalloped edges, glass fork and
spoon.
AISLE 4

MILLINERY

- \$1.25 Corduroy Hats** \$1.00
Berets, bonnets, calots and pork pies
in 10 new fall shades.

ANKLETS

- 10c Anklets** 6 for 50c
Combed cotton with lastex or turned
down cuffs. Sizes for misses and
women.

RUGS

- \$1.19 to \$1.35 Rag Rugs**
..... \$1.00
24x48; 27x48 sizes in colorful pat-
terns. All woven by the Rochester
Association of the Blind.
AISLE 16

HOUSEWARES

- \$1.25 Vanity Mirrors** \$1.00
Bronze or ivory finish. Complete
with light and 6-ft. cord.
- \$1.25 Indoor Dryer** \$1.00
Good for all laundry purposes.
- \$1.29 Chamois Skin** \$1.00
"Sea Leet". Oil tanned, washable.
- \$1.20 Iron Skillet Set** \$1.00
Wagner's preseasoned ironware in
both 3" and 8" sizes.
- \$1.39 Garbage Cans** \$1.00
11-gallon size. Complete with cover.
- \$1.25 Clothes Basket** \$1.00
Large size. Sturdy splint baskets.
- \$1.25 Jumbo Hampers** \$1.00
Jumbo size splint hampers.
- \$1.25 Triplicate Mirror** \$1.00
Large size. For make-up or shaving.
- \$1.25 Unfinished End Tables**
..... \$1.00
Oblong or round styles.
- 12c Toilet Tissue**
..... 12 Rolls \$1.00
2000 sheet rolls. "Fort Howard".
- \$1.19 Cake Cover & Tray**
..... \$1.00
Chrome plated cover and glass tray.
- \$1.29 Step-on Can and
Basket** \$1.00
8-qt. stepon can with galvanized in-
sert and matching waste basket.
AISLE 6

FABRICS

- 15c White Flannelette**
..... 11c Yd., 10 Yds. \$1.00
27-inch width. 3 to 10 yard pieces.
- 20c Value! Drill**
..... 11c Yd., 10 Yds. \$1.00
For pockets, sails, roofing.
- 39c Spun Rayon Broadcloths**
..... 27c Yd., 4 Yds. \$1.00
Also print spun rayons.
AISLE 13

HOUSE DRESSES

- \$1.69, \$1.99 Cotton and
Summer Sheer Dresses \$1**
Irregs. of \$1.00 Cottons
..... 59c, 2 for \$1.00
- 29c Percale Aprons**
25c 5 for \$1.00
- Irregs. of \$1.09 Uniforms**
..... 59c, 2 for \$1.00
Few whites. Sizes from 12 to 40.
AISLE 12

SHOES

- \$2.50 Children's Shoes \$1.00**
216 pairs in sizes 8 1/4 to 3.
- \$2.00 Loaf-A-Bouts** \$1.00
- \$2.98 to \$4.00 Summer Shoes**
..... \$1.00
AISLE 8

MEN'S WEAR

- \$2.49 Men's Slacks Sets**
..... \$1.00
Sanforized (1% shrinkage) shirts
with matching pleated front, self-
belted trousers. Blue and green in
sizes 33 to 38.
- \$1.39 Men's Pajamas \$1.00**
Coat, middie, and notch collar styles.
Sizes A to D.
- 19c Men's Hose**
..... 14c, 8 Prs. \$1.00
Full length or slax socks in light or
dark shades. All with double soles.
- Irregs. of 29c, 39c Shirts and
Briefs** 18c, 6 for \$1.00
Combed cotton athletic shirts. Fine
knit briefs in many weaves.
- Irregs. of Men's Dingy Shirts**
..... 18c, 6 for \$1.00
Short sleeve white crew neck shirts.
- Irregs. 79c Men's Union Suits**
..... 59c, 2 for \$1.00
Short sleeve, ankle length suits in
white or ecru. 36 to 44.
- \$1.59 Men's Jackets** \$1.00
Fleecy spun rayon jackets with 2
pockets.
- Irregs. of \$2.95 Men's Terry
Cloth Robes** \$1.00
All full belted and made with high
shawl collars. White, yellow, tan.
AISLE 2 TO 3
- Irregs. \$1.65 to \$2.50 Men's
Shirts** \$1.00
Whites, fancy and plain colors in
regular or non-wilt collar styles.
Some in neckband styles.
AISLE 2 TO 3
- BOYS' WEAR**
- \$1.59 Boys' Raincoats \$1.00**
Traffic cop emblem coats with
matching helmet, and book pocket.
- 59c Boy's Shirts**
..... 39c, 3 for \$1.00
Broadcloth sport and striped knit
basque styles. All with short sleeves.
- \$2.29 Boys' Shirt and Slack
Sets** \$1.00
Sanforized (1% shrinkage) cottons.
Some with plain matching shirts;
others with plaid shirts. 12 to 16.
AISLE 2
- NOTIONS**
- \$1.00 Neckwear,**
..... 59c, 2 for \$1.00
Fall styles in lace, pique, venices.
- Irregs. of \$1.00 Handbags,**
..... 59c, 2 for \$1.00
Simulated leathers and pigskins.
- \$1.29 Rayon Umbrellas,**
..... \$1.00
16-rib rayon and oil silk.
- 10c Sibley Paper Nakins,**
..... 15 pkgs. \$1.00
- 22c "Cui-Rite" Wax Paper,**
..... 5 Pkgs. \$1.00
125-foot roll. With cutter edge box.
AISLE 7

The Big Basement
SIBLEY, LINDSAY & CURR CO.

"WHY I JOINED THE NAZIS" By Fritz Thyssen
Inside Nazidom! The Former Hitler Paymaster Reveals What He Did, Admits His Mistake And Offers A Surprising Plan For Peace
"WHAT IS A GOOD NEIGHBOR"
By ARILA COMACHO, PRESIDENT OF MEXICO
Heardening Assurance That Democracy Is On Guard South of The Border
"How I Was Captured In The Battle Of Damascus"
By Robert Low — Liberty War Correspondent
In August 30 **LIBERTY** Now On Sale — 5c
Mrs. Ethel Mabbett, 537 Melville St.

MOTORISTS!
SAVE

MONEY! TIME! WORRY!
GET OUR LOW-PRICED

SUMMER SAFETY SPECIAL!



\$4.39
Regularly \$6.65

"With a minimum of skilled attention now, we can keep performance of your car at top peak. We can greatly reduce chances of future repairs when prices may be higher. We can insure longer life. We can help you avoid unnecessary tire wear. We can aid you in keeping trade-in value high. Bring in your car soon."

YOU GET ALL THESE SERVICES AND INSPECTIONS

- Adjust Brakes
- Adjust Steering Gear and Front Wheel "Toe-in"
- Rearrange Tires If Necessary
- Adjust and Clean Spark Plugs
- Clean Fuel Pump and Adjust Carburetor for Summer Driving
- Adjust Fan Belt
- Inspect Battery and Clean Terminals

Check Lights ... Windshield Wipers ... Horns ... Ignition ... Cooling System ... Oil Filter ... Transmission ... Differential ... Wheel Bearings ... Shock Absorbers.



FORD DEALERS OF MONROE COUNTY

IS YOUR NAME WRITTEN HERE?
Look for your name and address between the ads each week. When you find your name, come to The Rochester Sun office, 420 Burke Bldg. and receive a dollar bill free.
BE A BUCK HUNTER

Weights & Measurements

Small but light chain weights in the bottom hem of lace net curtains, hung with generous fullness all the way down to the floor, will add a lot to their well-tailored appearance. It's a trick the decorators use all the time. Weights also keep glass curtains from blowing out into the room when the windows are open.

SERGEANT SERVICE SATISFIES FORD OWNERS

Since 1908

SUMMER SAFETY SPECIAL

SERGEANT \$4.39
Motor Corp. 727 Main E.
Free Call & Delivery Stone 2695

SEE for yourself... why the CHATEAU
IS ROCHESTER'S FAVORITE NIGHT CLUB

- ★ Excellent Dining
- ★ All Legal Beverages
- ★ Star Studded Floor Show
- ★ Toe-Tinkling Music
- ★ The 'Right' People

COME OUT TONIGHT



MONROE AVE. At The 12 Corners

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-TERS PILLS CHEMICAL COMPANY has been 50 years serving the women of America for over half a century.

WORLD'S LARGEST SELLER AT 10¢ PER TABLET. 20¢ PER TABLET. 50¢ PER TABLET. NONE FASTER - NONE SURE
St. JOSEPH ASPIRIN

Keep False Teeth Purified Says Dr. Sherwin

The world progresses—new discoveries make history. Now, thanks to Dr. L. W. Sherwin, a well known authority on oral hygiene, false teeth and dental plates can be made to glisten with purity and immaculate cleanliness with just a 10 minute daily bath, with amazing St. Joseph-Kleen. It's all so easy—just get a 30 cent bottle of St. Joseph-Kleen—put a little in a half glass of lukewarm water—let your dental plate stay in this glass 10 minutes or overnight, as you choose. Take it out, rinse under the cold water faucet—no brushing is needed. Then you get a plate free from slimy mucus and stains—a plate sparkling with beauty and glittering with purity. No more dull-looking, murky, dismal false teeth for you—lasts for weeks—30 cents—all drug stores.

ATTENTION, FACTORY SAMPLES
TRUNKS and LUGGAGE at **Bargain Prices KRIEGER**
TRUNK STORE
135 S. Clinton Open Even.

Recovered—Restyled—REBUILT
YOUR LIVING ROOM SUITE
3 PIECE \$34.50
New cotton coverings, new cushions, spring units, new wheels, new filling, springs tied 3 ways.
Phone or write. Representative will call, day or evening.
NO DOWN PAYMENT—NO CARRYING CHARGE
WAYNE UPHOLSTERING CO.
74 PARK AVE.
MONROE 1404

CARLOAD SALE
DAW'S cut loss with carloads of bargains this week-end... the deepest cut prices you've ever seen on just the things you need in DRUGS, TOILETRIES & TOBACCOS. Come early... Come often... we're prepared through months of advance preparation to offer you buys which will astound you—prices which are the despair of competition. Only a partial listing of the hundreds of CARLOAD VALUES are here—many, MANY more await you in each of the SEVEN BIG DAW'S STORES.
(Rights Reserved to Limit Quantities)

POUND TOBACCOS
OLD BRIAR \$1.01
EDGEWORTH \$1.13
MODEL 71c
SIR WALTER RALEIGH 74c
PRINCE ALBERT 74c
HALF & HALF (14 oz.) 61c
UNION LEADER 1.25
WILLOUGHBY TAYLOR 1.25
KENTUCKY CLUB 74c
BRIGGS (Canister) .. \$1.17
DILL'S BEST 74c
BLUE BOAR \$1.70

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. At Bull's Head
473 N. Goodman Main
539 Monroe Ave. Near Goodman

RUBBING ALCOHOL
Pint Size **11c**

BOBBIE PINS Brown or Black
Card of 25 **2 for 7c**

MILK OF MAGNESIA
U. S. P. Quality Pint Size **13c**

RINSO SOAP POWDER
Large Box **18c**

ZINC OINTMENT
25c Size **11c**

GERBERS BABY FOOD
Strained or Chopped **3 for 16c**

MULSIFIED SHAMPOO
25c Size **17c**

Prophylactic Tooth Brush
Nylon Bristle **23c**

DAW'S COUPON
FRESH JELLIED **ORANGE SLICES 11c**
1-LB. PKG.
America's favorite summer candy—soft and tender deliciously flavored Orange Slices. Purchased especially for this sale.
ABSOLUTELY FRESH!

DAW'S COUPON
MEN'S FINE QUALITY **HANDKERCHIEFS**
Individually Boxed
Reg. 10c Value **3 for 14c**
(Limit 6)

DAW'S COUPON
Sterilized **GAUZE Bandage**
2 inches x 10 Yards
Reg. 10c Rolls **2 for 11c**
(Limit 4)

DAW'S COUPON
CARBONA SHOE WHITE
Paste or Liquid
Large 25c Size **9c**
(Limit 1)

DAW'S COUPON
STEEL WOOL
AMERICAN GRADE No. 1
Cleans—Smooths—Polishes
Daw's Low Price **2 for 7c**
(Limit 4)

POT HOLDERS
Thick well padded pot holders. Large size—each over 7 inches across.
Many Colors To Choose From
Daw's Low Price **2 for 7c**

DAW'S COUPON
Pastel-Colored DRESSING **COMBS**
Made of ACETATE
Practically Unbreakable
Values Up To 25c **8c**
(Limit of 3)
Thousands to choose from. Regular and oversize dressing combs for men or women. Made of unbreakable ACETATE—colorful mottled and pastel shades.
LOWEST PRICE EVER SOLD!

DAW'S COUPON
FITCH'S (AFTER SHAVE) TALC POWDER
LARGE 25c SIZE **9c**
(Limit of 2)

DAW'S COUPON
WILLIAM'S TOILET SOAP
Your Choice of Lavender or Gardenia
Reg. 10c Bars **3 for 11c**
(Limit 6)

DAW'S COUPON
Hair Curlers
Perfect for End Curls
Aluminum or Spring Lock
3 for 7c
(Limit 6)

DAW'S COUPON
WOODBURY'S SHAVE CREAM
Large 35c Size **13c**
(Limit 2)

DAW'S COUPON
Genuine CANNON WASH CLOTHS
FULL SIZE
Pastel Colors
Lowest Price Ever Sold!
3 for 11c
(Limit 6)

BARBASOL Shave Cream
50c Tube **19c**

IVORY SOAP
Med. Bars **3 for 14c**

COLGATE Tooth Paste
Large Size **2 for 29c**

TOOTH PICKS
Reg. 10c Boxes **2 for 5c**

DOG FOOD
Reg. 10c Pound Cans **3 for 13c**

BOOK MATCHES
Boxes of 50 Pads **2 for 13c**

CASTILE SOAP
Made with Pure Olive Oil
15c Bars **2 for 15c**

DR. WEST Tooth Paste
25c Size **2 for 29c**

FRUIT JUICE REAMERS
Extra heavy glass reamers. Gets all the juice, has fun—easy mouth to make pouring easy. Extracts juice quickly and easily.
9c
Daw's Low Price

LARGEST SELLER AT 10¢
10¢ PER DOZ. - 10¢ PER DOZ.
STER - NONE SUPER
St. JOSEPH
ASPIRIN

False Teeth
ified Says
. Sherwin

progresses—new discoveries
Now, thanks to Dr. L. W.
well known authority on oral
teeth and dental plates can
glisten with purity and im-
munity with just a 10 minute
ith amazing Stera-Klean.
—just get a 30 cent bottle of
ut a little in a half glass of
—let your dental plate stay
0 minutes or overnight, as you
it out, rinse under the cold
so brushing is needed.
get a plate free from slimy
ains—plate sparkling with
glittering with purity. No
aking, murky, dismal false
—lasts for weeks—30 cents—

REBUILT
SUITE
WE
ARE A
LOCAL
CONCERN
TERING CO.
ARK AVE.

DRUGS
73
539
Goodman
Monroe Ave.
at Off
tain
Goodman

ARBASOL
ave Cream
19c

VORY
SOAP
3 for 14c

OLGATE
ooth Paste
2 for 29c

TOOTH
PICKS
2 for 5c

OG FOOD
3 for 13c

BOOK
ATCHES
2 for 13c

CASTILE
SOAP
2 for 15c

R. WEST
ooth Paste
2 for 29c

Bank Opens Branch



Planned to serve the fast growing Dewey-Stone Road section, the eleventh unit of the Lincoln-Alliance Bank and Trust Co was opened Monday at 2865 Dewey Ave.

Left Over Ham Easily Adapted For Many Dishes

TESTED RECIPES SUPPLIED BY R. G. & E. HOME SERVICE DEPARTMENT

Save those left-overs! Nine times out of ten they can be made even more tasty than when the food was first set on the table. Nowadays, thanks to the miracle of modern automatic refrigeration, left-overs can be kept days and still come out as fresh and delicious as when they were put into the refrigerator.

Ham is one of the most adaptable and consequently one of the easiest foods to use up as left-overs. One reason is that ham doesn't dry out, but retains its original sweetness and juiciness. Another reason is that it is fairly solid and doesn't crumble or become less attractive during its first cooking process. This makes it easier to handle when using it in left-overs.

Of course, a ham omelet is one of the most common and best ways of using left-over ham. The directions are simple and easy to follow. Either scatter minced cooked ham over the center of the omelet while cooking or when you are folding the omelet as you are preparing to serve it. If the minced ham is added to beaten egg whites and yolks, another possibility, a smaller volume is the result.

Another suggestion for using a small amount of left-over ham is to make ham muffins. Just add very tiny pieces of cooked ham to any muffin batter before putting into muffin tins. It

makes a nice variation among your quick bread recipes, as well as a means of using the ham.

For a very tasty main dish, make some Southern Hash of the left-over ham. The recipe calls for one pound of ground ham. A cup and a half of cooked left-over ham will give you a pound. The chili powder adds a certain unusual note which removes this dish from the ordinary hash family.

SOUTHERN HASH

2 T. drippings 1 c. uncooked rice
2 large onions 1 T. chili powder
1 lb. ground cooked ham 1 T. salt
2 1/2 c. tomatoes 1/4 T. pepper
Melt drippings, add onions cook until transparent. Add meat and cook until browned. Add rest of ingredients; cover and bring to the boiling point. Turn burner low and cook 30 to 35 minutes.

Then there's nothing like a ham meat loaf. It's an old standby but an awfully good one. Here's a good reliable recipe you'll want to add to your files.

HAM LOAF

Temperature: 350 degrees F. Time: 1 to 1 1/4 hours.

1 lb. pork 2 eggs
1 lb. smoked ham 1 c. milk
2 1/2 c. slices bread 2 T. prepared mustard
(crumbed) 3 T. brown sugar

Place in meat loaf pan, cover eggs and milk. Mix together.

Have pork and ham ground together, add crumbed bread, with the 2 T. mustard and brown sugar, mixed. Bake in a preheated oven.

IT WILL GIVE YOU THAT ERECT APPEARANCE!



Men! Women! Children!

TruHealth

Health Belt
1.79

It holds the abdomen and supports the back! Light in weight... only about 4 ounces. Size 25 to 36.

Extra Wide HEALTH BELTS for Pendulant Abdomens **2.59**

Men! Women! Children!

TruHealth

Shoulder Brace

• Forces you to SIT and STAND erect.
• Strengthens shoulders.
• Supports back... expands the chest.

89c

E. W. Edwards & Son,
114 E. Main St.

Please send me the following TruHealth Shoulder Braces, or Belts:

Shoulder Braces Health Belts
Chest Wgt. Hgt. Chest Wgt. Hgt.

Man's _____

Boy's _____

Child's _____

Name _____

Address _____

Charge ☐ Cash ☐ C. O. D. ☐

C. O. D. in regular delivery area only.

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POPULAR PRICED STORE
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Street Floor

ROCHESTER'S LARGEST
POPULAR PRICED STORE

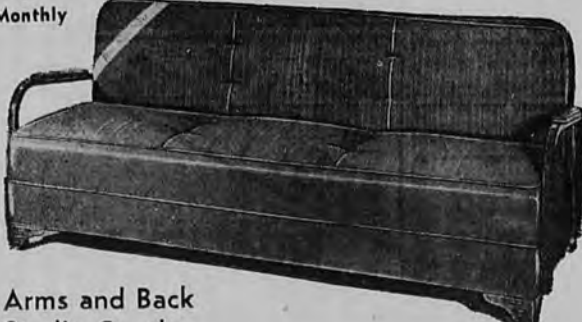
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Bedding Week

Western New York's Largest Bedding Department
Brings You the Event You've Waited for . . .

No Down
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Balance
Weekly
or
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Shop—Compare—Share In These Savings



Arms and Back
Studio Couch

Its convenience is apparent when it is called upon to do double duty. A style that can be used in living rooms, guest chambers or on sun porches. Many colors.

37.50

EDWARDS
Seventh
Floor



De Luxe Studio Sofa

Modern upholstered arms, self-welt tailoring and blind tape tufting are a few of the quality-wise features. Roomy bedding compartment. Choice of fabrics.

42.50



3-Piece
BED
Outfit

9.95
Each
Piece

Windsor Bed . . 9.95
Coil Spring . . . 9.95
Mattress 9.95

The kind of styling you expect to pay dearly for! Windsor type metal bed finish in brown enamel. Double deck coil spring finished in orchid enamel. Cotton mattress covered in durable striped ticking. All standard sizes.

EDWARDS—Seventh Floor



16.95

For This "Sturdy-Built"
Innerspring Mattress

The coil springs are covered by plump layers of cotton felt! Taped roll edges; handles for turning; woven striped ACA ticking. All standard sizes. Matching box spring, 16.95 Priced this low for Bedding Week only!

EDWARDS—Seventh Floor

Used by Leading Hotels Everywhere!

Hotel Built
Innerspring
MATTRESS

19.95

Used by leading hotels throughout America—which means they're comfortable enough to bring guests back again and again! Features include new highly tempered carbon spring steel units . . . each coil offset to prevent sagging. Too, edges have inside rolls to prevent any collection of dust. Later you'll pay more!

Furnished In All
Standard Sizes

Box Spring
to Match, 19.95

No Down
Payment

Balance
Weekly or
Monthly

EDWARDS—Seventh Floor



Rollabout Guest Bed

With Innerspring
Mattress



14.95

No
Down
Payment.
Balance
Weekly
or
Monthly



For that overnight guest—a sturdily built bed that's easy to fold and roll into a closet. Thick, comfy mattress, strong frame and rubber tired casters.

EDWARDS—Seventh Floor

"Perfect-Rest" Innerspring
MATTRESS

22.50

Don't the following features spell wonderful mattress value at 22.50? Highly tempered carbon spring steel unit; covered in heavy panel damask ticking; rope handles that won't pull out.

EDWARDS—Seventh Floor

★Furnished In All
Standard Sizes

★Box Spring
to Match, 22.50

New Band At Times Square Club
Bill Albert and his orchestra has been engaged by the Times

TAKE OFF UGLY FAT
Many lose 3 to 5 lbs. a Week yet EAT plenty
No Reducing Drugs—No Exercises—No Massage

Men and women all over the United States are reporting remarkable results in losing weight. Many tell of reducing 20 pounds a month and more. These people are following the plan of Dr. Edward Parrish, noted physician, former Health Officer, State of New York, Surgeon-in-Chief, a Medical Staff, U.S. Army, Editor, Lecturer.
Dr. Parrish's Reducing Plan makes reducing a pleasure. A pleasure because it allows you to EAT PLENTY, requires no exercises, harmless, too, because it calls for no reducing drugs, no loss of vitality.
Here is Dr. Parrish's Reducing Plan EXACTLY as given by him over the air in millions. For lunch take 2 teaspoonfuls of Cal-Par in a glass of fruit juice, or any beverage. Take nothing else for lunch except a cup of coffee if desired. For breakfast and dinner EAT AS YOU USUALLY DO. Don't cut out fatty, starchy foods—just cut down on them. Try Dr. Parrish's Reducing Plan for one week. You and your friends will be amazed at the vast improvement in your figure. Most overweight cases should be helped by Dr. Parrish's Plan.
Cal-Par is not a reducing drug. It is a special purpose food supplying calcium, iron, phosphorus, and Vitamin D. Cal-Par costs only about 3c a day to use.
Money back if not satisfied—Daws, Key, all drug and Health Food Stores.

ODORLESS HAT CLEANING
Men's and Women's
Wear your hat right from our store after a cleaning with our scientific odorless process.
50c SPEEDY'S
FREE PARKING
215-216 COURT ST.

Eastman Kodak Featured in National Magazine
The September issue of Reader's Digest contains an interesting article by J. D. Ratcliff about Eastman Kodak Company.
A striving for better films and Kodaks let to rayon yarn, vitamin concentrate and more than 3,300 chemicals. Rochesterians will be interested in this intelligent article which unfolds many hitherto unknown facts about the importance of this local industry in the fields of research.

Prices Increase Aug. 23rd
FILL YOUR BINS WITH
PIONEER COAL
Pennsylvania HARD
ORDER NOW—SAVE MONEY
RICE ...\$6.50 | EGG-NUT \$10.15
PEA ...\$8.75 | or STOVE 10 TON
BUCKWT \$7.50
PHONE MAIN 815
PIONEER COAL CO.
OFFICE and YARD—350 EXCHANGE STREET

Movie Guide
All Pictures Listed Now Playing Except As Noted:
*Starts Saturday
*ROCHESTER — "Here Comes Mr. Jordan," Robert Montgomery, Claude Rains; "The Get-Away," Robert Sterling, Charles Winninger.
*PALACE — "Charley's Aunt," Jack Benny, Kay Francis; "Highway West," Arthur Kennedy.
*CENTURY — "Dive Bomber," Errol Flynn, Fred MacMurray; "Selected Short Subjects."
*REGENT — "Hold That Ghost," Abbott and Costello; "Private Nurse," Ginger Rogers, George Murphy; "Bad Men of Missouri," Dennis Morgan, Wayne Morris.
*RIVIERA — "One Night in Lisbon," Fred MacMurray, Madeline Carroll; "Hit The Road," Gladys George, Barton MacLane.
*DIXIE — "Time Out For Rhythm," Rudy Vallee, Rosemary Lane; "Hit The Road," Gladys George, Barton MacLane.
*STATE LIBERTY — "Moon Over Miami," Don Ameche, Betty Grable; "Out of the Fog," John Garfield, Ida Lupino.
*MADISON-MONROE — "People to Watch," "The Affairs of a Lionel Barrymore," "Angels With Broken Wings," Blinnie Barnes, Gilbert Roland, MacLane.
*STATE LIBERTY — "Moon Over Miami," Don Ameche, Betty Grable; "Out of the Fog," John Garfield, Ida Lupino.
*WEBSTER — "Dance of the Vampires," Paulette Goddard; "Very Young Ladies," Jan Withered, Nancy Kelly.
*GRAND — "Shadows on the Stars," "Frieda Imment," Paul Cavanagh; "Wild Cat of Tucson," Bill Elliott, Kevin Young.
*STATE LIBERTY — "That Night in Rio," Alice Faye, Don Ameche; "Bad Man," Wallace Berry, Lionel Barrymore.

Trucking Dispatcher To Do A Tandem
For years Norman C. Mihr, 381 First St., has been "telling 'em where to go" in his position as a dispatcher at the City Delivery Co. on Scio St.
But after next Saturday, he'll be on the other end of the conversation unless he be-haves himself. For "Norm" as he is known among fellow workers, is going into "double harness."
Miss Geraldine Hoffman, 635 Main St. W., will become Mrs. Mihr on Saturday morning in a ceremony at Holy Family church.
The Mihrs will reside on Devon Rd. after a motor trip to New York where Mihr will contact the main office of the Thomas Method.

DOLANS... Where You Buy THE CUTS OF CHICKEN YOU PREFER
Breasts lb. 35c | Liver lb. 45c | Neck lb. 12 1/2c
Wings lb. 25c | Gizzards lb. 15c | Legs .. lb. 45c
DOLANS 600 JEFFERSON AVE. cor. Bartlett Telephone Genesee 1417

NO INCREASE IN TUITION
TERM STARTS SEPT. 8
BETTER BUSINESS TRAINING
MORE ROOM
NEW EQUIPMENT
MODERN FURNITURE
MORE FOR YOUR MONEY AT
SCHOOL OF COMMERCE
362 EAST AVE. ROCHESTER
Relative to Courses and Registration
Call Main 5330 or Write for Full Information

Your Dog
BY DR. H. J. WILDER
Editor's Note: Almost everyone loves a dog. And thousands of Rochesterians wouldn't consider their house a home if the family pet were not present. Because that interest in pet dogs is widespread, The Sun will, from time to time, reproduce in this column an article written especially for The Sun by Dr. H. J. Wilder, one of the nation's foremost veterinarians.

Things Not Commonly Known About Dogs
When puppies are born, their ears as well as their eyes are closed. They open in ten to fourteen days.
Puppies lose their first set of teeth in the same manner as babies do. The teeth start loosening and coming out at about four months of age. As the puppy teeth come out, they are replaced by permanent teeth. The changing process usually takes about two months.
Mature dogs have forty-two teeth—twenty-two on the upper jaw and twenty on the lower jaw.
Food remains in a dog's stomach from eight to twelve hours before it is completely digested. Because of this long digestive process, food swallowed in chunks will digest properly causing no ill effects.
Dogs normally shed their hair to some extent during the entire year.
Dogs do not perspire on their bodies, but only on the pads of their feet, their noses, and through their tongues.
Puppies should start having meat in their diet when they are from five to six weeks old.
Feeding a dog raw meat does not make him vicious.
Male dogs seldom fight with females.
Worms do come up in a dog's throat and cause the dog to cough as many persons believe.
Dogs do not go mad during the period commonly termed "Dog Days." A dog does not go mad, or in other words develop rabies, unless he is bitten by a dog or other animal that already has the disease.
A dog's age is compared to a person's age in the ratio of one to seven; therefore, a dog ten years old is equal to a person seventy years old.
Many puppies are born each year by Caesarian birth. This operation saves the lives of dogs and puppies that otherwise would be lost.
There are one hundred and three different breeds of dogs recognized by the American Kennel Club. There are six official breeds that are not recognized. These are: American herder, Coon-hound, American water spaniel, Spitz, Toy fox-terrier, and Yankee terrier.

SMALL DOWN PAYMENT EASY TERMS
QUALITY GAS RANGES
100% QUILTEX insulation. New signal control gives simmer flame automatically. Large 20-in. (daylight) oven. Porcelain enamel finish.
LIBERAL TRADE-IN
EASY TERMS
BLUE RIBBON SPECIALS FOR EVERY HOME!

1942 PHILCO RADIOS
Priced From \$9.95 to \$500
DUO THERM
Patented Duo-Therm burners give highest efficiency. 1 x 1 in. definitely. Blower can be used in hot weather for cooling.
PRICED FROM \$39.95
\$1.00 DOWN \$1.00 WEEKLY
BUY NOW
7 CU. FT. REFRIGERATOR \$5.00 DOWN Up to 3 Years to Pay

a happy wife keeps a husband happy



RIGHT for BROILING
RIGHT for OVEN COOKING
RIGHT for TOP COOKING
RIGHT for FEATURES
RIGHT in STYLE
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Quality Blue Ribbon GAS RANGE

You'll be happy, too, once this wonderful new range begins to give you cooking freedom! Saves hours of time and enough dollars in fuel and food to pay for itself. See the new QUALITY Gas Range now. More QUALITY features! 100% Quiltex Insulation, New Day-Lite Oven, New pop-out, waist-high broiler, exclusive Uniflex burners with automatic lighting, simmer signal control. Many others!

The RANGE that's RIGHT!

Easy Terms

DIAMOND TIRES
SUPER LUX
1223 MAIN ST. E. CUL. 250

THOR WASHER
Large capacity white porcelain enamel tub. Motor driven electro-rinse pump.
\$1.00 DOWN Delivers

TIRES
Lifetime Guarantee
\$1.00 DOWN ON A FULL SET
6.00x16 Puritan \$7.85

UNIT PARTS
THE WORLD OF AUTO PARTS
2 STORES

PHILCO ... A NEW KIND OF REFRIGERATOR

RIDGE ROAD and LAKE AVENUE GLEN. 714

- THE FOLLOWING DEALERS HAVE THE NEW QUALITY RANGE ON DISPLAY! BUY NOW!**
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| Charlotte Appliance Co. 4669 Lake Avenue | Modern Electric Company 1692 Clifford Avenue |
| Edward Masline 1645 St. Paul Street | Monroe Appliance Company 737 Monroe Ave. |
| Figler Electric Co. 558 Hudson Avenue | Peerless Radio Company 1054 Dewey Avenue |
| Fitch Appliance Company 477 Joseph Avenue | Ring Appliance 539 Joseph Avenue |
| Furstoss Appliances, Inc. 409 Chili Avenue | Seneca Stores Credit Jewelers Co. 149 Monroe Ave. |
| Hill Appliance Co. 482 Main Street, E. | Union Tire & Supply Co. 286 East Avenue Branch cor. Lake Ave. and Ridge Rd. |
| Hoffman Music Shop 266 Joseph Avenue Branch 458 No. Goodman | Unit Parts Corp. 1223 E. Main St. |
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The 7-Course Meal plus Cool, Fresh Water
IDEAL DOG FOOD
SAVE IDEAL LABELS

Where to Play Bingo!

WEST AVE. MANOR
PARTIES AT 165 West Ave. Mon. Tues. Thurs. & Fri.—1:30 Sun. 2:30 P. M. Wed. Nite 8:15 P. M.

Beeley's Bingo
MON., TUES., FRI. at 8:15 P. M. SUNDAY at 2:30 P. M. WED. at 1:30 P. M. Extra Board Free With Purchase of a Triple Board. 142 GENESEE ST. IN REAR

CHILI Recreation Hall
JACKPOTS — 509 CHILI AVE. — JACKPOTS
Bingo Every Monday, Tuesday, Thursday, Friday and Saturday at 8:15 P. M.—Tuesday, Wednesday and Saturday at 2:00 P. M.
REGULAR BOARDS:
Mon. Sat. Noon Wed. Noon Thurs.
\$6 \$5 \$4 \$3
MON. SAT. NOON JACK POTS: WED. SAT. NITE
\$75 \$35 \$15 \$55
THURS.: Gold Award Nite—TUES.: Free Ticket Day

TOWNER — Thurs., Fri. Nites
HOLLYWOOD
Tues. Nite \$475 All Games \$5
Wed. Sat. Sun. Nite No Sun. Game at Rexy
\$500 All Games \$10
TUES.: Free Ticket Day

THE P. M. CLUB
MONDAY AFTERNOON BINGO
University and Atlantic TOWNER'S HALL

BINGO
19th WARD CLUB HOUSE 237 HAWLEY ST. Thurs., Fri. and Saturday Eve. Admission 25c Extra Board (FREE) With Triple Board

BINGO
Wed. & Sat. Afternoon 1:30
2 \$40 JACKPOTS Every WED. & SAT.
Monday Night 8:30 Jackpots \$125 & \$170
Sunday Nite 8:15 Jack Pots \$50 & \$145

UNION LEAGUE HALL
TAKE SO. AVE. BUS TO DOOR
Gregory at South Ave.

WIN CASH!
Every Wednesday, Thursday, Friday and Saturday
USE COUPON BELOW
Hollywood Bingo
35 PULLMAN AVENUE
Regular Board Games \$5 to \$9
Special Games \$20 to \$30
Jack Pot \$100.00 and up
Free! With The Purchase Of a Triple Board and a Book Of Specials
This Coupon Will Entitle Me to
ONE 50c PASS GOOD FRIDAY, AUGUST 22
Come Early • Beat The Crowd!

Take a soft clean mop
ing it out well in a
the mixture. Rub it
carpet.

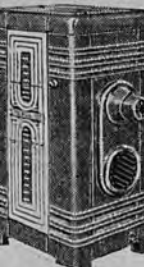
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7 CU. FT.
REFRIGERATOR
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BINGO
WARD CLUB HOUSE
231 HAWLEY ST.
Fri. and Saturday Eve.
Admission 20c
Extra Board (FREE)
With Triple Board

Sunday Nite
8:15
Jack Pots
\$50 & \$145

ALL Gregory at
South Ave.
DOOR

ASH!

day and Saturday
LOW
Bingo
VENUE

...\$5 to \$9
...\$20 to \$30
...\$100.00 and up
urchase Of a Triple
Book Of Specials
Will Entitle Me to
AY, AUGUST 22
The Crowd!



STORE HOURS

Daily 9:30 to 5:30 P.M.
Friday and Saturday
9:30 to 9:30 P.M.

BUY ON BUDGET PLAN

Anything and everything in
the store \$10 or over. Complete
details in department or Credit
Office. 2nd Floor, Both Stores.

Sears RUG AND FURNITURE Sale



Bed, Coil Spring, Cotton Mattress

Three pieces for the price of one! Just another
way of Sears giving you more for your money.
All metal bed finished in walnut. Sturdy coil
spring, comfortable cotton-filled mattress. Buy
On Our Budget Plan. \$5 Down Delivers. Second
Floor, Monroe.

\$19.88

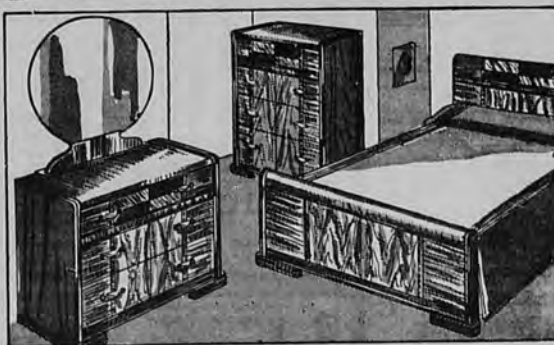


Three Piece Maple Bedroom

Not huge massive pieces, but Maple with the
dignity of true colonial design. Built with de-
tails given to really good furniture. Hand-
rubbed to a mellow Maple finish. Deep roomy
drawers dovetailed fronts, plate glass mirrors.
Bed and chest, with choice of vanity or dresser.
\$5 Delivers on our Easy Pay Plan. Second Floor,
Monroe.

Worth \$59.95

\$49.95



Three Piece Modern Bedroom

Three-piece walnut bed, chest with choice of
dresser or vanity. Beautifully finished walnut,
hand-rubbed to a glistening brightness. Four-
drawer chest with deep 16-inch drawers, large
clear glass mirror on vanity or dresser. \$5 Down
delivers on our Easy Pay Plan. On sale, Second
Floor, Monroe Store.

Worth \$49.95

\$34.85

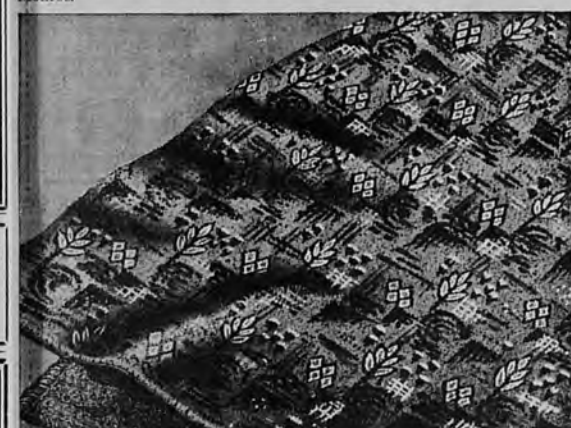


Three Piece Walnut Bedroom

A beautiful suite that will make you glow with
pride when you lead your guests into your bed-
room. Superbly designed, Honor-Bilt construc-
tion. 4-drawer chest. Sturdily constructed bed.
Choice of large vanity or dresser. \$5 Delivers on
our Easy Pay Plan. Second Floor, Monroe.

Worth \$69.95

\$49.95



3 for 1 OFFER

9x12 AXMINSTER RUG
JUTE BASE RUG PAD
BLENDING THROW RUG

All
3
For **\$33**

Not a clearance combination, but a brilliant
selection of richly woven brand new Ax-
minster rugs in hook, modern and Oriental
patterns, with a rug pad designed for the
rug, plus a blending throw rug. Buy on Our
Easy Pay Plan. Second Floor, Monroe.

Both Sears Stores are open
daily 9:30 A.M. to 5:30 P.M.,
Friday and Saturday 9:30 to
9:30 P.M., with plenty of Free
Parking available.

Furniture on Sale
Second Floor,
Monroe Store Only



15 Patterns! \$2.29 Type!
ALL WOOL AXMINSTER
HALL, STAIR CARPET

\$1.79
Yard

Average Stair Costs Only \$14.32

Loomed in one of America's greatest mills
of all wool yarns, modern and texture pat-
terns. All cut from full bolts, every inch
perfect. Buy on Our Easy Pay Plan. \$5
Down delivers. On sale, Second Floor, Mon-
roe Store.



Four Shelf Utility Cabinet

\$4.98

Modern design, flush
to floor, prevents dirt
from accumulating.
Sturdy steel cabinet
finished in white en-
amel with black trim.
40 inches high, 13 1/2
inches wide, 18 inches
deep. On sale, Second
Floor, Monroe.



6-Way Reflector LAMP

\$5.59

Smartly designed
fluted column, fin-
ished in bronze or
ivory with hand-
pleated silk shade.
Three-candle arm
lights, opaque glass
reflector. \$5.98 reg-
ular. Second Floor
Monroe Store.



\$29.95 Value Studio Couch

Covered in green tapestry.
Soft, comfortable inner-
spring mattress, opens in-
to full size bed, three pil-
lows. \$5 down delivers on
Budget Plan.

\$24.95



KNEE-HOLE DESK

Regularly a \$10.95 value,
a sturdy construction of
hardwood, smoothly sand-
ed, ready to finish any
color desired, with plenty
of knee room. Other desks
up to \$34.95. Second Floor,
Monroe.

Ready to Finish
\$6.48



11"x31" Curtains \$1.29

Crisp new rayon
marquisettes. All
headed, hemmed
ready to hang, 1-
inch hem both
sides, 5-inch hem
at bottom. Choice
of eggshell or ceru.
On sale, Second
Floor, Monroe
Store.

Buy On Our Easy Pay Plan

Anything and everything in either Sears
store may be purchased in amounts of \$10
or more this easy way. Complete details in
department in which you intend to purchase
or Credit Office, Second Floor, Both Stores.



Regular \$3.98 Venetian Blinds \$2.98

Complete range of
sizes 23 inches to 36
inches by 64-inch
lengths. All ready to
hang. Slat is two
inches wide, enam-
eled in ivory. Auto-
matic tilt gears.
Matching mingled
linen tapes. Second
Floor, Monroe.



5 Piece Maple Dinette

\$22.95

Honor-Bilt construc-
tion, heavy, beauti-
fully finished Map-
ple, large size drop
leaf table, and four
reinforced chairs. \$5
down delivers on
our Easy Pay Plan.

SEARS ROEBUCK AND CO.

Two Stores, Rochester, N. Y.
Monroe Ave. at S. Union
476 Ridge Road West, Near Dewey

If boiled frosting is too thin, put it back on the fire, setting the pot on an asbestos mat and keep heating it until it thickens.

If you happen to lose the box in which the safety matches came, you can light the matches on a window pane or any handy piece of glass.

The fillings of berry pies will not run over into the oven if the berries are washed, dried and sprinkled with flour before they are put into the crust.

The ideal deodorant at last!

Not a liquid - not a paste
A lovely Quick-Drying Lotion
sweetens and neutralizes perspiration odor

- ★ makes perspiration odorless... sweetens underarms
- ★ safely checks moisture
- ★ rubs in like a hand lotion... no waiting to dry
- ★ doesn't irritate skin... soothing after shaving
- ★ doesn't stain or ruin dresses... greaseless, harmless
- ★ new delightful lotion form... not runny, not sticky

Prevents perspiration odor safely checks moisture

PHILLIPS' DEODORANT LOTION

MADE BY THE MAKERS OF PHILLIPS' MILK OF MAGNESIA CREAMS

PENN VACUUM STORES—ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

Used ELECTROLUX

COMPLETE WITH ATTACHMENTS

FULL CASH PRICE \$16.95

Yes, Easy Terms!

10-DAY TRIAL PLAN

MAIL ORDERS FILLED

SEND \$1 DEPOSIT

LIBERAL TRADE-IN ALLOWANCE ON YOUR OLD VACUUM CLEANER

PENN VACUUM STORES

30 SOUTH AVE. STONE 6747

Open Mon., Wed. and Friday Eve. 7 to 9
Other Evenings Till 7

IMPORTANT! ASK US ABOUT THE THREE ADVANTAGES OF BUYING FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

IF YOU'RE A STUDENT

Here's your opportunity to get a standard size typewriter at a mighty neat saving. You'll think better and turn out neater, grade-boosting work on a typewriter. You needn't take our word for it—famous psychologists say so. And just to make sure this is real value we're offering the world-famous Underwood at this special price. Hurry in now—we'll hold your machine 'til school for you.

GENUINE — STANDARD MODEL UNDERWOOD

REG. \$102.50

WHILE 49 LAST

YOU CAN SAVE \$64.65

37.85 CASH

14" MODELS—NO EXTRA CHARGE!

Special price while 11 last. Same as machine shown but equipped with 14-inch carriage. Beautifully rebuilt and immaculate 1-year guarantee.

CITY TYPEWRITER

160 S. CLINTON—NEAR COURT

3 DAYS TRIAL

EASY TERMS—9c A DAY

NO OBLIGATION. SEE BEFORE YOU BUY ON WIDE-OPEN 3-DAY TRIAL! Pay on easiest terms—only 9c a day. You get this genuine UNDERWOOD beautifully rebuilt with all STANDARD IMPROVEMENTS! Standard 84 characters—4 row keyboard, shift lock key, back spacer, 2 color ribbon, ribbon reverse, stencil cutting device, tabulator, etc. THOUSANDS PAID \$102.50—YOURS FOR ONLY \$37.85 (Cash Price) No risk.

2 YEARS GUARANTEE

YOU CAN RENT ANY STANDARD TYPEWRITER OR ADDING MACHINE

SPECIAL!

NEW 1941

UNDERWOOD PORTABLE

REG. \$54.50

\$44.50 CASH

CARRYING CASE FREE

42 Keys—84 Characters. Types Small and Capital Letters, Back spacer on Left in Normal Position. Left and Right Carriage Release. Left and Right Margin Stops and Bell. Left and Right Cylinder Knob. Paper Release. Pencil-Writing and Alignment Scales. Red and Black Standard Width Ribbon. Combined Line Space Lever and Carriage Return. Single, Double and Triple Line Spacing. Paper Ball and Rubber Rollers. Automatic Ribbon Reverse. Lifting Paper Table. Variable Line Spacing—Standard Type Right and Left Shift Keys—Shift Lock—Release lock from Left to Right.

WANT ADS

ANNOUNCEMENTS

FOR the best spaghetti in Rochester stop at Norman's Cafe, 403 Campbell.

ARTICLES FOR SALE

GIRLS' and boys' school shoes with long wearing leather soles. Black, brown, \$1 up. Smith's, 118 State St. Free parking next door.

BOYS' and youths' sneakers first quality etc. Extra heavy quality 98c. Misses' ladies' white oxford and high sneakers, 98c. 79c. Smith's, 118 State St. Free parking next door.

BEAUTY INSTRUCTION

BEAUTY CULTURE—intensive summer course. Be ready for fall. Easy terms. Licensed. Kall Beauty School, 430 Burke Bldg.

BUSINESS PERSONALS

CALL Monroe 4729-R for your favorite home made cake. Also decorated birthday and wedding cakes.

CHIROPRACTORS

FRANK BROWNELL, 65 Bronson St. A Young in attendance. Genesee 1492.

FOR SALE

BICYCLES—(one boy's, one girl's) brand new; red and white combination; fully equipped, all accessories—headlamp, horn, etc. cost \$65.00, each, but will sell for \$45.00. Call Culver 4492-7.

FOR RENT

FURNISHED front room, two windows, shower, phone, parking. 71 Normandy Ave.

PERSONALS

REV. MABEL R. HAMMILL now located at 107 Troup St. Main 2219.

RESORTS

CAPE VINCENT—On river; cabins, cottages, boats, reasonable. Genesee 5098.

WANTED TO BUY

MAGAZINES, newspapers, corrugated iron, metal, tires, tubes, batteries, mattresses, junk of all kinds. Top prices. Stone 270-L.

RAGS—2c lb., magazine 30c, papers, mattresses, metals Stone 3389-R.

Favorite Recipes

Maple Mousse

1 pint cream, 1/4 cup powdered sugar, 1 rounding tsp. 1 cup maple syrup, 1/4 cup vanilla, 1/4 cup nuts.

Soak gelatin in cold water, enough to cover, for 10 minutes. Boil syrup and sugar until it threads. Beat yolks of eggs and add to hot syrup slowly. Add gelatin. When cool, not cold, add whites of eggs well beaten, then add whipped cream, vanilla and nuts. Serve with whipped cream.

Nesselrode Pudding

1 cup whipped cream, 1/4 cup powdered sugar, 1 cup canned cherries, 1 tsp. gelatin, 1 cup milk.

Dissolve Gelatin in 1-3 cup hot water, let cool and mix all lightly together. Flavor with vanilla and pour into molds. Let stand in icebox several hours.

WANT ADS

ANNOUNCEMENTS

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GIRLS' and boys' school shoes with long wearing leather soles. Black, brown, \$1 up. Smith's, 118 State St. Free parking next door.

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MAGAZINES, newspapers, corrugated iron, metal, tires, tubes, batteries, mattresses, junk of all kinds. Top prices. Stone 270-L.

RAGS—2c lb., magazine 30c, papers, mattresses, metals Stone 3389-R.

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RAGS—2c lb., magazine 30c, papers, mattresses, metals Stone 3389-R.

Female Weakness

Relieves Pain of Periodic
AND HELPS BUILD UP RED BLOOD!

Lydia E. Pinkham's TABLETS (with added iron) have helped thousands of girls to relieve pain of functional monthly weakness. Pinkham's Tablets ALSO help build up red blood and thus aid in promoting MORE STRENGTH. Worth trying!

NOTICE: Is hereby given that License No. GB-16524 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.

August Sale of Fur Coats
Hudson and Mendoza
Beaver
Value \$119 Sale \$69.50

We Positively Sell FOR LESS

CLIFFORD FUR CO.
1281 Clifford Ave.
Portland
MAIN 474

Female Weakness

Relieves Pain of Periodic
AND HELPS BUILD UP RED BLOOD!

Lydia E. Pinkham's TABLETS (with added iron) have helped thousands of girls to relieve pain of functional monthly weakness. Pinkham's Tablets ALSO help build up red blood and thus aid in promoting MORE STRENGTH. Worth trying!

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Beaver
Value \$119 Sale \$69.50

We Positively Sell FOR LESS

CLIFFORD FUR CO.
1281 Clifford Ave.
Portland
MAIN 474

GOOD PENETRO

for Nose Fever
... running nose
NOSE DROPS

Can a Married Woman Ever Feel Certain?

Many married women today are taking risks that are absolutely unnecessary. They are taking risks with their nerves, risks with their health, risks with their very happiness itself. Why do they do this? Generally because the subject of feminine hygiene is considered too personal to be openly discussed. It is because of this deplorable situation that many women use douches which can actually burn or scar delicate tissues. Your own doctor will verify this. To run such a risk today is needless. For science has given woman-kind Zonite. You will find no skillful cause Zonite is non-poisonous, non-caustic. Yet it kills germs, bacteria on contact. Zonite actually destroys undesirable odors. Protects personal cleanliness. Most important, is safe for delicate tissues. So enthusiastically have women accepted the safe, hygienic protection Zonite offers that over 30,000,000 bottles have already been bought. Free Book Tells Intimate Facts. If there is any doubt in your mind about the subject of feminine hygiene, get this frankly written booklet, "Feminine Hygiene Today," which we will send you FREE without obligation in plain wrapper. Send name and address to Zonite Products Corporation, Dept. 2402, 270 Lexington Avenue, New York, N. Y.

Mrs. Harriet Butler, 111 Yorker Ave.

Can a Married Woman Ever Feel Certain?

Many married women today are taking risks that are absolutely unnecessary. They are taking risks with their nerves, risks with their health, risks with their very happiness itself. Why do they do this? Generally because the subject of feminine hygiene is considered too personal to be openly discussed. It is because of this deplorable situation that many women use douches which can actually burn or scar delicate tissues. Your own doctor will verify this. To run such a risk today is needless. For science has given woman-kind Zonite. You will find no skillful cause Zonite is non-poisonous, non-caustic. Yet it kills germs, bacteria on contact. Zonite actually destroys undesirable odors. Protects personal cleanliness. Most important, is safe for delicate tissues. So enthusiastically have women accepted the safe, hygienic protection Zonite offers that over 30,000,000 bottles have already been bought. Free Book Tells Intimate Facts. If there is any doubt in your mind about the subject of feminine hygiene, get this frankly written booklet, "Feminine Hygiene Today," which we will send you FREE without obligation in plain wrapper. Send name and address to Zonite Products Corporation, Dept. 2402, 270 Lexington Avenue, New York, N. Y.

Mrs. Harriet Butler, 111 Yorker Ave.

RUGS

9x12 \$1.00

CLEANED and STEAMED
Rugs, Stained, Cleaned, Washed,
Sized, Moth, Damp and \$3.00
ELTER CO. Est. 1872
Glenwood 3466 — 44 Arthur St.

KEY DRUG

470 N. GOODMAN NEAR MAIN

1861 MONROE NEAR WINTON

724 WINTON ROAD NO. 100 (DEPOT)

457 RIDGE RD. W. NEAR DEWEY

ROCHESTER'S MODERN CUT RATE DRUG STORES

TODAY THRU NEXT WEDNESDAY

HAY FEVER REMEDIES

EPHEDRINE CAPSULES 49c

3 1/2 Gr. 40's 69c

3 1/2 Gr. 40's \$1.29

NOSE & THROAT ATOMIZER

Sprays Oil or Water — Reg. \$1 Value 49c

FILMS DEVELOPED AND PRINTED 23c

ANY 6 OR 8 EXPOSURE ROLL.

One Spot Flea Killer

Kills Lice, Anits, Fleas, Aphids, Bedbugs, Crab Lice, Potato Bugs, Bean Beetles.

BEST ON ONE SPOT — Ask for Free Booklet.

Marlin HIGH SPEED RAZOR BLADES

Single Edge — 15 for 25c.

Med. Size 23c

Large Size 39c

ODO-RO-NO CREAM

Ends Perspiration Annoyance 1 to 3 Days!

New Giant 2 1/2 oz. jar. 49c

MASSO TOOTH BRUSH

New Low Price 19c

SQUIBB MINERAL OIL

Quart Size 89c

Shave Cream

Reg. 30c Size 2 for 33c

HYGEIA NIPPLES

Reg. 20c 11c

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HYGEIA NIPPLES

Reg. 20c 11c

AUGUST 21, 1941
\$9x12 \$1.00
STEAMED
d. Cleaned, Washed,
Damp and
\$3.00
D. Est. 1872
66 - 44 Arthur St.

Woman
ain?

kills germs, bacteria
onite actually destroys
dora. Protects personal
at important, is safe
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safe, hygienic protection
that over 30,000,000
already been bought
ells intimate facts
ny doubt in your mind
ject of feminine hy-
fractly written book,
Hygiene Today", which
you FREE, without
plain wrapper. Send
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York, N. Y.

NAPKINS
80-Reg. 10c
or 11c
mit 1
DRUG

HYLACTIC
POWDER
8c
DRUG

BOUQUET
DAP
or 11c
mit 8
DRUG

LEANERS
or 11c
mit 4
DRUG

POLISH
MOVER
7c
DRUG

VER'S
POWDER
23c

BONA
Cleaner
14c

KESON
IN TABS.
49c

charin
BLETS
1/2 or 1/4 Gr.
4c

OVES
QUININE
27c

LYNOS
PASTE
39c

Facial Type
TISSUE
Sheet Roll
for 25c

ACIN
BLETS
39c

First Step in the Lesson of Thrift is Careful Reading of the Advertisements in Rochester's Shopping News. School-Goers Values Featured this Week by Rochester's Leading Stores!

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Delivered Every Thursday

FOURTH YEAR—No. 45

ROCHESTER, N. Y., THURSDAY, SEPTEMBER 4, 1941

To 75,200 Rochester Homes

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

WHAT'S IN FASHION?

Fall Wardrobes For School Goers Occupy Fashion Spotlight In City Stores

As Rochester's thousands of school children marched back to their books and studies this week, other hundreds of young men and women prepared for their return to collegiate studies later in the month.

New Fall wardrobes, considered almost as important as the proper textbooks, are much in evidence. Yet many have waited until now to procure their clothing needs.

Here are some of the style leaders wending their way schoolward and seen in Rochester's well-stocked stores:

Peasant styles, those full-gathered skirt dresses that have been so popular with the younger set all Summer, will still be their best loved frocks this Fall and Winter. Velvet, cotton, rayon and wool are all blossoming forth with peasant motifs and trimmings. Embroidered handings and inserts form apron effects.

Basque frocks have lacings in contrasting colors. Pockets, collars and hemlines are embroidered or have gay appliques. Jumpers have even gone the way of the peasant with tight basque tops and full skirts. It's peasant time for all, this Fall, so don't miss out on these quaint styles in your wardrobe.

Last season's dresses are as out of date as last week's newspaper. Every high school girl wants the new long torso bodice, it does such nice things for her youthful figure. Shirred peasant skirts, some with hemline applique, are a favorite of all ages and sizes. The chic of plunging necklines and bracelet length sleeves has been caught by the fashion conscious young.

Defense Fashions

All the young girls, and the little boys as well, are going out for American defense fashions. Inspiration for these popular

patriotic styles is found in the uniforms of the Army, Navy, Air Corps and the Red Cross. Young fashionables love the gabardine trench coats that are staging a comeback, the Sam Brown dresses and snow suits, middie, sailor dresses and military capes and cape suits. You'll even find the military trend in snow suits of paralyze cloth, for boys and girls alike. These truly American fashions are bound to delight any child.

When it's date time it's high time for those more dressed up sheer wools and wooly rayons. The girls love the long torso line, and well they should because of the nice things it does for their young figures. Pastel blue, pink and gold, as well as tiny black and white checks, are the favorite colors, with appliques, tucking and gold braid for decoration for "best" dresses that go to parties and on dates.

Like Boys' Coats

The boys can't even call their coats their own this Fall. The girls like the casual, easy fit of the boys' coats so much that they have adopted them. Briefers in reversible tweed and gabardine are a favorite, but the girls have gone them one better, they have book pockets, large pockets that carry their books to and from school.

Those wooly fleece coats that keep the young men in the crowd so nice and warm aren't exclusively theirs any more, either, and station wagon hats and coats are made for both. Zip-in linings, either to match the coat in fabric or of chambray, corduroy or flannel, have full sleeves this year that make them extra warm and cozy when the weather is brisk. Tweed boxy coats are made so that you can't tell which is brother's and which belongs to sister, and the girls certainly love them.

Sun Tourists Return To City As Holiday Ends

Predictions of The Sun that Rochester would be a "ghost city" on Labor Day were realized over the week-end as thousands of tourists departed by automobile, bus, train and boat, for a last fling at summer vacationing.

Accounting for several hundred of the tourists was the Rochester Sun Travel Department which sent capacity tours to New York, Toronto and Boston.

Returning to the city at midnight Monday was the Boston party, wreathed in smiles and declaring the tour "one of the finest ever experienced." The Sun Boston party had left the city early Friday morning to travel to Boston via the New York Central railroad. Sight-seeing tours a steamship trip to Provincetown and other features kept the party busy and happy for the full time.

Toronto tourists were patting themselves on the back for their foresight when they arrived in the Canadian city and found that hotel accommodations were not available at any price to those who had not made previous reservations. Then, it was they realized how fortunate they were to have twin bedded suites reserved in advance for them at the Royal York Hotel, finest in the entire British Empire.

Taking in the sights of the Canadian National Exhibition. (Continued on Page 3)

Edison Tech Alumni To Honor School Principal At Fete

A field day and clambake, sponsored by the Edison Tech High Alumni Association will be held on Saturday, September 13, at the St. Paul Exempt Firemen's Home on Thomas Avenue.

This event will feature the Recognition Day program formulated by the association to honor Howard S. Bennett, principal of the school.

All former students of Tech High have been invited to attend by William Cox, president.

Baseball games between the 1941 and 1942 classes and the married and single men will highlight the afternoon's program. The clambake is scheduled to be served at 5:30 p. m.

Alumni have been requested to telephone their reservations to the school before September 10.

G.O.P. Candidates To Be At Ward Club Meeting

Members of the 17th Ward Women's Republican Club will meet next Wednesday at 8 p. m. at 975 Joseph Ave., with Mrs. Minnie Angst presiding.

Local Republican candidates, all of whom are slated to receive the club's endorsement, will be presented. Games and cards will be played and refreshments served after the business meeting. Mrs. Dora Henderson will have charge of the social program.

Students Sought For Fall Term Of VEND Classes

Although free all-night national defense training classes for the fall and winter term began Tuesday night, registration will continue until all classes are filled to capacity, says Verne A. Bird, assistant superintendent of schools and director of the vocational education for national defense program.

Owing to an acute shortage of skilled and semi-skilled workers, a thousand men and women are being sought for training in defense work for local and nearby industries, according to Bird.

To assist in relieving this shortage, classes are being offered in machine shop practice, welding, sheet metal work, auto mechanics, cabinet making, foundry practice, electricity, aviation welding and mechanics, pattern making, ordinance inspection, blueprint reading, mechanical drawing and radio communication.

All-night training classes are being held in eight high and vocational schools from 10 p. m. to 6:30 a. m. Monday through Friday.

Registrations are being made at the New York State Employment Service, 65 Broad St. But advance information pertaining to the subjects is being offered at the Board of Education, 13 South Fitzhugh St., Room 309, from 9 a. m. until 4:30 p. m.

Mound Ace



PETE VERSPRILLE

Upon the strong right arm of Pete Versprille was placed the hopes of the Daw softball team to carry them through to the state championship. Daws met Fairport in a replay last night after Fairport's protest of Monday's game was upheld by tournament officials. Daws took the Monday encounter, but Fairport claimed a violation of the rules had been made in the Daw roster.

Finals for the state championship will be played at Kodak Park tomorrow night when the Rochester area winners meet the Syracuse Hoffmans.

Moe Shaver will be on the mound for the Salt City team.

Pageant Readied As County Fair Opens At Rush

Preparations for presentation of the patriotic pageant "The American Way" at the Monroe County Fair tomorrow night were nearing completion today, officials of the fair reported.

The Fair, which was revived last year after a lapse of several seasons is being held at Rush today, tomorrow and Saturday. Featured are agricultural exhibits, 4-H projects and home making displays.

Tomorrow will be School Day and many county schools have arranged to close for at least a portion of the day so that pupils may attend the fair. City schools will be open as usual, it was reported by Superintendent James M. Spinning. Featured on the Friday program will be the school band contest and a 4-H Achievement Dinner.

There is no charge for admission to the grounds, and city residents, as well as their suburban neighbors have been issued a cordial invitation to attend their own county fair by John C. Malloch, president of the Fair Association.

OFFICERS CLUB TO MEET

Louise McCrossen, Officer's Club of Germania Chapter will meet on Friday, September 12 in the third floor dining room of Masonic Temple. Hostesses include: Margaret Albert, chairman; Julia Hiller, Esther Partridge, Emma Copenhagen, Anna Weigand, Lena Fischer and Ida Fischer.



You Save Money by Buying Him Better School Clothes from McFarlin's!

There's nothing cheap about so-called "low-priced" school clothes when frequent replacements are needed! The little bit more you invest in McFarlin school togs for your boy pays off big dividends in long-lasting wear and economy! And what a difference in appearance a McFarlin outfitting makes! From the thoroughbred fabrics... to the accurate proportions and fit... to the keen up-to-the-minute styling... McFarlin school clothes have what it takes to make son look his best... what it takes to make you very, very proud of his appearance!



Students' 2-Trouser

SUITS \$2475

Our exclusive Cragmoor tweeds. Two trousers to match; or one to match plus extra sport slacks. All the new models, colors. 16-22.

Students' Reversible

TOPCOATS . . . \$1595

The newest reversible! Camel or cinnamon shade wool with reverse in sanforized, show-proof Whitman's gabardine. Fly front. 14-22.

Jr. Long-Trouser

SUITS \$1595

Because this suit calls for special proportioning and expert fitting, it pays to select son's at McFarlin's. Complete varieties. 10-18.

Eton and Rugby

SUITS \$1095

In the authentic English manner, small boys' Eton and Rugby suits of traditional good taste. Flannels, tweeds, coverlets. 4-12.

NOTICE TO PARENTS
SCHOOL OPEN
SEPTEMBER
END



Boys' Wool Knit

SWEATERS . . . \$295

Fashioned in the wanted crew-neck, slip-over model. All wool yarns! Rich Autumn colorings of brown, tan, gray, green, blue, maroon.

Jr. Corduroy

SLACKS \$295

"Tough" is the word for the way these wear! Exclusive McFarlin corduroy noted for its stamina and soft, pliant finish. New colors.

Boys' Fall Sport

COATS \$995

Fashioned like the ones they wear at college! Authentic three-button models in bright plaids, herringbones, checks, and stripes! 8-16.

Boys' Fall Wool

SLACKS \$395

Styleful, sturdily-woven slacks in new solid colors, stripes, tweed mixtures, herringbones, and plaids. Talon fly. Pleated front. 8-14.

Where The Good Clothes Come From

McFARLIN'S

195 MAIN STREET EAST

Eighteenth Century And Mahogany

When 18th Century furniture is mentioned without further description, it is presumed to be English or American mahogany furniture. The term "18th Century" is also synonymous with Georgian furniture, but is a little more likely to be applied to English rather than to

American furniture. The Queen Anne style is seldom considered as being included under the term "18th Century" and, of course, never under the term "Georgian." In time Queen Anne styles covered roughly the first quarter of the 18th Century and Georgian the last three-quarters of the century.

Queen Anne styles are usually grouped with those of Wil-

liam & Mary (1688-1702) and comprise the "Age of Walnut." The "Age of Mahogany" or rather the "Century of Mahogany" covers the span from 1725 to 1825. It was during this century that there came into being the styles of Early Georgian, Chippendale, brothers Adam, Hepplewhite, Sheraton, English Regency, Empire, Directoire and their counterparts in America under such names as Duncan Phyfe, William Savery, Samuel McIntire, John Goddard and Benjamin Randolph.

In America the name "Federal American" has been used to designate the furniture made after the Revolution. In this period we find furniture influenced by the designs of Chippendale, Hepplewhite, Sheraton and the French Empire.

Household Hints

Blueberry muffins are in season. Add a cupful of cleaned blueberries and an extra tablespoon of sugar to any plain muffin recipe.

When the finish wears off brass or nickel fixtures, don't bother to have them refinished—paint them over with quick-drying enamel to match the it soak for half an hour or so in sour milk, wash and rinse well.

Martha Logan Serves—

A Little Dinner



For a luncheon or little dinner, here's a combination that is both satisfying and easily prepared. The ham shortcake is made with diced table-ready ham in cream sauce between layers of rich baking powder biscuits.

Lard was used to make the biscuits and the chocolate chip cupcakes. Browned pineapple sticks, buttered green beans and a vegetable salad complete the meal.

Movie Guide

All Pictures Listed Now Playing Except As Noted:

*Starts Friday

**Starts Saturday

ROCHESTER—Dr. Jekyll and Mr. Hyde; Spencer Tracy, Lana Turner, "Thanks a Million," James Gleason, William Tracy.

PALACE—Alma of the South Seas; Dorothy Lamour, Jon Hall; "World Premier," John Barrymore, Francis Farmer.

CENTURY—Father Takes a Wife; Adolphe Menjou, Gloria Swanson; "Jungle Cavalcade," Frank Buck.

REGENCY—Citizen Kane; Orson Welles, Dorothy Cotton.

TEMPLE—Hole in That Ghost; Abbott and Costello; "Moon Over Miami," Betty Grable, Don Ameche.

TEMPLE—Torred Landing; Richard Arlen, Eva Gabor; "Rags to Riches," Alan Baxter, Mary Carlisle.

TRIVIERA—Barbaric Bill; Wallace Beery, Virginia Weidler; "Accent on Love," George Montgomery, Osa Mas-

SEP—

"DIXIE"—Puddin' Head; Judy Canova, Francis Lederer; "Sunset in Wyoming," Gene Autrey, Spudis Burnett.

STATE-LIBERTY—The Bride Came C.O.D.; Betty Davis, James Cagney; "Power Dive," Richard Arlen, Jean Parker.

SHADISON-MONROE—One Night in Lisbon; Fred MacMurray, Madeleine Carroll; "Puddin' Head," Judy Canova, Francis Lederer.

CLAMCO—Time Out for Rhythm; Rudy Vallee, Rosemary Lane; "She Knew All the Answers," Joan Bennett, Franchot Tone.

WEBSTER—Time Out for Rhythm; Rudy Vallee, Rosemary Lane; "Love Star Riders," The Three Mesquiteras.

GRAND—Meet John Doe; Gary

Women Bankers To Have Fashion Show

A fashion show, sponsored by the Women's Committee of the Rochester Chapter, American Institute of Banking will be given on the Starlight Roof of Hotel Sagamore next Wednesday at 8 p. m.

Miss Margaret T. Strowger, chairman of the Committee is in charge of the event.

Shirred Lace

Loveller and lovelier bedspreads are being made of the sheer lace nets sold in curtain departments. A beauty, designed for a model room in a large store, is flounced in the usual manner but the top is shirred from headboard to foot in bands about two inches wide and eight or ten inches apart.

A very sheer lace net in a tiny point d'esprit pattern is used and it gathers up between the shirrings into the daintiest of airy puffs. Lace net curtains in the same sheer texture, patterned with roses, are used at the window.

At Left's—3 Doors From Loews Theatre Exclusive FALL STYLES In Children's Clothing At Genuine Savings

MOTHERS—Left's Stores made their purchases before prices went up. We advise you to act promptly to take advantage of these unusual buys. Compare our prices with any in town—SEE the savings that only Left's can bring you!

OPEN FRIDAY & SATURDAY TO 9 P. M.

Girls Cotton Plaid
DRESSES

- Sailors
- Prints
- Stripes

Sizes 1-16
Made to Sell
for \$2.00!

Girls Corduroy-Flannel
SKIRTS \$1

Sizes 7-16. Val. to \$1.98

Girls' Jacket and Skirt
CORDUROY \$1.95

Suits
SIZES 8-14. Val. to \$3

BOYS'
3-pc. SUITS
GUARANTEED
100% WOOL

One pair long and one pair knicker pants. Sizes 7-14. Values to \$15.95. This is a REAL BUY. Shop early.

\$10.95
Other at \$7.95

Boys' Shirts. Sizes 6-14 69c
Boys'-Girls' Shoes. All Sizes ... \$1.50 to \$3.95
Boys' and Girls' Sweaters. All Colors \$1 to \$2.95
Boys' Long or Short Pants. Sizes 5-15 \$1 to \$2.95
Girls' 3 Pc. Leggin Sets \$5.95 to \$19.95
All Types—Sizes 3 to 6—7 to 14

NEW DEPARTMENT!
Ladies' Fur-Trim
COATS

In this new money-saving department you'll find a variety of trims and the latest in fur collars; excellent tailoring and superb styling in sporty fleeces, plaids, camel and tweeds. They're up-to-the-minute!

Specialty
Priced **\$10.95**

Our Regular \$40.00
Coats At \$28.00

Including
• Wolf • Silver Fox • Dyed
Cross Fox • Mongolian Fox
• Natural Squirrel Trims.

USE OUR LAY-AWAY PLAN

You're Right When you Buy at
LEFT'S
126-128 CLINTON AVE. S.

Everything From Tots To Teens

PERSONAL LOAN
Applications Welcomed

- ★ No security necessary
- ★ Budgeted monthly repayment
- ★ Low bank interest rates
- ★ Amounts from \$100 to \$2500

CENTRAL TRUST COMPANY
25 E. MAIN ST. • 1806 EAST AVE.
Member Federal Reserve System • Member F.D.I.C.

Mrs. Ethel Wagner, 68 Orange St.

Save \$6.40 on this Complete Set of
"All-Star" CAST ALUMINUM
For WATERLESS COOKING! LIFETIME GUARANTEE

EASY TERMS
\$12.95
YOU SAVE \$6.40

What a bargain! Every piece of this extra heavy, matched cast aluminum is guaranteed against breaking, cracking or warping. The entire set is now offered to you at a clear saving of \$6.40! Just one thing...our supply is limited, so act at once!

SET INCLUDES:
• Heavy Cast 18 1/2-Inch Skillet \$ 2.98
• 18 Inch Waffle Griddle 1.98
• 1 Quart Boon Pan with Cover 1.50
• 1 Quart Boon Pan with Cover 1.50
• 1 Quart Boon Pan with Cover 1.50
• 1/2 Quart Dutch Oven and Cover 1.50
• Heavy Wire French Fry Basket 1.50
• Heavy Wire Boiling Rack 1.50
Total Cost of Purchased Separately \$19.35
Matched Set Price for same items... \$12.95
YOU SAVE \$6.40

MAIN 7900

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EXCHANGE ST.

Free City Delivery
Free Parking
Opposite

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Are entitled to a copy of Rochester's Shopping News every Thursday—Sent to you by Rochester's leading merchants...
If there is any irregularity in Sun delivery at your home notify The Circulation Department.

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\$20.00 FOR YOUR OLD STOVE

ROUND-UP
Continues Through
SEPTEMBER

COOK THE NEW WAY
with a
C. P. Gas Range
The Only Range That Has the Amazing New
Electric Lighter
SEE THESE THREE FAMOUS MAKES
Glenwood --- Magic Chef
Universal
Buy Now While They Are Still Available
Rochester Gas & Electric

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YLES
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you to act
usual buys.
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TO 9 P. M.

on Plaid
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oy-Flannel
\$1.95

and Skirt
\$1.95



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\$1 to \$2.95
\$1 to \$2.95
to \$19.95
14



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ROCHESTER'S SHOPPING NEWS

Published every Thursday by the Rochester Sun Corp. 5 St. Paul St., Rochester, N. Y. G. C. Gerling, Pres.; Wm. A. Pfaff, Vice-Pres.; V. A. Moran, Sec.; Wm. G. Bromley, Treas.

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NATIONAL REPRESENTATIVES,
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225 South 15th Street

At Rivers

**2 MORE WEEKS
TO SAVE
ON FINER
FURNITURE**

We told you in our August Sale Announcement that we had bought heavily in anticipation of further price rises. We did this that we might be able to keep our prices down and save you money. Our warehouse is jammed with this furniture bought before the price advance. Most of it has just been unpacked and set up in our Salesroom. This merchandise will be

**PLACED ON SALE
FOR THE NEXT 2 WEEKS AT
AUGUST SALE PRICES
Savings Of 25% and More**

We take this opportunity to express our thanks for the deluge of business you brought to us during August; we had the largest August volume in our entire history which proves that the public appreciates Rivers' finer furniture at big savings to them. It is partly in appreciation of this that we continue our low August prices thru the first two weeks in September. This is YOUR sale. It's a profit-sharing gesture and we want you to get full benefit from it. If you did not find or could not buy all the furniture you wanted during August Sales, come to Rivers tonight! Look over this fine furniture — YOU'LL FIND WHAT YOU WANT — at THE PRICE YOU WANT TO PAY!

Open Tues. Thur. Sat. Eves. 7 - 9:30

For 30 Years—Fine Furniture at Low Prices!

FRANK A. RIVERS CO.

226 SOUTH AVENUE

Ample Parking Space

Easy To Make Frocks For Young Fashionables



Jacket Dress No. 3412, sizes 6, 8, 10, 12 and 14 years. Size 8, 2 1/4 yards of 39-inch fabric with 3/4 yard of contrasting fabric for dress; 3/4 yard of fabric for bolero.
Jumper Ensemble No. 2791, sizes 4, 6, 8, 10, 12 and 14 years. Size 8, 1 1/4 yards of 35-inch fabric for jumper; 1 1/2 yards for jacket; 1 1/4 yards for blouse.
Send FIFTEEN CENTS (15c), (coin preferred) for EACH pattern. Write plainly YOUR NAME, ADDRESS AND STYLE NUMBER. Be sure to state size you wish.
Address: PATTERN DEPARTMENT, Rochester Sun, 5 St. Paul St., Rochester, N. Y.

Tourists . . .

(Continued from Page 1)

motor coach sightseeing tours, a launch trip and shopping in the metropolitan department stores occupied their time. Not being a personally conducted tour, as was the Boston trip, each tourist was able to spend his time in his own way. But everyone, no matter what they were doing, encountered a multitude of soldiers, war flyers and sailors. Some in regulation army uniforms (of which there are dozens) some in kilts, many in flying cadet blue and tans in white and blue uniforms.

The Toronto tourists who had left the city at midnight Friday on the steamer "Kingston" of the Canada Steamship Lines, returned on that vessel Monday shortly after 10:30 p. m.

Largest of the Sun tour groups was that entraining for New York on Friday evening for a Saturday morning arrival in the big city. When they returned to the city Monday afternoon and evening, expressions of approval of the fine hotel accommodations and sightseeing features were heard on every hand.

So far as can be checked, no one was left behind in any of the cities visited. No sickness or accidents were reported, and almost everyone expressed a strong desire to participate in future Sun tours.

They will have that opportunity, because the Sun Travel Department will continue to function through the fall holiday and winter seasons, according to present plans.

Ancient China is the source of inspiration of the latest creations of the fashion world. The high-rounded neckline, frog closings and graceful flowing sleeves of the mandarin coat are attractive features of the newest Summer-time designs; coolie coats and hats frequent smart beach resorts . . . and flowers tucked over either ear are as chic as they are charming.

NEW UNDERARM

Lotion
prevents perspiration odor
checks moisture safely



Not a liquid • Not a paste
• neutralizes perspiration odor
• sweetens underarms
• contains 2 effective acid-neutralizers instead of 1
• safely checks moisture
• rubs in like hand lotion . . . dries instantly
• soothing to skin even after shaving
• greaseless, harmless to clothing

PHILLIPS' DEODORANT LOTION

MADE BY THE MASTERS OF
PHILLIPS' MILK OF MAGNESIA CREAMS

Your Dog

By DR. H. J. WILDER

Foods and Feeding

The best diet for your dog varies with its breed and habits. A small toy dog that gets very little exercise requires a different type of diet than does a large dog that is getting a great deal of strenuous exercise hunting or racing. As a general thing, a good ration consists of one-half fresh beef or mutton, one-quarter vegetables, and one-quarter cereal. Vegetables most commonly used are tomatoes, asparagus, beets, cabbage, potatoes, spinach, lettuce, peas and string beans. These should be chopped fine and mixed with the rest of the rest of the ration. Cereals include dry bread either white or whole wheat, any of the cooked or cold breakfast cereals, wheat biscuits, spaghetti, macaroni, rice, barley, and dog biscuits. Canned dog foods containing beef or horse meat are useful to vary the diet.

Foods to be avoided in the dog's diet because they are prone to cause indigestion and other digestive disturbances are pork and pork products, veal, corned beef, raw fish, highly seasoned sausages, and sweets. Raw eggs may be fed if mixed with milk, and are particularly good for sick and convalescent dogs, but they never should be used alone. If cooked fish is fed, it should be carefully examined and all bones removed. Chicken, chop, and steak bones should never be fed because they are very apt to splinter and get caught in the throat or intestines, causing serious trouble. However, it is well to let a dog have a large beef bone, particularly since bones are a source of calcium and calcium

is not only beneficial but necessary to the system.

Raw meat should be fed in small chunks rather than finely ground. The meat when finely ground clings together in the dog's stomach and consequently digests more slowly than the small chunks which easily fall apart. A small amount of fat in with the meat is beneficial, but large quantities of fat and grease should be avoided in the food.

Dogs do not chew their food but just bolt it down. Consequently, it is not thoroughly mixed with the saliva. Starchy foods are more readily digested if mixed with the saliva. Thus, a dog has difficulty in digesting large quantities of raw starches and fibrous materials, but to say that a dog cannot digest starchy foods or fibrous vegetables is entirely wrong. Digestibility experiments have shown that dogs do digest such materials if fed in proper proportions. Therefore, to say that a dog cannot digest potatoes is not correct and potatoes occasionally added to a dog's ration are beneficial rather than harmful.

SCHOOL SHOES

Re-Soled
and
Re-Heeled

CALL
MAIN
895

Have their shoes repaired by specialists in children's shoe wear. Ball's methods excel—yet cost no more than ordinary shoe repairs elsewhere.
BALL
34 North Clinton
"Call Ball and Ball Will Call"

in the National's Basement



Rochester's
Most-
Popular
Low-Price
Clothing
Shop
For Boys

Got That Way By
Deserving It

"VALUE-HI"

Student Suits
\$10.95

Values in low-priced student suits that have become the talk of Rochester: Well-made, smartly-styled suits in the colors and patterns that young men want. A big variety of handsome, colorful tweeds and sturdy smooth-finish fabrics. Sizes 32 to 38.

"Value-Hi" Jr. Longie Suits

Sizes 10 to 18 for boys who are just graduating into long-pant suits. New Fall fabrics, tailored to fit, correctly. **\$7.95**

"Value-Hi" Knicker Suits

A big variety of this season's best-selling colors and patterns. Fine, durable fabrics, tested for wear and service. **\$5.95**

- Wool & Corduroy Jackets \$2.95
- Boys' School Sweaters \$1.49
- Wool Slacks, . . \$2.95

In The Basement

The
NATIONAL
EAST MAIN AT STONE

CHARGE IT !!
Pay 1/3 Oct. 10 . . . 1/3 Nov. 10 . . . Final 1/3 Dec. 10

Mangurian August Furniture Sale LAST 3 DAYS

Open Evenings 7 to 9
(Except Saturdays)
Budget Terms



**Living
Room Suites, \$68 to \$225**
Bedroom Suites, \$49.50 to \$250
PARK AVENUE at MEIGS

Mrs. Margaret King, 34 Admiral Pl.

in the National's Basement

School-Going

Young Men

Go For

These Values

IN THE

Basement



Fall Sweaters . . \$1.95 to \$4.95

All kinds, for whatever your school or sports occasion calls for. Zipper and button-front brushed Shetlands, tweeds, baby shakers, pullovers, crew-neck, V-necks . . . all the newer colors and patterns.

Leather Jackets . . \$5.95 to \$9.95

For now and for all winter long. Fine, selected suedes and capeskins. Many styles to choose from including the popular new Aviation styles. All sturdily tailored . . . all with zipper front.

Leisure Coats . . \$1.95 to \$4.95

For Fall wear, they're comfortable and smart as a whip. Corduroy and polo cloths. Also jacket styles of corduroy, gabardines, poplin and wool-and-leather combinations. A huge variety.

New Fall Slacks . . \$3.45 to \$6.95

You'll need plenty of slacks to see you through the season . . . and if you're thrifty, you'll want to see these! Pleated coverts, tweeds, chevrons, worsted and corduroys. Plain or patterned.

Finger-Tip Coats . \$4.95 to \$7.95

These are the coats all young men want today, and wait 'til you see the National's finger-tip coat values! Swell new gabardines, corduroys and polo cloths. All new Fall styles.

Pickled Fruits Add Zest

TESTED RECIPES SUPPLIED BY R. G. & E. HOME SERVICE DEPARTMENT. Spicy relishes add zest and tang to cold meat platters and salad bowls. One attractive

plate had as a garnish stuffed pickled crabapples. The crabapple was cored and the cavity filled with smooth cream cheese. Pickled peaches drain-

ed of the syrup and thoroughly chilled and stuffed make a nippy salad. Save the syrup off the pickled fruits and use to moisten mincemeat or as flavoring in apple pie.

TO PREPARE FRUIT FOR PICKLING:

PEACHES

Choose small, perfect, not too ripe peaches. Wash thoroughly and wipe to remove fuzz. Proceed as directed below. During the cooking process the skins will loosen and can be slipped off if desired.

PEARS

Use seckel pears and be careful to see that they are neither too ripe nor underripe. Wash and dry, being careful not to break the stem. Proceed as directed below.

CRABAPPLE

Use bright red crabapples and look over carefully so as to avoid using wormy ones. Wash and dry, being careful not to break the stems. Proceed as directed below.

PLUMS OR PRUNES

Wash and dry. Prick skins in several places with a fork.

Syrup for Pickled Fruit

1 qt. vinegar 1 T stick cinnamon
4 c. sugar 1 T whole cloves
1 T whole allspice fruit
If the vinegar is very strong,

dilute with water. Mix the vinegar, sugar and spices. Bring to the boiling point and cook 5 minutes. Add prepared fruit to syrup and cook slowly until just tender but not soft. Pack fruit into hot sterile jars, cover with syrup and seal.

WEIS & FISHER'S .. OPEN FRIDAY EVENINGS .. FOR FAMILY SHOPPING

1 JENNY LIND TWIN BED GROUP
6 pcs.
39.50
Think of it! Two Jenny Lind beds, 2 extra mattresses, and 2 coil springs, all at one low price.



2 SIMMONS DEEP SLEEP
44.95
Such a good-looking sofa, you'd never suspect it leads a double life. By night it can be opened into a large, comfortable double bed. Has a durable striped cotton and rayon covering. A real buy if we've ever seen one. Hurry! Order yours today.



3 6 PIECE TWIN BED OUTFIT!
• 2 Beds • 2 Coil Springs • 2 Mattresses!
All for **34.50**
Two Twin size Metal center Beds equipped with 2 restful Mattresses and Coil Springs. Quality plus Value!



4 2 PIECES! CEDAR CHEST CHINTS BOUDOIR CHAIR!
Both **25.45**
Extra fine cedar chest and attractive boudoir chair. Makes an excellent two-fold gift for the bride-to-be.



5 3 PIECE CUSTOM BUILT SUITE
189.50
3 pcs. Custom Built Suite, with striped back chair, to Weis & Fisher's rigid Specifications.



Have you heard about these
WEIS & FISHER SALE MIRACLES?



CLEARANCE!
SIMMONS INNERSPRING MATTRESSES
19.95



All discontinued ticks in the famous Simmons Innerspring Mattress line. Formerly 24.50 and 29.75.

weis & fisher's
"rochester's showplace of furniture fashion"
80 CLINTON ST. SO.

7 Clearance! REFRIGERATORS



8 5 PC. CHROME BREAKFAST SET
Porcelain Enamel Top Table and 4 Chairs
Complete **39.75**
A charming addition to breakfast room or dinette. Includes porcelain top table and four matching chairs of solid construction with leatherette seats.



9 3-pc. Decorated Nursery Group
• Dropside Crib • Chiffonade • Nursery Chair
All for **23.95**
Includes charming crib, infant's nursery seat, and combination chest and chiffonade. Order your set today.



10 5-pc. MAPLE DINETTE SET
Complete **29.75**
A real honest-to-goodness buy. Includes extension table, 4 matching chairs. Made of quality maple.



11 Attractive Maple Living Room
69.50
If you're planning to redecorate your living room, the maple suite for you. Smart at a price. Come in and see it today.



A+ Buys for School

from Sibley's Thrift and Style Wise Selections

Mothers, Guard Young Feet in Carefully-Fitted All-Leather POLL PARROT SHOES

\$1.98 to \$3.98

Precious young feet need careful fitting—not just a pair of shoes! No other piece of clothing can affect your boy's or girl's comfort and health as much as a pair of shoes. We take every precaution to fit young feet correctly—to help assure a future of foot health and happiness. Known for their correct construction, their proper lasts—built-in quality and smart, grown-up style, Poll Parrots are outstanding. With all these features they're reasonably priced. You will never find paper or fibreboard substituted for leather in any vital part.

aisle 6



Correct tread an aid to correct posture!



Snug heels important to prevent clumsiness!



Carefully measured for widths and length.



X-Ray checked. We "see" the correctness



BOYS' STURDY HE-MAN TOGS

Fingertip Coats, \$3.95

They've all got them—he'll want one too for school, sports and general wear. Full zipper front, and plenty of pockets for carrying books. Well made of sturdy gabardine in natural color only.

2-Pants Prep Suits, \$12.95

Extra trousers—what growing lad doesn't need them! Single and double-breasted models in checks, plaids, and the ever popular herringbones. Fine buys for school! 55% reused wool; 45% cotton.

Slacks and Knickers, \$1.95

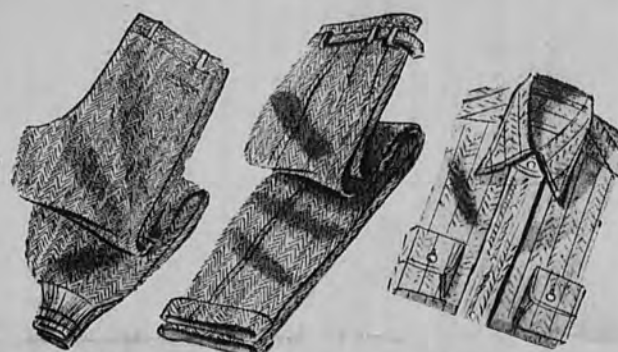
SLACKS. Up-to-the-minute styles in herringbones, plaids, and figures. Pleated or plain. 70% rayon, 18% reused wool, 12% cotton.

KNICKERS. Cotton corduroys, the kind that can take it for school "play" wear. Also types in 88% rayon, 12% reused wool.

"Lucky Lad" Shirts, 69c

Fine count cotton broadcloth in white and fancies. All with stand-up collars to give the well-turned-out look he envies in big brother.

aisle 2



THRIFTY CAMPUS CLASSICS

"Jonny" Sport Coats, \$12.95

Box, fitted, wraparound types. Tweeds, plaids, herringbone weaves. Brown, grey, tan, blue wine. Sketched: Hollywood wraparound in 22% mohair and new wool, 22% worsted spun rayon, 56% rayon. 12-20; 38-44.

Campus Jackets, \$4.19

Change your jacket and you've a whole new suit! Bush or box jackets in plain colors. Red, navy, kelly, beige, blue. Fine reprocessed and reused wool and rayon blends. Fitted types in plaids. — Sizes from 12 to 18.

Gay, Warm Skirts, \$2.95

Can't have too many of these either. New wools, as well as new, reprocessed, and reused wool and rayon blends. Also popular rayon crepes. Kick pleats, box pleats, gores, belted types. Black, navy, blue, brown, plaids — 24-30.

"Your Own" Blouses, \$1.95

Long-sleeved shirt types with button cuff links; short sleeve model has one large simulated pearl button. Fine quality, washable white rayon crepe. Sizes 32-38.

100% Wool Sweaters \$2.19

How's your sweater wardrobe doing these days? Why not stock up now in fine, soft 100% virgin wool sweaters in many styles. Different color for every day—red, natural, blue, maize, green, brown, rust, navy. Sizes 32-40.

aisle 12



Topnotch Style and Value in

NAUTICAL BERETS

\$1.25

Just the ticket for your daughter's first fall hat. Smart to wear with cottons now, with skirts and sweaters later. We've a brilliant collection of colors as well as black, brown, navy.

aisle 12

BRIGHT IDEAS FOR GIRLS

Loomcraft Dresses, \$1.00

"June Preston" dresses that fairly sparkle with high fashion details! All in sturdy, washable fabrics, cut true to size, with strong seams and hems that are easy to shorten or lengthen. Pretty florals, stripes, checks, plaids, combinations. Sizes from 3 to 6x; from 7 to 14.

Teen Age Coats SPECIAL \$11.95

Coats to keep you deliciously warm and ever so smart all winter! Coats with new fashion details; boxy, belted, fitted or dressmaker styles. In natural, wine and soldier blue. 48% rayon, 52% reprocessed wool. Sizes 10 to 16.

For Sweater 'n' Skirt Fans Sweaters, \$1—Skirts, \$1.95

From tots of 3 to their grown up sisters of 16 plus, the call comes for sweaters and skirts. They're pretty, practical, and gay. Sweaters in 100% new wool — both cardigans and pullovers in all wanted colors. Skirts in 100% new wool, or 63% rayon, 37% new wool. We've plenty of zipper and side-button models, pleats, gores; button and belted tops. Sizes from 3 to 6x; from 7 to 16.

aisle 14



The Big Basement
SIBLEY, LINDSAY & CURR CO

PHONE
STONE 6500

SONS OF VETERANS MEET
A meeting of the C. A. Glidden Camp No. 6, Sons of Union Veterans of the Civil War will be held Monday at 8 p. m. in

the G. A. R. Rooms of the City Hall Annex on Court St. A series of military drills will be announced by the group in the near future.

SMALLS Modern Optical Department



Don't NEGLECT YOUR CHILD'S EYES

Backwardness in school is frequently caused by defective vision. Bring them in this week for an eye examination.

Glasses on Credit
YOU DON'T NEED CASH
PAY SMALL SUM WEEKLY

BAUSCH and LOMB LENSES used Exclusively

Smalls 28 MAIN EAST ST.

State N.Y.A. Head To Visit Fair, Area Office and Picnic

Between five and six hundred of the 1000 youths employed by the National Youth Administration have made plans to attend the group's picnic at Genesee Valley Park on Saturday, according to Mrs. C. Dorothea Greene, area director of the organization.

Attending as special guest will be Karl D. Hesley, state youth administrator.

Inter-shop games, entertainment and dancing are on the program. The National Youth Band will furnish music.

Hesley will spend the day in the area, visiting the Monroe County NYA Office and the Monroe County Fair at Rush where he will inspect the National Youth Exhibit.

At 11:20 a. m. he will speak over Station WSAY on the subject, "Youth and National Defense."

Wonder how to keep poached eggs from separating? A few drops of lemon juice in the water will do the trick.

Decrees of Fashion

By Rosellen Callahan
Have you wished yourself a princess or envied the heiress who married a title and the privilege of wearing a crown? Well, you too can be a princess—medieval and glamorous—simply by buying a new hat.

For now that all the showings are over and we've sorted through the various vogues, we find that the motivating influence is the Moyenne theme, of the romantic 11th and 13th centuries when the fair princess sat waiting in the tower while her knight went off with the Crusaders. Captivating are the small velvet or fur clothes with dramatic flowing drapery, dotted with brilliant sequins to swathe your face. Then there are daytime felts in effective purple and blue or American Beauty and black combinations with the Crusader's peaked visor silhouette introduced by Lilly Dache. And because in their search for the Holy Grail, many Crusaders brought back brilliantly embroidered turbans this style is also part of the theme. The ecclesiastical inspired models are also of the same period including hair encasing hats which make you look as demurely severe as a nun, and sophisticated versions of the bishop's mitre with vizor

veil trim, especially becoming to Arlene Francis, lovely star of "Woman of Courage."

Dull and shiny materials are once more being combined to accent styling and silhouette. Satin, introduced this spring in many daytime dresses, is combined for fall with velvet, wool, crepe jersey, and the crepe side of satin. In these models, no trimming, other than the clever manipulation of the two fabrics, is used. And because of their simplicity, they make excellent backgrounds for the new extravagant costume jewel necklaces and pins.

The winnah! ladies, is the slim silhouette. It is the one that gives you that willowy, undulating appearance. There is ample fullness in skirts for walking, and often the slim line is broken by a tunic or jutting peplum—so flattering to the very tall, slim girl. If there is gathered fullness in the skirt, it is flattened out over the hips with stitching. But in contrast to the almost tubular-like skirts waists have more fullness than ever, what with dolman and deep armhole sleeves. Be careful, however, not to mistake drooping shoulders for the newly popular rounded shoulder silhouette.

Duke of Windsor Featured In National Magazine Article

The October True Story Magazine, now on the newsstands, contains a revealing article by Barbara Wake on the secret thoughts of the Duke of Windsor.

Five years ago Edward the Eighth, King of England and Emperor of India, surrendered his throne for "The Woman I Love." What does he think as he looks back? Miss Wake is said to have written a thought-provoking and heart-stirring answer, plus a startling look into the future of the world-famous couple.

In the same issue, Bette Davis, the first lady of the screen, creator of a score of unforgettable women, presents the story of the woman she admires most in "Behold The Women."

Nina Wilcox Putnam contributes "Rapture," said to be the greatest true love story she knows. It is a book-length story complete in the October issue. Other articles include "Blondie's Guide To A Happy Marriage," by Penny Singleton, the Blondie of the screen and radio. Wendell Wilkie presents a hero for America today and the usual number of true life stories and features round out the issue.

Women Form New Bowling Leagues At Buonomo's

Two new ladies' bowling leagues will make their appearance at Buonomo Hall this season.

Organization meetings have been held for a Girls' Industrial League to bowl on Thursday evenings and a Girls' Beginner's League, which will bowl on Wednesday evenings.

There are a few openings in the beginner's league and interested lady keepers are requested to get in touch with Tony Buonomo at the Charlotte Street Academy.

Fresh fruit pies should be baked slowly to insure tenderness. When this is done the pie crust has a tendency to become too brown but that can be prevented by binding a strip of wet white cloth, an inch or so wide, and long enough to go all the way around the pie plate, around the edge of the pie and tin.

BRIGHT EYES!

BRIGHT BOY!



BETTER be safe than sorry! A Bausch eye examination costs so little... and is so informative. They are pleasant, too, and do not take very long.

CONVENIENT CHARGE ACCOUNTS

Carl R. Bausch, Optometrist

E. E. BAUSCH & SON CO.
8 MAIN E. 81 EAST AVE.



Mrs. Jane Herman, 47 Genesee Pk. Blvd.

2 Mistakes Young Wives So Often Make

At this very moment there are countless thousands of young wives who are beset with uncertainty. The pity of it is that these young women will go on making needless mistakes because they have no one to turn to for much needed advice.

Because of inward shyness, many women live in ignorance about the subject of feminine hygiene. Others are woefully misinformed and, as a result, have used douches of over-strong solutions of acids which can actually burn or scar delicate tissues. Your own doctor will verify this.

Today, there is a truly safe product for the douche that offers amazing hygiene protection. This great discovery is Zonite. You will find all skill-and-crochess on Zonite's label.

Free Book Tells Intimate Facts
If there is any doubt in your mind about the subject of feminine hygiene, get this frankly written booklet, "Feminine Hygiene Today," which we will send you FREE, without obligation, in plain wrapper. Send name and address to Zonite Products Corporation, Dept. 240-B, 270 Lexington Avenue, New York, N. Y.

INTRODUCTORY DRESS Sale!

SPECIAL GROUP Reg. \$19.95 Now \$16.95

All new Fall merchandise All the newest shades and materials. Junior, Misses and half sizes. Also complete line SWEATERS, SKIRTS and BLOUSES, and LINGERIE.

FROM \$5.95

THIS WEEK ONLY \$2.00 OFF ON EVERY DRESS

NILU DRESS SHOP Exclusive Styles Moderately Priced
OPEN TUES. 9 P.M.
624 MONROE AVE. (CORNER WILMER ST.)

Ward Democratic Club Announces First Fall Meet

First business meeting of the Fall season has been announced for next Monday evening at 8 p. m. by the 19th Ward Women's Democratic Club. The club meets at 904 Main St. W.

Plans will be formulated for the coming social and political activities of the club. Mrs. Nela Campbell will preside.

Sears SHIRTS

IT'S HERE AGAIN! OUR ANNUAL SALE OF SUPER TAILORED

*That Look Like \$2 Shirts!
That Feel Like \$2 Shirts!
That Wear Like \$2 Shirts!*

★ This Time They're Priced To Put 65 cents Back In Your Pocket!

\$1.35

- ★ Fine Count White Broadcloths!
- ★ Chambrays! End on End Madras!
- ★ Patterns are Woven—not Printed!
- ★ Attached Collars Are Fused!
- ★ Pleated Sleeves and Backs!
- ★ Stripes! Checks! Two Tones! Dots!
- ★ Sleeves 32-35! Collars 14-17!
- ★ All Perfect! Cellophane Wrapped!
- ★ Remember Sale Price Saves 65¢!
- ★ Look For Sears Pilgrim Label!
- ★ On Sale, Main Floor, Monroe Only!



ROYAL ASCOT \$1 Value TIES 69c

After you've picked an armful of those All American Shirt Stars—make 'em up with these hand tailored, resilient constructed non-wrinkle, wool lined Fall Neckwear. New fabrics, colors, patterns for men and young men. On the Main Floor, right next to where you bought the shirt!

Monroe Avenue at S. Union

Stone 2500

Edwards SEPTEMBER Events

Offering New Fall Goods in Complete Assortments at Money-Saving Prices

SHOP HERE ALL DAY FRIDAY AND SATURDAY FOR THESE HEADLINE VALUES!

Rock Sharpe STEMWARE

Regular
65c Value

49^c

The edges will never chip... they're chip-proof! Choice of goblets, high sherbets, claret, cocktail, cordial and footed glasses. All with hand cutting. Low, wanted shapes in the Georgian or Waterford manner.

"Jefferson" and "Green Castle" Patterns

EDWARDS—Second Floor



Step Out With An American Stride In

NEW FALL SHOES

4⁴⁰

ALL SHOES X-RAY FITTED

Suedes as black as soot, toasted browns... in slenderizing elasticized patterns that are characteristic of unique American designing. Step-ins, oxfords and ties with black patent, gabardine, calf or braid trims. Open or closed toes.

EDWARDS—Third Floor



EDWARDS,
Street Floor

Edwards Guarantees Its WATCH REPAIRING

WATCHER CLEANED
AND OILED\$1

MAIN SPRING
FITTED\$1

STEM AND CROWN,
EACH75c

Now Is The Time To Bring

In Your HOSIERY for REPAIR

RUNS, EACH THREAD 5c

SNAG, EACH INCH ...5c

Moth holes, burns, cuts and tears
reweaved like new. Bring in your
hosiery for estimates.

GLOVES CLEANED & REPAIRED...
Highest quality work. Colors re-
tinted and reglazed at no extra
cost.

EDWARDS—Street Floor

EDWARDS DUAL TISSUE

1,000 Sheets
To a Roll

10 ROLLS 98^c



EDWARDS—Street Floor

Stock Up Tomorrow on

EDWARDS HARD WATER SOAP

12 Bars

59^c



Think of it... less than 5c a bar. The ideal soap for the whole family. Choose yours in five assorted odors.

EDWARDS—Street Floor

Open an Edwards 90-Day CHARGE ACCOUNT

Pay as follows:

1/3 Oct. 10th; 1/3 Nov. 10th

1/3 Dec. 10th



Silver Plated

HOLLOWWARE

2⁹⁸

Stow them away for Christmas gifts at this low price! Brightly finished silver plate on a heavy copper base. Plain, but elegant borders.

Vegetable Tray
Well & Tree Platter
Gravy Boat
Coffee Boat
Tea Pot
Sugar, Creamer
Flower Bowl
Cheese-Cracker Tray

EDWARDS—Street Floor



Sterling Silver

Individual Salt and Pepper Shakers

So many reasons why you'll want them! Add their charm to your table... buy them for shower gifts... Use them for bridge party prizes!

EDWARDS—Street Floor

6 for \$1



Accurate 1-Day CLOCKS

Reg. to
2.95

1⁹⁹

Famous Waterbury, Gilbert and Seasing clocks... some with alarms. Mahogany, ivory, beige, red or blue. Wood or metal cases.

EDWARDS—Street Floor

SPECIAL FOR TWO WEEKS ONLY! CUSTOM PERMANENT WAVE AND HERBEX TREATMENT

Regular 12.50
Value

\$8

Important savings in Rochester's largest and finest beauty salon! Choice of machine or machineless permanent wave plus a Herbex treatment that brings back life and lustre to sun dried hair. Phone early for an appointment. Call Stone 2300.

EDWARDS—Third Floor



Ordinarily You'd Pay
\$2 For These New Fall

Men's "Pargate"

SHIRTS

1³⁹

You might expect such a low price on left-over summer stocks... but for new Fall styles—never! Get several while we can offer them for so little. Stripes and checks. Sizes 14 to 17.

Woven Broadcloth
Woven Madras
Slubs—End-to-End Cloth
Non-Wilt Collars Attached

EDWARDS—Street Floor



Back To School...

Boys' Shirts... 89^c

Fine fitting, fancy patterned shirts in a big variety of tubfast colors. Boys' sizes 13 to 14 1/2 and junior sizes 8 to 14. Rare at 89c today!

Boys' Sweaters... 1.98

Crew neck and V-neck styles... tops for school wear! Brushed rib type or worsted finish. Tan, blue, maroon and brown. Sizes 30 to 38.

EDWARDS—Street Floor



2000 Yards, New, Fall A. B. C. PERCALES

19^c

The grandest material for school dresses, aprons, house frocks, drapes, curtains and smocks. Watch how they give laundering satisfaction. 2 to 10 yards lengths...and they won't last long, so hurry!

EDWARDS—Second Floor

Sew Your Way Into Fashion with



'SERG-A-HEAD'

The Country's Most Popular Fabric for Smart Fall Wear!

69^c

Crown tested and washable, you'll find it adaptable for every item in your wardrobe. School dresses, slacks, housecoats and sportswear. Choose from 15 up-to-the-minute Fall shades. Look smart! Be Smart! Sew your way into Fashion!

Try a McCall or Butterick Pattern!

EDWARDS—Second Floor

Now! Your Favorite Daily Comics every Sunday!

Out Our Way With the Willets, a family so human they might be your neighbors.	Our Boarding House Featuring Major Hoople, for 16 years America's favorite comic character.	Captain Easy Action! Adventure! Packs a punch in every picture. You'll go for it.
Freckles He's a real American boy. You'll enjoy his romance, adventures and humor.	Boots She's the best dressed girl in the comic strip! Chit! Charm! Clever!	Plus Joe Palooka, Superman, Barney Baxter and many others.

New York Sunday Mirror
ON SALE AT ALL ROCHESTER NEWSDEALERS

WINTER'S COMING RE-CONDITION YOUR FURNACE

While there is still time — let a Schafer Expert check it thoroughly.

Furnaces Vacuum Cleaned \$3.50

Does Your Furnace Leak Gas, Soot or Ash Dust?

Try Our Re-Set and Cement Job

Don't expose your family to the danger of a leaking furnace. Carbon monoxide gas is odorless, but deadly. Just a trace of it can cause headache and sluggishness.

Special Fall Price! \$9.50

Complete Guaranteed

SAVE OIL BY HAVING YOUR BURNERS ADJUSTED. WE ARE EXPERTS ALL MAKES FURNACES CLEANED RECONDITIONED — REPAIRED

SCHAFER HEATING CO.
EXCLUSIVE DEALERS FOR LENOX FURNACES AND AIR CONDITIONING EQUIPMENT
317 ALEXANDER ST. STONE 3308

Mrs. Elizabeth Furth, 3 Rowley St.

Andy Says: "A HAPPY WIFE KEEPS A HUSBAND HAPPY"

Quality Ranges

ANDY FURSTOSS

PRICED FROM **\$69.50** INSTALLED

and Look At These Special 'Quality' Features

- JOHN MANSVILLE QUILTEX INSULATION
- FOUND ONLY IN QUALITY RANGES
- FULL PORCELAIN ENAMEL FINISH
- NEW DAY LIGHT FINISH OVEN
- DOUBLE FOLDING COVERALL
- AUTOMATIC TOP LIGHTING
- GLIDING ROLLER BEARING DRAWERS
- CONCEALED DRIP TRAY
- RUST RESISTING OVEN RACKS
- HIGH SPEED BURNERS

"SEE FURSTOSS FIRST"
409 Chili Ave. Open Evenings Gen. 2070
Rochester's Fastest Growing Appliance Store
Featuring America's Fastest Selling Appliances!

EASY WASHERS FRIGIDAIRE - PHILCO RADIOS GLENWOOD RANGES - QUALITY RANGES

WORLD'S LARGEST SELLER AT 10¢ ALSO IN TABLETS, 24¢ - 10¢ TABLETS, 10¢ NONE FASTER - NONE SURE

St. JOSEPH ASPIRIN

SAVE WITH MILLER'S "SPECIAL" High Quality Long Burning Hard COAL

EGG STOVE OR NUT **\$11.70** Ton Cash Short, Off

PEA \$9.70 Prices Subject To Change Without Notice!

We Also Are Exclusive Dealers For Jeddo Coal

GEN. 20

ARDEAN R. MILLER
100 West Avenue... A Reputation For Finest Service For 31 Years
KNOW YOUR COAL DEALER!

COMPLETE NEW FALL STOCKS OF FALL and WINTER SPORTSWEAR

AVAILABLE AT LOWER PRICES THAN YOU WOULD PAY ELSEWHERE!

MEN'S REVERSIBLE WOOL AND WATER REPELLENT POPLIN Sport Jackets
Combination Colors **\$5.95** Sizes 36 to 44
*Young Men's All Wool Pullover Sweaters **\$2.98**
Others \$1.98 to \$5.95
Boys' Back-to-School WOOL JACKETS **\$2.98**

LADIES JODHPUR BOOTS . . . \$2.80 - \$3.75
Ladies' Gabardine RIDING JACKETS **\$3.49**
Green — Tan — Brown 14 to 20
LADIES JODHPUR BOOTS . . . \$2.80 - \$3.75

Men's Wind and Water Repellent Gabardine Sport Jackets **\$6.95**
BOYS' SIZES **\$5.95**

Champion KNITWEAR CO. 71 ST. PAUL ST.
1/2 Hour Parking at Bill's and Strand Parking Stations

DAW'S COUPON FRESH OVEN-ROASTED Sugar-Toasted PEANUTS
1-Lb. Pkg. **16¢**
A REAL FAVORITE... and a real low-price! Whole, freshly roasted peanuts—crushed in crispy sugar-toasted jackets. (Limit 2 lbs.)

DAW'S COUPON MARROW OIL Shampoo, 50c size, 29¢
STORK Castile Soap, 2 for **15¢**
BENZEDRINE Inhaler **49¢**
WILLIAMS' 25c After Shave Talc **11¢**
CASTOR OIL, 2-oz. 15c size **6¢**
SYRUP OF FIGS (Laxative, 35c size) **18¢**
BREWERS Yeast Tablets, 100's **33¢**
APEX LITTLE Liver Pills, 25c size **8¢**
BLAUD'S Iron Pills, 100's **16¢**
MILES Anti-Pain Pills **21¢, 83¢**
WINDOW Cleaner, Pint Bottle **13¢**
FLY Ribbons **5 for 9¢**
MASSO Tooth Brushes **19¢**
FLETCHER'S Castoria, 40c size **31¢**
PYREX Nursery, 8-oz. size **20¢**
DENTAL Floss, 12 Yd. Spool **8¢**
VINCE Tooth Powder **29¢, 59¢**
TERRA ANT-KILLER, 25c size **18¢**

DAW'S COUPON WOODBURY CREAMS
Cold Creaming Facial Tissue Reg. **33¢** Size (Limit 2 Jars)

DAW'S COUPON CLEANSING TISSUES
Boxes of 200 Sheets **2 for 11¢** (Limit 4)

DAW'S COUPON Borden's Chocolate Malted MILK
Regular 50c Pound **19¢** (Limit 2)

DAW'S COUPON SWEETHEART SOAP
4 Bars for **16¢** (Limit of 4)

DAW'S COUPON PINAUD'S LILAC TALCUM
LARGE 35c SIZE **11¢** (Limit 2)

DAW'S COUPON RAT-TAIL COMBS
Made of Acetate... practically unbreakable
Regularly Sold at 10¢ (Limit 2) **4¢**

DAW'S COUPON FALSE TEETH
FIT LIKE NEW! Dentur-Eze, the new cushion plastic, makes loose plates fit comfortably for weeks. Not a powder—no a pain. Economical. Thousands of satisfied users. Get a tube of Dentur-Eze today! Hand-size tube 5¢—New large size 9¢
DENTUR-EZE

DAW'S COUPON FOUNTAIN PEN INK
Lge. 4-oz. Size 15c **7¢**

DAW'S COUPON TYPEWRITER PAPER
Pkg. of 50 Sheets **8¢**
25c Pkg. of 200 Sheets **19¢**

DAW'S COUPON ONE DOZEN LEAD PENCILS
Full Size With Erasers **11¢** (Limit 2 Dozen To Customer)

DAW'S COUPON LUNCH BOX
WITH 1/2 PINT GENUINE THERMOS BOTTLE
Daw's Low Price **\$1.19**

DAW'S COUPON PENCIL SHARPENER
Automatic for home, school or office. 60c Value! **49¢**

DAW'S COUPON Pencil Tablet
Reg. 5c Ruled **4¢**
Reg. 10c Ruled **8¢**

DAW'S COUPON LePage's Mucilage . . . 8c
Math Pads . . . 4c, 8c
Pencils Automatic Propelling 8c, 21c
Pencils With Jumbo 2 for 5c
Crayola Crayons 10c Box of 8 **8c**

DAW'S COUPON SPIRAL NOTE BOOKS
Reg. 4c 10c **8c**

DAW'S COUPON STENO-GRAPHERS
Composition Books Rochester Quality 48 Pages **8c**

DAW'S COUPON 10c Strained CLAPP'S Baby Food
3 for **19¢**

DAW'S COUPON 10c SODAMINT TABLETS
6c

DAW'S COUPON 25c Size PACKERS TAR SOAP
14c

DAW'S COUPON FOOT POWDER (Medicated)
25c Val. **19c**

DAW'S COUPON Pt. Size MINERAL OIL Pure U. S. P.
14c

DAW'S COUPON Pin. WITCH HAZEL
7c

DAW'S COUPON 45c-4.50-4.50-2c

HEARING IMPROVED
AFTER USING OROTONE
Now Hears Clock at 20 Feet
D. H. Wells, Huntington Park, Cal., writes:
"Before using Orotone I had to have my ear right up to the clock to hear the ticks. After using one bottle of Orotone, I can hear the tick very well at 20 feet. Send me another bottle."
Thousands now delighted, annoyed by buzzing, ringing, missing head noises, clogged up feeling in ears, would get relief and hear clearly and distinctly again if impacted wax that blocks ear canals and prevents an sensitive ear drum was removed.
Use Orotone as directed. Key & Daw Drug Store. It is safe and contains an ingredient especially recommended for this purpose.

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

WHAT CAUSES EPILEPSY?
A booklet containing the opinions of famous doctors on this interesting subject will be sent FREE, while the Educational Division, 535 Fifth Ave., New York, N. Y., Dept. SS-161.

SOAK YOUR ACHING FEET
IN
COLLOIDAL SULPHUR
and you'll feel like dancing a jig.

If you're been on your feet all day long and they burn, itch, perspire excessively, are sore and tender and ache all over, if "Aching Feet" is making you miserable, take this good advice: Dissolve an envelope of Rest-Eze in a basin of warm water and let those feet of yours soak. Soon the Colloidal Sulphur starts drawing out the soreness, the tender, burning sensation disappears, aching muscles relax, corns and callouses soften—you can peel them off layer after layer. Your feet feel grand. A millionaire couldn't buy finer foot comfort. Yet every one can enjoy the luxury of a Rest-Eze Foot Bath—25c—50c—\$1. Daw & Key Drug Stores.

WOMEN! RELIEVE NEEDLESS SUFFERING
If functional periodic complaints 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 habit-forming drugs. Sold at all drug stores. **50c** at all drug stores. **up and up** In business over fifty-five years.
CHI-CHES-TERS DIAMOND PILLS

"MIDDLE-AGE" WOMEN (38-52 yrs. old)
HEED THIS ADVICE!!
If you're cross, restless, NERVOUS—suffer hot flashes, dizziness—caused by this period in a woman's life—try Lydia E. Pinkham's Vegetable Compound. Made especially for women. Hundreds of thousands remarkably helped. Follow label directions. **WORTH TRYING!**

ATTENTION FACTORY SAMPLES
TRUNKS and LUGGAGE at **Bargain Prices**
KRIEGER
TRUNK STORE
135 S. Clinton Open Even.

Department Store Opens Enlarged Bowling Supply Shop

Enlargement of the Bowling division of the sports department has been completed by E. W. Edwards, who have announced their appointment as authorized dealers for the Brunswick line of bowling supplies.

Besides the stock of custom-fit mineralite Brunswick bowling balls, the department will feature shirts, bowling shoes and other items. A complete stock of women's bowling items will be carried.

The sports department is located in the basement. To prevent jelly glasses and fruit jars cracking, heat them and set them on a cloth wrung out with hot water. Pour the jelly or fruit in slowly.

DOLANS... Where You Buy THE CUTS CHICKEN YOU PREFER
Breasts lb. 55c | Livers lb. 45c | Necks lb. 12 1/2c
Wings lb. 23c | Giblets lb. 19c | Legs lb. 45c
DOLANS 600 JEFFERSON AVE.
Cor. Bartlett Telephone Genesee 1417
Mrs. Minnie Herr, 250 N. Goodman St.

Recovered—Restyled—REBUILT
YOUR LIVING ROOM SUITE
3 PIECE \$34.50
New cotton coverings, new cushions, spring units, new webbing, new fillings, springs tied 3 ways.
Phone or write. Representative will call, day or evening.
WAYNE UPHOLSTERING CO.
74 PARK AVE.
MONROE 1404

Pulse of a City...
SINCE 1888
SIEBERTS
ST. PAUL and ANDREWS ST.
Free Parking Open Evenings
FOR ALL HOME APPLIANCES

PENN VACUUM STORES—ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS
The Cleaner with 101 Uses!
Used **ELECTROLUX** Complete with Attachments
\$16.95 FULL CASH PRICE
BEAUTIFULLY REBUILT
10-Day Trial Plan
If You Can't Come In, Write... or phone for FREE HOME Demonstration.
Bring This Ad
PENN VACUUM STORES
30 SOUTH AVE. OPEN EVERY EVENING UNTIL 9 P. M.
STONE 6747
IMPORTANT! ASK US ABOUT THE THREE ADVANTAGES OF BUYING FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

TAKE OFF UGLY FAT

Many lose 3 to 5 lbs. a week yet EAT plenty
No Reducing Drugs—
No Exercises—No Massage

Men and women all over the United States are reporting remarkable results in losing weight. Many tell of reducing 20 pounds a month and more. These people are following the Plan of Dr. Edward Parrish, noted physician, former Health Officer, State of New York; Surgeon-in-Chief, a Medical Staff, U.S. Army; Editor, Lecturer.
Dr. Parrish's Reducing Plan makes reducing a pleasure. A pleasure because it allows you to EAT PLENTY, requires no exercises. Harmless, too, because it calls for no reducing drugs, no loss of vitality.
Here is Dr. Parrish's Reducing Plan EXACTLY as given by him over the air to millions: For breakfast and dinner EAT AS YOU USUALLY DO. Don't cut out fatty, starchy foods—just cut down on them. Try Dr. Parrish's Reducing Plan for one week. You and your friends will be amazed at the vast improvement in your figure. Most overweight cases should be helped by Dr. Parrish's Plan.
Cal-Par is not a reducing drug. It is a special purpose food supplementing the diet with certain essential minerals and vitamins. Get a can today, plain or chocolate flavor. Cal-Par costs only about 3c a day to use. Money back if not satisfied.
Miss Madeline Williamson, famous Powers' model, praises Dr. Parrish's Reducing Plan.
Health Food Stores and drug stores, including Key and Daw.

HARRIS NUSBAUM
Open Evenings
One of Rochester's Largest and Loveliest Coat Selections at a Store Known for Value-Giving!
We planned and bought months ahead... before prices increased. This is your big opportunity. Buy now for Fall and Winter; select from the year's loveliest fashions in Furs, Fur Trims, Sport Coats and Dress Coats. Whatever your style preference... it's here, priced to save you as much as 25%. Prices will necessarily be higher when we restock later... now is the time to act!

Fur Trimmed DRESS and SPORT COATS
\$26.50
Richly fur trimmed sport and dress coats marked far below their real value. Savings up to \$10 on each coat. You'll find such precious furs as American Fox, Raccoon, London-Dyed Squirrel, Marmot, Dyed Lynx, and others. Sizes 10 to 20, and 38 to 52.

Luxurious FUR COATS
We've maintained prices that were in effect when these coats were purchased months ago. They're far below present market prices. The quality and beauty of the furs and the tailoring of the coats is beyond your greatest expectations. See Nusbaum's selections now... buy now at Nusbaum's low prices.
Coat pictured: Sable-Dyed Coney... truly a rich-looking fur... beautifully styled. Here's quality and superb fashion you cannot overlook at this unbelievably low price!
\$79.50

3 WAYS TO BUY:
Lay-Away Plan
Cash Budget Plan
Charge Account Plan

Special Event! NEW FALL DRESSES
\$4.95
Hundreds of fresh sparkling dresses for every occasion. They're here in all the newest Fall colors and styles. Compare them with any 6.95 dresses and you'll surely recognize their value. Sizes 9 to 17, 12 to 20, 38 to 52.

• WOOL CREPES
• WOOLS
• SILK CREPES
• RAYON CREPES
• SATINS

CAMEL HAIR and WOOL COATS
\$16.95
Zip out the lining for balmy Autumn days... zip it in to keep you warm and comfortable in the coldest Winter blizzard. Tailored in balmacaan, wrap-around and the new "boys" model.

HARRIS NUSBAUM
ALWAYS PLENTY OF PARKING SPACE
221-229 JOSEPH AVENUE
OPEN EVENINGS UNTIL 9

CANNING JAR RUBBERS
12 In A Box
3 Boxes 11c

WHITE ACE SHOE CLEANER
25c bot. **11c**

BRIDGE OR PINOCCHLE PLAYING CARDS Reg. 35c
21c

McKESSON TOOTH PASTE Reg. 25c Size
2 for 29c

PETROLEUM JELLY White, 3 1/2 oz. jar
8c

WALDORF TOILET TISSUE
3 for 13c

ANACIN TABLETS Bot. 36 Reg. 75c
59c

IPANA TOOTH PASTE 30c size
39c

Machine Oil 4 oz. can 13c val.
6c

TEK TOOTH BRUSH
23c 2 FOR **43c**

PENCILS Lead Reg. 2 for 5c
4 for 5c

ADLERKIA LAXATIVE Reg. \$1 bot.
59c

KEY ROCHESTER'S MODERN CUT RATE DRUG STORES
470 N. GOODMAN NEAR MAIN
1861 MONROE NEAR WINTON
724 WINTON ROAD NO. 102 (TRUCKS)
457 RIDGE RD. W. NEAR DEWEY

IVORY SOAP PROCTER & GAMBLE
Large AND A Medium B & R BOTH FOR **9c**
SUPPLY LIMITED Limit: 1 Combination

SPECIAL OFFER While Supplies Last
KOTEX BOX OF 30
48c Limit 1 Boxes
Regular—Junior and Super

Marlin HIGH SPEED RAZOR BLADES 20-25¢ Double Edge
Single Edge 15¢ to 25¢
Manufactured by The Marlin Firearms Co.

Free 25¢ JERGENS CREAM with purchase of 50¢ JERGENS LOTION
A 75¢ Value for 39c

Be Wise—Try Alka-Seltzer Large Size
49c

FILMS and PRINTED DEVELOPED Any 6 or 8 Exposures Roll
23c

Borden's AT ALL KEY DRUG STORES
ICE CREAM 18c, 20c, 25c, 30c Pint

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, brittle and elimination becomes irregular.
Sterling Alivia 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 ALIVIA capsules TODAY and start feeling good with more pep, vim and vigor.
25 Day Supply \$1.79
50 Day Supply \$2.98

CANNING JAR COVERS Porcelain Lined
Box of 12
23c

FACIAL TISSUES Box 500 Full 9x10 size
14c

McKESSON ASPIRIN TABS. Bot. 100 Tablets
2 for 49c

Baby Bottles Bot. size
3 for 5c

PREP FOR SHAVING 35c size
16c

WOODBURY HAND LOTION 50c bot.
21c

Saccharin TABLETS Bot. 1000 1/4 or 1/2 Gr.
44c

CARBONA Dry Cleaner Reg. 25c Bottle
14c

MENNEN BABY OIL 50c size
43c

HINKLE PILLS Bot. 100
9c

Paradichlorbenzine Moth Crystals Lb. Can
29c 4 \$1

METAL LUNCH PAIL Sturdy Construction
49c

SEPTEMBER 4, 1941
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NEWS ST.
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celatin Lined
23c
ACIAL
SSUES
14c
KESSON
IN TABS.
100 Tablets
49c
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3 for 5c
REP
SHAVING
16c
DBURY
LOTION
21c
charin
ARLETS
1/4 or 1/2 Gr.
14c
RBONA
Cleaner
14c
NNEN
BY OIL
43c
LE PILLS
9c
chlorbenzine
Crystals
b. Can
c 4 \$1
METAL
CHPAIL
49c

Own a Share in America! If Your Flag Falls You Lose Your Freedom. You Can Preserve That Freedom By Buying Defense Savings Stamps at Your Favorite Stores. Lend Uncle Sam a Dime and Keep Old Glory Waving

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Delivered Every Thursday

FOURTH YEAR—No. 46

ROCHESTER, N. Y., THURSDAY, SEPTEMBER 11, 1941

To 75,200 Rochester Homes

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

Defense Stamps in Every Till

—AN EDITORIAL—

We Americans go to town—but sometimes we are a little casual about getting around to doing the unaccustomed things that translate our good intentions into action.

Helping in National Defense, for instance. We all want to help. If we are the average people earning pretty good money in these times of plenty, we know we should be putting away some of those U. S. Defense Bonds, not only to assist our Government but to do ourselves a favor. Of course, lots of us have.

The Treasury Department has made it easy for everybody to buy Defense Savings Bonds. All we need is enough Defense Savings Stamps to fill a Stamp album which can be exchanged for a Defense Savings Bond worth \$25 to \$100 in 10 years, an increase in value of 33 1/3 percent. Simple! The trouble is remembering to buy those Defense Savings Stamps regularly.

Now, thanks to the co-operation of a million retail merchants in every city and town, the Treasury has made it just about impossible for you to forget. For wherever you go to spend money Defense Savings Stamps will be right at the cash register.

So, while you have your money out, there is the opportunity immediately at hand to buy Defense Savings Stamps—which, as they multiply through systematic purchase, will become your Defense Savings Bonds.

Those Bonds will represent savings sure to be useful when the war is over and readjustments begin. Moreover, the money you put into Bonds will be taken out of earnings that might otherwise go for luxury and other goods. Such widespread spending when the national income is mounting causes heavy consumer demand, leading to inflation.

Therefore by purchasing Defense Savings Stamps in the stores where you trade—the easy, can't-forget method—you are not only aiding our Government to arm but accumulating savings for yourself and holding down the cost of living.

Encourage the merchants and the two and a half million retail store employees selling Defense Savings Stamps during Retailers-for-Defense Week, September 15 to 20, and thereafter in the vast national-scale effort on behalf of the Treasury's Defense Savings Program. Purchase Savings Stamps. Take them as change.

Soon you will have one or more Defense Savings Bonds—proof that you have done your part to make America strong; that you have put a nail in the barrier against inflation; and set up a reserve of savings for yourself.

When you buy anything, any time, at any store—Buy Defense Savings Stamps, too!

Wings Open Home Stand In Cup Series With Bears

Rested, ready and on edge, the Red Wings already are battling the Newark Bears in the International League playoffs, officially titled the Governors' Cup Series. Barring postponements at Newark, where the first two games were scheduled, the Wings and Bears will open the Rochester end of the series tonight at Red Wing Stadium, where three games will be played.

This series marks Rochester's seventh appearance in the nine-year-old post-season combats and the ninth for Newark, which has made the playoff grade each year since the series was inaugurated in 1933. However, the Wings have what might be called a psychological advantage, as they are the only club to hold an advantage over the Bears in playoff combats, leading ten games to eight.

It's no secret that Johnny Neun and his Bears were squeezing for Jersey City to beat out the Wings for fourth place, and the reason is apparent in the season's records.

Interest in this series is running high and indications point to a big crowd when the Wings battle the Bears for the right to meet the winner of the Buffalo-Montreal series and a place in the Little World Series.

—BUY DEFENSE STAMPS—

Defense Training Classes Seek 500 Registrants

Approximately 500 registrations are needed in all-night defense training classes to meet the quota set by the vocational education for national defense division of the Board of Education. VEND officials revealed this week.

In order to insure adequate instruction for each class group, with present available facilities, quotas have been set for each course as follows: Machine shop practice, 300; welding, 50; sheet-metal, 200; auto mechanics, 150; cabinet making, 50; foundry practice, 20; electricity, 150; ordnance inspection, 90.

A good indication of the employment possibilities for those completing the required ten weeks of intensive training is shown by the placement of 85 per cent of the trainees having taken the summer course.

Any one interested in joining one of these all-night classes, should apply immediately at the New York State Employment Service, 65 Broad St., or call the Board of Education, Main 2600, for particulars.

—BUY DEFENSE STAMPS—
SAUSAGE ROAST

Members of the Spiritualist Church of Divine Inspiration will stage their annual sausage and corn roast on the church grounds, 27 Appleton St. on Saturday from 3 to 10 p. m.

Medium of the city are invited to participate.

Comedy Hit Opens Local Stage Season

The theatre, which is several thousand years old, has never produced anything quite like "Arsenic and Old Lace," according to an expert in such matters, upon squeezing himself into a performance recently in New York, where this hair-raising, roof-raising smash hit has been "standing 'em up" for months on end.

Local audiences will have an opportunity to attest to the truth of this statement when "Arsenic and Old Lace" comes to The Auditorium for an engagement of two nights, Friday and Saturday, September 26, 27, and a Saturday matinee.

That there must be considerable substance to the assertion is proven by the fact that it has become necessary to organize a company to present the play throughout the country this season, otherwise playgoers might have to wait for months on end before being able to visit and enjoy it.

Consequently its producers, Howard Lindsay and Russel Crouse, got busy and collected a cast for the Joseph Kesselring opus that fairly shines with stars, including Laura Hope Crews (who recently cleared herself by bringing Aunt Polly in "Gone With The Wind" to life on the screen); Erich von Stroheim; Jack Whiting; Effie Shannon and Forrest Orr.

—BUY DEFENSE STAMPS—

National Figures To Address Rally Here Tomorrow

Rochesterians of opposite political faiths and representing all races and nations—the conquered, the fighting and the neutral—will assemble in Convention Hall tomorrow night for a rally to be addressed by Federal Security Administrator Paul V. McNutt and Representative James W. Wadsworth, Jr.

Harper Sibley, national chairman of the United Service Organizations will be chairman of the meeting, jointly sponsored by the Rochester Committee to Defend America and the Monroe County American Legion. The meeting has been called by the sponsors for "an expression of the united will of the American people to overthrow Nazi tyranny, defend America's freedom and establish a just and lasting peace."

Banners of dictator-conquered nations will be paraded during a Freedom Roll Call, following a procession of the United States colors, led by Richard Toole state Americanization chairman of the Legion. The Amalgamated Clothing Workers Chorus, with William Warfield as soloist will sing "Ballad for Americans."

In presenting McNutt, former national commander of the American Legion and former governor of Indiana, and other speakers, the program will include behind President Roosevelt's aid to the allies policy are bringing their first

(Continued on Page 2)

Stores To Push Sale Of Defense Stamps In Special Drive

West Side Parish To Have Bazaar

Plans have been completed for the annual bazaar of the St. Peter and Paul's parish to be held on the school grounds in Brown St. tomorrow and Saturday evenings, according to Henry L. Jessorer, general chairman.

Cash awards of 300 dollars will be made as grounds prizes. Others serving on arrangements committee along with Jessorer include: Francis Papeneau, Allen Breginsky, Joseph P. Schoen, Louis Bors, George A. Baker and Richard Powers.

No. 33 School PTA Plans Season's First Meeting

Members of the Audubon PTA of school No. 33 will meet for the first time this season at the school next Tuesday at 7:45 p. m.

An outline of the year's program will be given by Mrs. Harold Atwood. A faculty reception, a humorous skit, music for dancing and refreshments will complete the program. Members of the executive board will act as hostesses.

Rochester merchants will join businessmen throughout the nation next week in an "all-out" drive to sell defense stamps during "Retailer's-for-Defense" week, September 15 to 20.

Plans for local participation in the nation-wide drive which is expected to distribute more stamps during the one week than was sold during the entire first three months of the effort include special sales booths, decorations in the stores and a contest to find Miss Typical Rochester Salesgirl.

The contest, which is open to all stores in the city, will be held at the Chamber of Commerce on Monday afternoon at 3 p. m. where Fremont Chester, Chamber Official, and a staff of judges will determine which entrant most nearly resembles the girl on the special defense stamp poster which will be displayed during the drive. The winner will receive a 25 dollar defense bond and an opportunity to win a 100 dollar defense bond, plus an all-expense trip to New York City.

According to Chester, each store will select its contest entrant before the Monday judging, either chosen by the salesforce or named by the store's management. Each store

(Continued on Page 2)

A SAVING on Every Purchase or Your Money Back



Men's Genuine BUCKSKIN JACKETS
100% Waterproof
A warm, durable jacket for rain and cold. Good to look at—hard to wear out.

Nationally Advertised At \$5.00

\$3.39

Other Wool & Combination JACKETS Priced To **\$7.98**

Men's Combination Wool and Leather Sport Jackets

Shes 36-46. Made with genuine leather front in several new combinations. Wool corded sleeves, knit collar and cuffs, celanese lined.

\$4.98

Reg. \$6.00 Val.

MEN! VISIT OUR WORK CLOTHES DEPARTMENT

Rochester's largest and most complete stock of UNION MADE garments. Save on all famous brands!

• OVERALLS • COVERALLS • DUNGAREES • SHOP COATS • APRONS • SHOES, SHIRTS, GLOVES, PANTS

By such famous makers as: DOUBLEWARE, HEADLIGHT, CROWN, OSH-KOSH, CARHART

SAVE By Buying Direct FROM JOBBING HOUSE



Men's - Ladies' BOWLING SHOES

Fine soft leather for utmost in comfort Ladies sizes 3 1/4 to 7 1/2. Men's 6 to 12.

\$1.98

Reg. \$3 Value

RED-HOT SAVINGS on WARM WINTER APPAREL

Direct From **ROCHESTER JOBBING HOUSE**

We're stocked to the ceiling with over \$125,000.00 stock of winter apparel for women, men and children. What a break for our thousands of customers all over the Rochester area! Everything bought months ago at rock bottom "low" — now offered you at the lowest prices possible. Early quantity buying plus low rent savings and low overhead combine to bring you values unheard of before! **SAVE THROUGH OUR LOW-COST POLICY.**

Men's New Fall Sport SWEATERS

Choice of button-up or zipper styles. Plain colors or two-tone combinations. Very special.

\$3.00 VALUE

\$1.89

Sizes To 46

OTHER MODELS Priced To \$5.00

GIRLS' SWEATERS

A tremendous variety of bright, new colors in Cardigans and Blouses. Long and short sleeves. New necklines and clever new designs. Choice of 15 beautiful colors.

SIZES 34 to 40

95c | \$1.95

Reg. 1.29 Val. Reg. 2.39 Val.

Ladies' 100% Wool Worsted COAT SWEATERS

Sizes 36-46, Regular \$3 value.

\$2.29

Reg. \$2.50 Value

GIRLS' ALL WOOL PARKER WILDER FLANNEL SKIRTS

Choice of Plaids, Plain Colors and Tweeds. All popular shades.

\$1.69

Reg. \$2.50 Value

Men's 100% Wool Worsted COAT SWEATERS

Ideal for Bus Drivers, Policemen, Mailmen and all who give a coat hard wear. Navy, Oxford, Brown. Sizes to 46.

\$2.48

Sizes to M Slightly More

Men's REVERSIBLE TOP-RAIN COATS

A real topcoat on one side of smart pattern wool; reversed to a water repellent gabardine for wet weather. An all year coat for ALL weather.

\$9.98

Reg. 12.98 Value

Boys' Popular 3/4 LENGTH GABARDINE COATS

Zipper closings. Completely lined. Popular among boys of all ages. Water repellent and wind resistant.

\$4.59

Sizes 8-18

Reg. 5.98

COAT & LEGGIN SETS FOR TOTS

Fine, soft double-breasted coat. Flannel lined with zipper legging and hat. Sizes 2 to 6.

\$4.98

Reg. \$6.00 Value

BOYS' BLACK RUBBER RAINCOATS

Helmet to match. Sizes 6-16. Reg. \$2.50 value.

\$1.85

ROCHESTER JOBBING HOUSE

159-161 JOSEPH AVE. Cor Nassau St. STONE 2260

Open til 9 Every Evening Unrestricted Parking

"Streamline" Service Inaugurated At Local Dairy Company

Bartholomay Dairy, Inc., 555 league milk in this city, are St. Paul St., suppliers of Dairy-streamlining their service to

NEW YORK CREATIONS ARE
THE LATEST AND SMARTEST

See Our Complete Line of

NEW FALL DRESSES

Junior, Misses and half sizes. Also sweat-
ers, boleros, skirts and lingerie. — Repeat
Sale.

\$2.00 OFF ON EVERY DRESS

OPEN EVENINGS 'TIL 9 P. M.

Nilu Dress Shop
624 Monroe Ave. Corner Wilmer

from
\$5.95

IT TAKES A PERFECT EYE To Deliver The K. O.



—And it takes perfect vision to "deliver the goods" in any
line of business. Don't neglect your eyes. They mean
much to you in dollars and cents—as well as in keeping
your body physically fit. Have your vision checked periodically
by SMALLS optometrist.

Don. G. Albert, Registered Optometrist

Glasses on Credit

TAKE
MONTHS
TO PAY

Park Free
In Rear
of Store

Smalls

28
MAIN
E.

milk consumers. The modernization program includes the installation of the new Shorttime Pasteurizing process, a special type Clarifier said to produce a clean product and the capping of the milk with the new Seal-on Hood that offers protection of the pouring lip at all times.

Included in their new products is a special processed milk called "Soft-Curd Homogenized with Vitamin D." This milk is said to be especially prepared so that it is easily digested and assimilated and, it is claimed, has the protecting qualities of 400 units of Vitamin D in the form of actual concentrated cod liver oil.

Patrick Casey, manager of the Bartholomay Dairy, has also included in the modernization program a Home Department, headed by Mrs. Florence Bosc of this city, a graduate dietitian of Mechanics Institute.

Bartholomay Dairy has recognized the necessity of rendering a more complete and better service to all consumers of milk. The installation of the new equipment and Home Department should go a long way toward better health and living for the people of this city.

—BUY DEFENSE STAMPS—

Defense Stamps . .

(Continued from Page 1) will be allowed one entrant in the contest.

A photograph of the winner will be sent to the New York headquarters of the National Retail Dry Goods Association, sponsors of the national contest. There it will be judged in competition with winners throughout the nation. Winner of the national finals will receive the 100 dollar bond and an all-expense trip to the NRDA convention in New York.

Customers in stores throughout the city will be especially urged to join in the effort for national security and purchase defense savings stamps next week.

It is expected that Rochester, as is customary, will go "way over the top" in fulfilling its quota in the week's drive.

**STATE
WHOLESALE & RETAIL
CONFECTIONERY**
Come In And See Us
For
CANDY BARGAINS
312 STATE ST.
Opp. Eastman Kodak
STORE HOURS:
7:30 A. M. to 9 P. M.

Rally . .

(Continued from Page 1)

out-of-town speaker for a mass meeting.

Former Governor McNutt, once dean of the University of Indiana Law School and later high commissioner to the Philippines, has a distinguished military service record. He was commanding officer, successively of the 6th Regiment of the Fifth Brigade the Second Bri-

gade Field Artillery Replacement Depot, commanding officer of the 326th Field Artillery, member of the Fifth Corps Area Advisory Board and civilian aide for Indiana to the Secretary of War. He was elected national commander of the Legion in 1928.

Wadsworth Republican and former United States Senator, is a member of the Spanish-American War Veterans and an outspoken champion of the

United States' aid to the allies policy.

In charge of arrangements are Alfred A. Johns, county commander of the Legion, and Harry D. Goldman vice-chairman of the Defend America Committee. Among the speakers will be the Rev. Harold E. Nicely chairman of the Defend America Committee and Johns.

McNutt, who was expected to arrive this morning and be entertained at luncheon by a

group of the Rally sponsors; will be interviewed on the radio later in the afternoon, and be the guest of Mr. and Mrs. Har-

per Sibbey for dinner. The rally in Convention Hall will be broadcast by Station WHEC from 8:30 to 8:55 p. m. by Station WSAW from 9 to 9:30 p. m., and by Station WHAM from 9:30 to 10 p. m. over a national hook-up.

At River's

LOOSE NO TIME! Hurry Before These Huge Furniture Values Become Past-History!

ONLY 1 MORE WEEK OF OUR EXTENDED AUGUST SALE FURNITURE

Dozens of patrons welcomed the first added week in our big annual furniture event; they came flocking in and found just what they wanted at prices even lower than they had hoped. We want to make it clear that this is positively the last week to take advantage of the EXTRA values now on the floor. Next Monday all prices return to normal. — Plus new advances

Of course, River's has always been recognized as the place to buy fine Jamestown and Grand Rapids furniture at the most reasonable price. You'll find good buys even AFTER OUR sale closes — but if you want the BEST BUYS IN TOWN hurry. We will hold orders for later delivery and you still benefit by sale prices. Don't wait — come in TONIGHT!



YOU'LL BE A BETTER BOWLER AND YOU'LL ENJOY BOWLING IF YOU BOWL WITH THE FAMOUS

LUZERNE

The perfect sphere, correctly balanced Bowling Ball. Drilled to your own measurements. Easy terms if you wish.

FRANK A. RIVERS CO.
INCORPORATED
226 SOUTH AVENUE

OPEN
EVEN-
—
Tuesday
Thursday
Saturday
7-9:30

AGAIN...Ingersoll LEADS THE WAY!



DESIGNED FOR SERVICE
ON LAND, SEA
AND IN
THE AIR



Count on Ingersoll for extra value! Red hand tells seconds—ideal for service use—and packed with Ingersoll dependability! Olive drab metal case, unbreakable crystal, radiolite dial and hands, red numerals at 15, 30, 45 and 60 seconds, olive drab web strap.

Other Ingersoll Sweep-Second pocket and wrist watches from \$2.75 to \$5.50. Be sure to see the Sweep-Second Pocket Watch, \$2.75. Other big Ingersoll values include the Mainliner Wrist Watch, \$4.25; the famous Yankee Pocket Watch, \$1.65; Mickey Mouse Wrist Watch, \$3.50.

Ingersoll-Waterbury Company, Waterbury, Conn. Prices subject to change without notice.

DON'T GAMBLE—buy Ingersoll

YOUR \$ NEVER BOUGHT A BETTER WATCH

At Marks & Abramson

JEWELERS OPTICIANS

10 State St. Around the Corner From Main Street

Store Open Saturday Evenings

BUDGET
TERMS
AT NO
EXTRA
CHARGE

Mrs. Ruth Redmond, 329 Clay Ave.

SMALLS . . . Fall Festival of Watch Values

Choose From One Of These Famous Makes

No Money Down . . . Pay As Little As 50c A Week!

12 MONTHS TO PAY

And No Extra Charge For Credit



Choice of ELGINS

15-JEWEL
MODELS \$24.75

Two brilliant new English models for ladies and men. Traditionally fine.



Choice of GRUENS

15-JEWEL
Vari-Thin
Models \$29.75

Two splendid thin-wristed Gruen... Insurmountable guaranteed dependable



Choice of BULOVAS

15-Jewel
"Alexander"
17-Jewel
"Priscilla" \$24.75

Here are the models you have about your home! Pay us more for easy terms.



Choice of BENRUS

7-Jewel
"Belmont"
15-Jewel
"Lenore" \$24.75

Shockproof, Benrus watches that time the airways. Wonderful values.

PARK FREE
REAR OF
STORE

Smalls

28
MAIN ST.
EAST

No other Rochester dairy offers you these 2 features!

Top Cream so thick it whips in a Sealed Bottle of Inspected Milk

Purity and Quality Super-Protected with SEAL-KAP

Cream Top Milk gives you THICK CREAM for coffee, fruit, cereals or whipping.

or RICH, DELICIOUS, WHOLE MILK for drinking, cooking, etc.

BOTH FROM THE SAME BOTTLE.

SEAL-KAP HOODS protect the purity, quality and freshness of every bottle of Bartholomay Milk to the very last drop!

Bartholomay Milk is INSPECTED-PROTECTED milk. It's milk from health-certified cows on carefully-inspected farms. Milk brought to you in CREAM Top bottles—now with the super-safe SEAL-KAP hoods.

A simple motion of the hand gives you either SWEET CREAM SO THICK YOU CAN WHIP IT... or RICH, WHOLE MILK for drinking or cooking. Both from the SAME BOTTLE and at no extra cost. And the Seal-Kap hood keeps both fresh and pure to the last drop.

Ask for FREE Demonstration

This new bottle is so safe, so free from spilling and dripping, that a child can use it. But ask your Bartholomay salesman to prove it to you. There's no cost, no obligation. Just telephone 6520, or mail the coupon. A minute's demonstration will prove to you that the Cream Top bottle with the Seal-Kap hood not only brings you new convenience and economy... not only gives you daily proof of milk richness... but it offers you more nearly complete protection for this PURE AND DELICIOUS MILK all the time it is in your home.



Convenience... a twist and it's off



Complete Sanitation... a snap and it's on



Complete protection... can't spill

Special Gift
for the Kiddies

And here's a thought for the youngster in the home. Just ask, and the salesman will bring you a handsome JOHN MARTIN GAME BOOK absolutely free.

Telephone State 6520 now, or write

BARTHOLOMAY DAIRY, INC.

Phone Main 6520

USE
THIS
HANDY
COUPON

Bartholomay Dairy, Inc.
555 St. Paul St., Rochester, N. Y.

RS-1

Please have your salesman —
☐ start delivering... gts. of milk in the new Cream Top, Seal-Kap bottles beginning
☐ give a free demonstration in my kitchen of how cream from the Cream Top bottle can be whipped.
☐ bring me a free copy of the Bartholomay JOHN MARTIN GAME BOOK.

Name _____
Street _____
City _____

SEPTEMBER 11, 1941

ROCHESTER SUN, THURSDAY, SEPTEMBER 11, 1941

If Your Name Is Between The Ads, You Win A Dollar

PAGE THREE

roadcast by Station
8:30 to 8:55 p.m.
WSAY from 9 to
and by Station
9:30 to 10 p.m.
al hook-up.

THE WAY!

gersoll
SAYS WE'VE
ANOTHER
SECONDS!

gersoll
RRIOR
\$4.95

(With Red
Sweep-Second
Hand Feature)
at watches from
Pocket Watch,
Mainline Wrist
n, \$1.65; Mickey
y, Conn.
ice.

gersoll
TER WATCH

BUDGET
TERMS
AT NO
EXTRA
CHARGE

MILK
op
ES

IRY, INC.

RS-1

cream Top,
of how cream
JOHN MAR-

TAKE OFF UGLY FAT

Many Lose 3 to 5 lbs. a Week
yet EAT plenty
No Reducing Drugs—
No Exercises—No Massage

Men and women all over the United States are reporting remarkable results in losing weight. Many tell of reducing 20 pounds a month and more. These people are following the Plan of Dr. Edward Parikh, noted physician, (former Health Officer, State of New York, Surgeon-in-Chief, a Medical Staff, U.S. Army, Editor, Lecturer.

Dr. Parikh's Reducing Plan makes reducing a pleasure. A pleasure because it allows you to EAT PLENTY, requires no exercises. Harmless, too, because it calls for no reducing drugs, no loss of vitality.

Here is Dr. Parikh's Reducing Plan EXACTLY as given by him over the air to millions: For lunch take a teaspoonful of Cal-Par in a glass of fruit juice, or any beverage. Take nothing else for lunch except a cup of coffee if desired. For breakfast and dinner EAT AS YOU USUALLY DO. Don't eat too fatty, starchy foods—just eat down on them. Try Dr. Parikh's Reducing Plan for one week. You and your friends will be amazed at the vast improvement in your figure. Most overweight cases should be helped by Dr. Parikh's Plan.

Cal-Par is not a reducing drug. It is a special purpose food supplementing the diet with certain essential minerals and vitamins. Get a Reducing Plan, today, plain or chocolate flavor. Cal-Par costs only about 3c a day so use. Money back if not satisfied.

Health Food Stores and Drug stores, including Key and Daw.

LADIES' PLAIN
DRESSES 79c
Cleaned and Pressed
This Low Price Cash and Carry
SPEEDY'S • 212-216 Court St.
Dry Cleaners and Hatters
MAIN 8794 — Free Parking Across St. at Chiles Sta.

Mrs. Luella Stehle, 73 Chelsea Rd.

U. S. DEFENSE BONDS Are a GOOD Investment!

This bank believes that Defense Bonds are a sound investment—for you are not only helping your country prepare its defenses—but you are also building up the safest kind of personal saving fund. Series E Bonds yield 2.9 percent interest if held ten years.

You pay \$18.75	Collect in 10 years \$25.00
You pay 37.50	Collect in 10 years 50.00
You pay 75.00	Collect in 10 years 100.00
You pay 375.00	Collect in 10 years 500.00

Available at any of our eleven Bank Offices

LINCOLN-ALLIANCE
BANK AND TRUST COMPANY

Member Federal Reserve System

Member F. D. I. C.

GET MORE FOR YOUR OLD FURNITURE NOW!

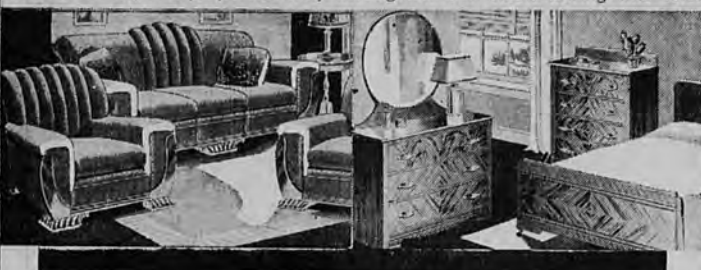
Burke's Annual FALL TRADE-IN Sale!

Open Tonight And
Tomorrow Night

And Every Tuesday, Thursday and Friday Evening in Addition To Each Business Day

Cash In On Your Old Furniture . . . Besides Obtaining New Furniture at Greatest Savings

In addition to old furniture allowances to \$25.00, you save another \$20 to \$30 on Suites, and proportionately throughout our stock during this sale.



Up To
\$10
Allowance For
Your Old
**ELECTRIC
CLEANER**

Allowances As Much As

\$25.00

For Old Living Room, Dining Room
and Bedroom Suites

Up To
\$10
Allowance For
Your Old
RUGS

Through custom, this has become the great annual Trade-In time at Burke's. No item of old furniture is too small nor too nearly worn out to be honored with a liberal allowance on purchases of New Furniture AT THIS TIME.

Samples of Reduction on Suites

Value	Price
\$99.00 Living Room Suite	\$79.00
\$119.00 Living Room Suite	\$99.00
\$139.00 Living Room Suite	\$119.00
\$89.00 Bedroom Suite	\$69.00
\$129.00 Bedroom Suite	\$109.00
\$169.00 Bedroom Suite	\$139.00
\$119.00 Dining Room Suite	\$89.00
\$169.00 Dining Room Suite	\$139.00
\$69.95 Gas Range	\$58.50

\$5 Allowance For Your Old
**LOUNGE
CHAIR**

\$5 Allowance For Your Old
**Breakfast
SET**

\$5 Allowance For Your Old
Mattress

Up To
\$10
Allowance On Your Old
**STUDIO
COUCH**

Proportionate Savings In All Departments On All 5 Floors

Terms To Suit You

Pay as You Earn Burke's Modern Way

Burke's 34
South Ave.

5 FLOORS OF FINE FURNITURE

Open Tues., Thurs. and Fri. Evenings

**BIG
ALLOWANCE
FOR YOUR OLD
FURNITURE**

"Quiz Kids" M. C.
Named Child's Photo
Contest Judge

Joe Kelly, beloved master of ceremonies of the "Quiz Kids" missed a lot as a boy. That is one reason why he is happy to act as a judge in the 10th Children's National Photograph Contest now being held at Sibley, Lindsay and Curr Co., Main Floor Photograph Studio. "I like the idea of being able to make 392 youngsters' lives happier," states Kelly. "I know what a cash prize would have meant to me as a kid. That



Prevent perspiration odor
Check moisture safely
WITH NEW UNDERARM

Lotion

Not a liquid • Not a paste

- neutralizes perspiration odor . . . sweetens underarms
- contains 2 effective acid-neutralizers instead of 1
- safely checks moisture
- rub in like hand lotion . . . dries instantly
- soothing to skin even after shaving
- greaseless, harmless to clothing

PHILLIPS' DEODORANT LOTION

MADE BY THE MAKERS OF PHILLIPS' MILK OF MAGNESIA CREAMS

500 dollar first prize awarded by Parents' Magazine would have assured me of a college education," says Joe

A varied business, theatrical and radio career brought him to what he calls the "toughest assignment" he has ever had. At first, Joe was literally "scared to death" of the smart "Quiz Kids" and tried hard to catch up with their knowledge. Then, he found, there are lots of adults, even college professors, in the same position. So now he frankly admits on the air and in conversation, that the only reason he knows the answers is because they're on the cards he has in front of him.

SOLD

Over 10,000 Home Appliances
To Satisfied Rochester Home-Makers
In The Past 53 Years. — TRY US.

SINCE 1888

SIEBERTS

ST. PAUL and ANDREWS ST.

Free Parking (1000) Open Evenings

FOR ALL HOME APPLIANCES

in the National's Basement

STORE OPEN THURSDAY EVENING TIL 9 P.M.

Money-Savers In Boys' Clothes Of Good Dependable Quality

Value-Hi Boys' Trousers \$3.65

Hundreds of pairs to choose from, including the very popular plain shade covers. All sturdily constructed from wear-tested wools. Zipper closures, pleated.

• CORDUROY TROUSERS . . . \$2.45

Value - Hi Sweaters

New Fall sweaters in either button or zipper style. Plain colors and two-tone effects.

\$1.15

Value - Hi Fall Jackets

Fine all wool jackets in plain shades of blue, green, green brown and maroon. Aviation Style zipper.

\$3.95

In The
Basement



Value-Hi Students Suits

Well-made, smartly styled suits in the colors and patterns that young men want. — Colorful tweeds and smooth-finish fabrics.

\$10.95

Value - Hi Longie Suits

Sizes 10 to 16 for boys who are just graduating into long-pant suits. New Fall fabrics, tailored to fit correctly.

\$7.95

Value - Hi Knicker Suits

A big variety of this season's best-selling colors & patterns. Fine durable fabrics tested for wear and service.

\$5.95



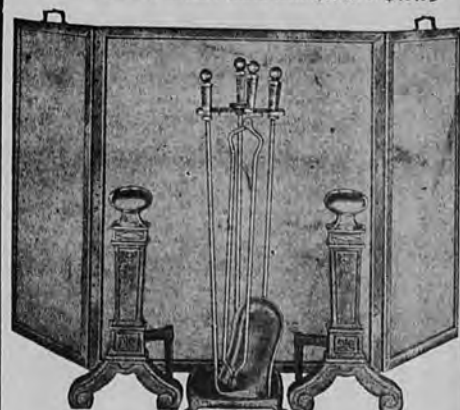
Charge It!
THIS EASY WAY

The
NATIONAL
EAST MAIN AT STONE

PAY 1/4 OCT. 10
PAY 1/4 NOV. 10
PAY 1/4 DEC. 10

Weed's SEPTEMBER SALE FIREPLACE FIXTURES

Here are just a few examples of why WEED'S leads the city in fireplace equipment. They're the most popular styles now in demand . . . and especially low priced because of quantity purchases. Rochester's largest assortment of styles on display, priced from \$9.49 to \$49.95



Regular \$14.50 Antique Brass

FIREPLACE ENSEMBLE

Standard size 3-fold full bound screen. Ball top decorative andirons and 4-piece tool set consisting of shovel, poker, tongs and tool holder.

\$10.95

ELECTRIC LOG

\$1 Others \$2.49 to \$3.25

Made of natural cured logs, especially treated. Assembled in a solid unit for trouble-free use, and simplicity of installation.

Includes socket, amber bulb and rotor fan.

Reg. \$22.50 Portable
CURTAIN SCREENS

Available in either polished or antique brass. Screen has andirons, shovels and pokers will stand in foreground. Size 38" wide, 31" high.

\$15.95

Reg. \$5.50 Antique Brass
WOOD HOLDERS

Holder pictured is in Swedish or burnt antique brass. Others \$2.19 to \$7.95.

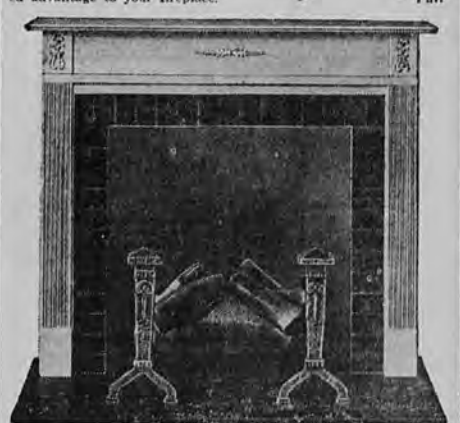
\$3.29

LOG RESTS

Made of heavy cast iron for better fires and more heat. Fitting over any type andiron, they are an added advantage to your fireplace.

Reg. \$3.00

\$1.69
Pair



Portable Fireplace Mantles

All wood construction finished in white enamel with realistic marble hearth and red brick face. Set up as a piece of furniture it will add to the charm of your living room. 44" high, 48" wide. Log and andirons extra. Others to \$29.95.

\$17.95

MAIN 7900

Weed's 15
EXCHANGE ST.
Free City Deliveries
FREE PARKING OPPOSITE

Store
Hours
8 A.M. to
5:30 P.M.

Household Hints

The best way to strain soups is to set a coarse strainer inside of a fine one and pour the soup through both. This avoids clogging the fine one with pieces of broken bones and similar items.

When soup is too salty, slice

a raw potato into it and boil it for a short time. The salt flavor will soon disappear; then remove the potato.

If you expect to keep your broth, consommé or stock for a day or so, cool it quickly after preparation. The quick cooling increases its 'keeping' quality.

EXCEPTIONAL TONE

Plug it in or use its own power...the

3-IN-1 TOM THUMB PERSONAL RADIO

Gives you entertainment wherever you go!

24⁹⁵
1.00 WEEKLY

Actually recharges your battery, giving you many more hours of listening pleasure. Operates on AC-DC current or on own battery...no extra wires needed. See and hear this amazing new personal radio!

Recharges its own battery just plug in socket

U.S. SEPTEMBER SAVINGS

RUDOLPH'S
Corner East Main at South Ave.
OPEN SATURDAY EVENINGS

THE BOND OF FRIENDSHIP

THE PATRICIAN OF AMERICAN RYES

You can pay no more flattering tribute to your guests than to serve them Mount Vernon. And you yourself can drink no finer whiskey than this illustrious rye—enriched by tradition and delicate in flavor.

Mount Vernon
Bottled in BOND
Straight Rye Whiskey

Copyright 1941, National Distillers Products Corporation, New York

4/5 QT. \$2.69 (25.00 oz.)
PT. \$1.69 (12.50 oz.)

ELECTRIC POWER
works 24 hours a day for Uncle Sam!

And, thanks to wise business operation of utilities, plenty of electric power is available here, both for defense industries and for all normal needs.

Rochester Gas & Electric

Sears 55th ANNIVERSARY Sale

Crochet Cotton
2 for 29c
Two full 800-yard skeins, suitable bed-spreads and table cloths. Bleached and unbleached. Rich color. On Main Floor, Monroe.

Carpet Warp
2 for 55c
Two half-pound tubes, average 2400 feet in tube. Four-ply cotton weave. White and colors. On Main Floor, Monroe.

Home Craft Rug Yarn
2 for 35c
Averages 300 feet to a four-ounce ball. Resilient, springy as wool. Twenty-one beautiful colors. On the Main Floor, Monroe.

Maysville Rug Filler
2 for 55c
Averages 75 feet to a four-ounce ball. Evenly dyed, soft spun cotton. Choice, twenty-one colors. On the Main Floor, Monroe.

Pepperell Cases
2 Pair 89c
Pretty floral patterns stamped on Pepperell Tubing. Bleached, pure white, smooth finish. Scalloped, hemstitched edges. On the Main Floor, Monroe.

Sewing Cabinets
\$100
Beautifully designed Princeton styled cabinets finished in satin smooth walnut stain. Two lift-over doors, wood handle. On the Main Floor, Monroe.

Lintor Batts
3 for \$1.00
Finest new American cotton lintor, lively, springy. Approximate size 12x50 inches. Natural cream color. On the Main Floor, Monroe.

Mattress Protector
\$1.25
Double chevron reinforced lock-stitch-rip proof bleached cotton filler will not disintegrate. Full bed sizes. On the Main Floor, Monroe.

Mattress Covers
\$1.19
Sturdy unbleached sheeting, regular box style, bar tacked corners. Non-rip seams, tape bound, rubber buttons. On the Main Floor, Monroe.



IN THE FACE OF PRESENT MARKET CONDITIONS
THE SAVINGS TO 60c PER SHEET ARE AMAZING!

SALE OF SHEETS

Every Sheet in the house — at special anniversary prices! Every sheet is perfect, (like every piece of Sears merchandise) and the price is as perfect as the quality! Launderites — Super Launderites, and Guest Chamber Percales in every bed size — while quantity on hand remains unsold. Buy on Budget Plan. On the Main Floor, Monroe.

LAUNDERITE

81x99 Now 99c
63x99 Now 99c
81x108 Now 1.09
42x36 Case 24c
45x36 Case 26c

SUPER LAUNDERITE

81x101 Now 1.15
63x101 Now 1.15
81x110 Now 1.25
42x36 Case 26c
45x36 Case 28c

GUEST CHAMBER

81x99 Now 1.39
72x108 Now 1.39
81x108 Now 1.39
45x36 Case 28c
42x36 Case 30c

SHEETS ON SALE AT MONROE STORE
ONLY, DOMESTICS, ON MAIN FLOOR.

Mile After Mile Of Crisp, New Fall FABRICS

Specially Priced For Anniversary Sale!

Never before in our history, such a panorama of color and design! Bolt after bolt, perfect as America's finest mills can produce, of the most wanted, most desired, most beautiful fabrics priced, way belittling their quality, but according to Sears policy, of giving you "more for your money."

White Outing	FLANNEL 27 Inch	Worth 15c	10c
Fancy Striped	FLANNEL 36 Inch	Worth 19c	12c
Printed Plesse	CREPES	Worth 25c	15c
Bleached White	BROADCLOTH	Worth 25c	15c
Fall Printed	PERCALES	Worth 19c	11c
and Percales	Remnants BROADCLOTHS	Worth 19c	11c
Crown Test Embassy	RAYONS 39 Inch	Worth 49c	33c
Black Fall	RAYONS 39 Inch	Worth 69c	49c
54-Inch Fall	WOOLENS	Worth 79c	66c
Crisp Woven	SEERSUCKER	Worth 39c	25c
Spun Blend	RAYONS 39 Inch	Worth 69c	49c
New Woolen	PRINTS 36 Inch	Worth 25c	19c
Kiltee Plaid	SUITINGS	Worth 39c	29c
Westward Ho Outing	FLANNELS	Worth 29c	22c

All fabrics are priced by the yard, cut as you order. Comparative prices are our own, based on merchandise, similar in quality and manufacture.

Simplicity and Hollywood Patterns

on the Main Floor Monroe, with actual models made from fabrics on sale.

SEARS, ROEBUCK and CO.

Monroe at S. Union
476 Ridge Road West

ROCHESTER N. Y.

Sale! 10,000 SHIRTS

Irregulars of \$1.65 to \$3.50
Quality in a "Stock Up" Event
with Genuine Savings for Fall!

Men! If You
Can't Come in
Send the "Little
Woman." She Can't
Make a Mistake in
This Sale of Sales!

\$1.19

There are shirt values in this event as rare as a pearl in an oyster! You'll find shirts even we can't find the flaw in that sell for \$1.65 to \$3.50 in first qualities. You'll find NEW FALL patterns; NEW pastel colors in rayons; superfine broadcloths; popular oxfords; sturdy madras; white-on-whites; gleaming chambrays. You'll find plenty of whites with collar attached or in neckband styles. You'll find fancies with collar attached or separate collar styles. You'll find tabs. AND slot collars. You'll find just the kind and the quality of shirts you go for in this tremendous group

AISSLE 1 TO 4 BASEMENT



\$3.95 REVERSIBLE COATS

Cut your wardrobe to a minimum and save yourself money at the same time with this coat. Water repellent gabardine on one side; herringbone pattern in blue, brown or green rubberized fabric on the other. It's the coat you can wear any where—any time and be correctly dressed. 34-46.

\$2.69

\$17.50 MEN'S SUITS

You can save money in this event and get a full season's wear out of your suit. Newest flares in single or double breasted styles for business or general wear. We've the new green, blue, brown and grey tones for autumn. Some contain rayon. Remarkable tailoring for just \$14.95.

\$14.95

AISSLE 2

Men's Slightly Spotted \$5.95 Quality

SUEDE JACKETS

\$3.79



Men, here's your jacket! It's comfortable because it is lined from neckband to waist band . . . and it is cut full enough for freedom whether you wear it duck shooting or driving a truck. Knit collar, cuff and waistband. Suits only slightly spotted—will not impair wear. Brown only in sizes 38 to 50.

AISSLE 2



3,000 Irregulars of \$2.00 to \$3.50

MEN'S PAJAMAS

One look at the style, quality and breath-taking selection of this super-group of pajamas and you'll buy them by the half dozen. Every pair is a superb value with pattern or material imperfections that will not impair the wear one iota. We've scads of styles in madras, broadcloth, sateen, oxford cloth and twills. The styles? See our notch collars, slip-ons, regulation coat types. Get your share of this saving at 9:30 tomorrow. Excellent values!

AISSLE 2

\$1.44



The Big Basement
SIBLEY, LINDSAY & CURR CO.

Add salt to the first water, washed anywhere near as much and spinach will not have to be as usual.

VALUE WISE
Home Owners
Are Ordering
Their Fuel
NOW
PHONE
Genesee 7800

Black Diamond LEHIGH
Pennsylvania Anthracite
HARD COAL
EGG STOVE \$11.60 TON
PEA \$9.90 RICE \$7.10
BUCKWHEAT \$8.10
Cash Prices Per Ton Shoveled Off

BLACK DIAMOND COAL CO.
Office and Yard — 190 York Street

We Proudly Present...
the finest whiskey
ever to bear
the name...

GREEN RIVER

"9 out of 10 Like it"
*10,333 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."

The Whiskey Without Regrets

GREEN RIVER
America's Smoothest Whiskey
Blended Whiskey, 86.8 proof, 75% grain neutral spirits, Oldtime Distillers Corp., N.Y.C.

Local Scientific Organization Featured In National Magazine
Of interest to Rochesterians will be the article appearing in Science Monthly about Ward's the October issue of Popular Museum of Natural Science.

TABLE PADS
GENUINE ASBESTOS MAR PROOF
Our Deluxe Pads, include Grains, Leatherettes and many colors.
\$1.49 3 DAYS ONLY

NOTICE!
Phone or Write. We Will Take Pattern of Your Table. No Obligation or Charge. WHY RISK DOING IT YOURSELF?

ROCHESTER TABLE PAD CO., Monroe 1209
Mrs. Stella Mallin, 38 Pekham St.

Re-Condition Your Razor for College Students' Tune-Up Special!
Any make razor. Get your razor in A-1 condition for the entire year. We'll guarantee it!

INSPECTION FREE!
Electric Razor Service Co.
59 STONE ST. MAIN 2181

WATCHES for School
25% Off
With This Ad. Only
ROSENBERG Jewelry
48 MAIN ST. E.

DOLANS... Where You Buy THE CUTS OF CHICKEN YOU PREFER
Breasts 1b. 55c | Livers 1b. 45c | Necks 1b. 12 1/2c
Wings 1b. 25c | Giblets 1b. 19c | Legs 1b. 45c

DOLANS 600 JEFFERSON AVE.
cor. Bartlett Telephone Genesee 1417

'WHAT HITLER TOLD ME ABOUT CHRISTIANITY'
Pastor Martin Niemöller's Amazing Revelations
The most remarkable story that has come out of Nazi Germany since the war began. Pastor Niemöller is now in a Nazi prison camp. Yet his voice cannot be silenced. The publication of this manuscript may cause his death — will probably make his job harder, yet he has entrusted that it be published. Hitler told Pastor Niemöller: "I alone determine what is and what is not Christian. If the Christian Church wants to fight me I will annihilate it."

DON'T MISS THIS CHALLENGING ARTICLE IN
SEPT. 20 **LIBERTY WEEKLY** 5c NOW ON SALE

will furnish readers with a new conception of this venerable establishment which has spread the name of Rochester to the far corners of the globe.

Penetro NOSE DROPS
Helps hay fever... runny nose
A HIT

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—breaks the CHI-CHES-TERS CHEMICAL COMPANY has been 50c serving the women of America for over half a century.

CHI-CHES-TERS DIAMOND BRAND PILLS

You can't buy a better DOG FOOD at any price

Ideal DOG FOOD

SAVE IDEAL LABELS FOR IDEAL GIFTS

ST. JOSEPH'S ASPIRIN
WORLD'S LARGEST SELLER AT 10c

RUGS 9x12 \$1.00
CLEANED and STEAMED
Rugs, Stairs, Cleaned, Washed, Stained, Matted, Damp and Mildew-Proofed. \$3.00
ELTER CO. Est. 1872
Glenwood 3468 — 44 Arthur St.

Can a Married Woman Ever Feel Certain?

Many married women today are taking risks that are absolutely unnecessary. They are taking risks with their nerves, risks with their health, risks with their very happiness itself. Why do they do this? Generally because the subject of feminine hygiene is considered too personal to be openly discussed. It is because of this deplorable situation that many women use douches of over-strong solutions of acids which can actually burn or scald delicate tissues. Your own doctor will verify this.

To run such a risk today is needless. For science has given woman-kind Zonite. You will find no skull-and-crossbones on Zonite's label, because Zonite is non-poisonous, non-caustic. Yet it kills germs, bacteria on contact. Zonite actually destroys undesirable odors. Protects personal cleanliness. Most important, is safe for delicate tissues.

So enthusiastically have women accepted the safe, hygienic protection Zonite offers that over 20,000,000 bottles have already been bought. Free Book Tells Intimate Facts. If there is any doubt in your mind about the subject of feminine hygiene, get this frankly written booklet, "Feminine Hygiene Today," which we will send you FREE, without obligation in plain wrapper. Send name and address to Zonite Products Corporation, Dept. 3400, 270 Lexington Avenue, New York, N.Y.

KEY COUPON
WOODBURY FACIAL SOAP
1lb. Size Limit, 2 **2 for 7c**

KEY COUPON
RACIAL TISSUE
Box 500 Reg. 25c Limit, 2 **12c**

KEY COUPON
Borden's Chocolate **MALTED MILK**
1lb. Can Limit, 2 **19c**

KEY COUPON
DARLING CASTLE SOAP
Box 100 Reg. 30c Limit, 3-10c Size **3 for 11c**

KEY COUPON
COPPER **POT CLEANERS**
Box 100 Reg. 25c Limit, 4 **4 for 11c**

KEY
ROCHESTER'S MODERN CUT RATE DRUG STORES
TODAY THRU NEXT WEDNESDAY

SPECIAL OFFER
While Supplies Last
KOTEX
BOX OF 30 **48c**
Limit 2 Boxes
Regular—Junior and Super

SPECIAL STOCK UP SALE
4 ROLLS **25c**

470 N. GOODMAN NEAR MAIN
1861 MONROE WINTON
724 WINTON ROAD NO. 100
457 RIDGE ROAD NEAR DEWEY

Luckies, Camels, Chesterfields, Raleighs, Pall Mall, Herbert Tareyton, Philip Morris, 2 PKGS. **29c**
Tax Paid

KEY COUPON
KITCHEN CHARM WAX PAPER
Extra Heavy 12x18 Ft. Reg. 25c Limit, 2 **12c**

KEY COUPON
JERGEN'S ALL-PURPOSE CREAM
Giant 1lb. Size **49c**
Limit, 1

KEY COUPON
Adhesive TAPE
1/2x35 Yd. — Reg. 10c Limit, 2 **2 for 11c**

KEY COUPON
NAIL POLISH REMOVER
1-oz. Bottle Limit, 1 **7c**

KEY COUPON
SHOE POLISH
BLACK or BROWN
10c Size Limit, 2 **4c**

weis & fisher's
"rochester's showplace of furniture fashion"

Clearance! Fine Mattresses

HIGH GRADE SIMMONS INNER-SPRING MATTRESSES
Sharply Cut
Save 33 1/3%

\$19.95

THE MOST IMPORTANT MATTRESS NEWS IN MONTHS
The government requested speed up in defense materials has cut mattress production. Weis & Fisher have on hand these close out values, the savings are yours. Quantities are limited.

Open Thursday Evening

Vacuum Bottle
\$1 Value **73c**

TYPE PAPER
200 Sheets **19c**

CANNING JAR RUBBERS
12 In A Box **3 Boxes 11c**

CANNING JAR COVERS
Porcelain Lined
Box of 12 **23c**

Cashmere Bouquet COLD CREAM
25c Size **2 FOR 25c**

Prophylactic TOOTH BRUSH
3 for 45c **23c**

SQUIBB A-B-D-G CAPSULES
Box 50 Box 100 **98c * \$1.79**

BIG BARGAIN PACK!
60 MEDS ONLY **98c**
The Modern Tempos

LISTERINE Specials

LISTERINE ANTISEPTIC
Largest Size **59c**

THE NEW LISTERINE TOOTH PASTE
Supercharged with Luster-Foam
DOUBLE SIZE FOR ECONOMY **33c**

GIANT SIZE LISTERINE SHAVING CREAM
SUPER VALUE **29c**

SLOAN Liniment
35c Size **29c**

VICKS NOSE DROPS
50c Size **39c**

MAYFAIR TABLETS
Guaranteed To Give Quick Relief of Pain Due To
HEADACHE Bottle of 20, 19c
COLDS AND Bottle of 50, 39c
NEURALGIA Bottle of 100, 59c

BAYER ASPIRIN
Ref. 100 Tablets **59c**

BENZEDRINE INHALER
60c Size **49c**

PALMOLIVE
Brushless Shave Cream
Giant 45c Tube **2 FOR 45c**

FREENAMINT
Reg. 25c Size **19c**

Upjohn Unicap
Bot. 24 **\$1.59**

10 Gillette Blades
plus 25c Gillette Shave Cream **49c**
75c Val. All For—

New Cream Deodorant
safely STOPS under-arm PERSPIRATION
1. Does not rot dresses or men's shirts. Does not irritate skin.
2. No waiting to dry—can be used right after shaving.
3. Stops perspiration for 1 to 3 days.
4. White, greaseless, vanishing cream.
5. Arrid has the American Institute of Laundering Approval Seal for being HARMLESS TO FABRICS.

ARRID 39c and 59c a jar

Marlin
HIGH SPEED RAZOR BLADES 20-25c Double Edge
Guaranteed by The Marlin Firearms Co.

Electric HEATING PADS
3 Switch Control
\$2.50 Value **\$1.59**

See Our Open Prescription Depts.

Borden's AT ALL KEY DRUG STORES
ICE CREAM 18c, 20c, 25c, 30c Pint

SCHOOL SUPPLIES AT LOWEST PRICES

5x12 \$1.00
STEAMED
Cleaned, Washed,
Damp and \$3.00
Est. 1872
6 - 44 Arthur St.

Woman
ain?

Kills germs, bacteria
and actually destroys
them. Protects person
at important, in safe
use.
etically have women
life, hygienic protection
that over 20,000,000
already been bought
by doubt in your mind
of feminine hy-
Frankly written book-
Hygiene Today, which
you FREE, without
plain wrapper. Send
area to Zonite Products
Box 340C, 370 Lexington
Ave., N. Y.

COUPON
N CHARM
PAPER
12c

COUPON
ALL-PURPOSE
CREAM
Giant \$1.00
49c
Limit, 1

COUPON
ve TAPE
Reg. 10c
11c

COUPON
POLISH
OVER
7c

COUPON
POLISH
BROWN
4c

SLOAN
Liniment
35c Size
29c

VICKS
NOSE
DROPS
50c Size
39c

AYER
PIRIN
59c

EDRINE
VALER
49c

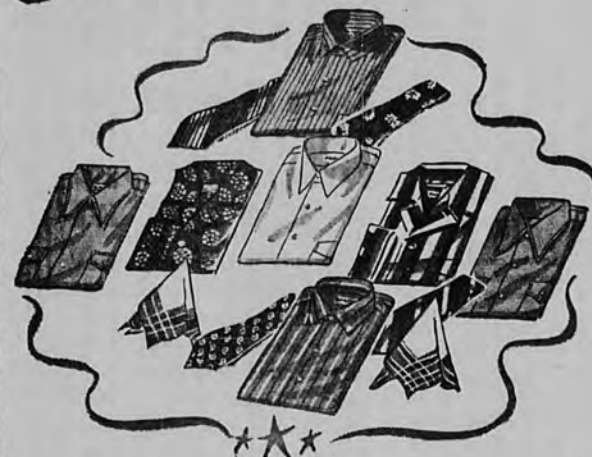
MOLIVE
Shave Cream
45c Tube
45c

NAMINT
19c

Unicaps
59

White Blades
plus
ette Shave
49c

ROCHESTER'S LARGEST
POPULAR PRICED STORE
Edwards



ANOTHER
CELEBRITY
COMES TO EDWARDS

Manhattan

- ★ Shirts
- ★ Pajamas
- ★ Neckwear
- ★ 'Kerchiefs
- ★ Sportswear

**Manhattan
Shirts \$2 to 3.50**

Every Manhattan is Man-
Formed, Collar-Perfect and
Size-Fit! We have a com-
plete size assortment, 13½
to 18... a complete color
array. Sleeve lengths, 31 to
36. Collar sizes, 13½ to 18.

**Manhattan
Neckwear . . . \$1**

Especially made to go with
your Manhattan shirts...
matched up by style experts.
Mixtures and pure dye silks
in foulards or repps.
Maroon, green, blue or
brown. A tie to suit every
taste in our big collection!

**Manhattan
Pajamas \$2 to 3.50**

What the well-dressed man
will sleep in! Tailored as
precisely as all Manhattan
products are. Broadcloths,
sateens and madrases in
button-front or slip-on
styles. Novelties or staples
in all sizes, A-B-C-D.

**Manhattan
'Kerchiefs 35c-50c**

Made to match your Man-
hattan shirts and ties exact-
ly. Your days of frantic
searching for a hankie to
match your tie and shirt are
over, thanks to Manhattan's
coordinated styling. (Light
or dark grounds to pick
from).

**Mansco
Sweaters \$3 to \$5**

Men who like sweaters that
are really different will
appreciate these new Man-
hattan styles. Navy, white,
maroon, blue, green or two-
tone versions in all sizes 38
to 46. You must see them to
appreciate them!

EDWARDS—Street Floor

EDWARDS First Candy Sale of the Season!



Fresh!
Delicious!

Make Up
Your Own
Selection

**Famous "Symphony Sweet"
Double Dipped Chocolates**

- Buttercreams
- Italian Creams
- Wintergreen Patties
- Butterscotch
- Creme de Mint
- Raspberry
- Peanut Clusters
- Cream Caramels
- Apricot Walnut Jellies
- Maple Walnut Creams

29c

Absolutely Worth
60c a Pound

- Peppermint Patties
- Coconut Snow Balls
- Molasses Chews
- Pineapple Creams
- Ginger Creams
- Orange Creams
- Raisin Clusters
- Honey Cashew Neugats
- Mint Jellies
- Raspberry Jellies

**Delicious Home-Made
Nut Butter Crunch . . .**

29c
LB.
Regular 39c Lb.

EDWARDS—Street Floor



**BUY NOW AND SAVE!
FUR COATS**

Buy Now! **\$168**
Pay Only

- Sable or Mink Blended Muskrat
- Chekiang Caracul
- Natural Grey Indian Lamb
- Black Dyed Persian Paw
- Black Dyed Russian Pony

Buy Now! **\$198**
Pay Only

- Natural Gray Kidskin
- Sable or Mink Blended Northern Black Muskrat
- Sable Blended Russian Marmot
- Black Dyed Russian Pony
- Black Dyed Persian Paw
- Natural Grey Siberian Squirrel

EDWARDS—Third Floor



*Big
Clearance!*

**Floor Model
Washers, Ironers, Vacuum Cleaners**

They're one-of-a-kind models in many instances... so you had better plan to shop early. Note the big savings listed. (Fully guaranteed models)

Make	Reg. Price	Sale Price
Sweeper Vac	34.95	24.50
Hoover Norca Vac	39.75	29.50
Simplex Ironer	29.50	22.50
Gen. Electric Ironer	49.50	24.50
Gen. Electric Washer	69.95	52.50
Easy Washer	69.95	52.50
Gen. Electric Washer	79.95	67.00
Easy Washer	79.95	67.00
Easy Ironer	89.95	72.50

EDWARDS—Sixth Floor

*A Special Purchase Made Months Ago
Makes This Amazing Sale Possible!*

**77 PIECE W. M. ROGERS ★
Silver Plate Sets**

Service For 8

22⁹⁵

At a Saving of
17.21

No Down Payment!
Balance
Weekly



*These 77 Pieces In An
Attractive Tarnish
Proof Chest:*

- 16 Teaspoons
- 8 Regular or Vivande Forks
- 8 Soup Spoons
- 8 Salad Forks
- 8 Butter Spreaders
- 8 Oyster Forks
- 8 Iced Teaspoons
- 1 Cold Meat Fork
- 3 Serving Spoons
- 1 Large Pierced Server
- 8 Hollow Handled Knives (Regular or Vivande)

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 gift-date ahead. Each of these sets is made and guaranteed by the International Silver Company.

Special Offer With
Each Set Purchased

**1 Butter Knife
1 Shell To Match**

Both **50c**
For

Featuring the Popular
Exclusive
"Beloved" Pattern

And the New
"GRACIOUS"
Pattern

EDWARDS—Street Floor

OUR GIFT TO YOU!
FREE
IF YOU BUY NOW
GIANT SIZE STORAGE CHEST

This Slide-Away "UNDER-THE-BED" CHEST has ball-bearing casters. Wood-framed, cedar finish GATOR-HIDE Kraft-board. Moth Humidor included. Size... 48" x 20" x 8 1/2".

RAYON SATIN BOUND

BIG FLUFFY NAP

4 COLORS TO HARMONIZE WITH ANY ROOM

2 BLANKETS ENOUGH FOR ANY FREEZING WEATHER

4 New FIESTA COLORS
Hamilton Ross - BEACON Full Size
50% RAYON COTTON BLANKETS

NOT 1 - NOT 2 - NOT 3 - but
ALL 4 BLANKETS

\$11.95

50c DOWN A WEEK

Here's Real Beauty for Your Bedroom

SUCH GORGEOUS COLORS! They'll harmonize beautifully with any room. And by interchanging the blankets, milady can make her own color combinations to suit her moods. COLORS: Blue, Cedar, Dusty Rose, and Peach—each handsomely bound in luxurious RAYON ACETATE SATIN for longer wear.

SOFT—FLUFFY—50% Rayon, 50% Cotton—woven scientifically to retain warmth and keep out the cold. Double Bed Size—70" x 80", and the correct weight for comfort. Deeply napped, but not too heavy so as to disturb your slumber.

HERE IT IS! The season's Best Buy in Blankets. Years of Service. A real bargain—Just think, you get all four blankets at the one price!

AND REMEMBER, you get the Giant size "UNDER THE BED" STORAGE CHEST AT NO EXTRA COST!

Hurry—Buy Today! You don't need cash. ONLY 25c down, 25c a week on our OH-SO-EASY Payment plan.

MAIL THIS COUPON TODAY

UNION
286 EAST AVE.
Gentlemen:
Please send me the Hamilton Ross 4 Fiesta color blankets. Enclosing 50c as down payment and I will pay 50c weekly.

Print Name _____
Print Address _____
City _____ State _____
☐ Closed Account ☐ Open Account ☐ New Account

UNION TIRE CO.

WHERE TO PLAY BINGO

BINGO

19th WARD CLUB HOUSE
257 HAWLEY ST.
Thurs., Fri. and Saturday Eve.
Admission 25c
Extra Board (FREE)
With Triple Board

Beeley's Bingo

MON., TUES., FRI. at 8:15 P. M.
SUNDAY at 2:30 P. M.
WED. at 1:30 P. M.
Extra Board Free With Purchase
of a Triple Board.
142 GENESEE ST. in REAR

THE P. M. CLUB
MONDAY AFTERNOON
BINGO
University and Atlantic
TOWNER'S HALL

WEST AVE. MANOR

PARTIES AT
165 West Ave.
Mon. Tues., Thurs. & Fri.—1:30
Sun. 2:30 P. M.
Wed. Nite 8:30 P. M.

OPENING

SEPT. 20th

Your Favorite Bingo Game

Plymouth Church
WATCH NEXT WEEK'S
AD IN THE SUN!

Hollywood Bingo

You can win Defense Bonds in ADDITION to our regular prizes amounting to over \$300 each night... and Jack Pots! This offer good only Wednesday, Thursday, Friday and Saturday. Come early... hear all about it!

(Ted) Bingo Brown Management



... Now That
Vacation Is Over —

**De-Luxe
BINGO**

Starts

MONDAY, SEPTEMBER 15th - 8 P. M.

And Every Monday Nite It's A Date at—

COLUMBUS AUDITORIUM
Lawn Street

Same orchestra — Same friendly committee

Same Admission Price

DON'T MISS THE OPENING PARTY!

TOWNER'S HALL — Thurs., Fri. Nites

\$250* All Games \$5

\$475 All Games \$10

\$5 Sat. Nite All Games

Ticket worth 40c at Towner's Hall Fri., Sept. 12 — Good only when purchasing a book of specials and triple board.

\$500 All Games \$10

\$500* All Games \$10

TOWNER'S HALL — REXY BINGO

BINGO

Wed. & Sat. Afternoon 1:30

\$40 JACKPOT

Every WED. & SAT.

Monday Night 8:30
Jackpots \$140 & \$50

Sunday Nite 8:15
Jack Pots \$60 & \$65

UNION LEAGUE HALL Gregory at South Ave.
TAKE SO. AVE. BUS TO DOOR

CHILI Recreation Hall

JACKPOTS — 509 CHILI AVE. — JACKPOTS

Bingo Every Monday, Tuesday, Thursday and Saturday at 8:15 P. M.—Tuesday, Wednesday, Friday and Saturday at 2:30 P. M.

REGULAR BOARDS:

Mon. Sat. Noon Fri. Noon Wed. Noon Sat. Nite

\$6 \$5 \$4 \$4 \$6

MON. JACK POTS: SAT. NOON WED. SAT. NITE

\$30 \$15 \$15 \$60

THURS.: Gold Award Nite — TUES.: Free Ticket Day

BIG DOUBLE FREE OFFER

To Introduce To Rochester Housewives

Enriched MOTHER'S FLOUR

FREE!

2 Pound
BAKING SAMPLE
MOTHER'S
FLOUR



Try this generous baking sample. If you are not entirely satisfied return the 24 1/2-lb. sack for full refund of purchase price.

2-POUND BAKING SAMPLE AND
1 PIECE OF BAKE-KING
BAKEWARE WITH PURCHASE OF 24 1/2-LB. SACK

Don't miss this amazing opportunity. Your choice of 1 piece of Bake-King bakeware and a 2 lb. baking sample both FREE with your purchase. This way you take no risk. First try the baking sample. If you are not entirely satisfied return the 24 1/2 lb. sack for full refund. Enriched Mothers Flour is fully guaranteed.

FREE!

Your Choice
of 1 Piece Famous



Enriched
MOTHER'S FLOUR

24 1/2 Lb. Sack **95c**

5 lb. Sack 25c

Guaranteed Meats

TENDER GENUINE SPRING

LEGS O' LAMB

25c lb.

Prime Standing Rib Roast Beef . . . lb. 25c

12-OZ. CAN LION BRAND
BEER or ALE
3 cans **25c**

OUR FINEST COFFEE
KILBOURN HALL, lb. 21c

BLUE RIBBON CRISP
POTATO CHIPS lb. pkg 29c

47-OZ. CAN CAMPBELL'S NEW PACK
TOMATO JUICE . can 17c

12-OZ. BOTTLES FRONTIER
BEER or ALE . . 4 bot. 25c

BREAKFAST OF CHAMPIONS
WHEATIES pkg. 10c

QUART BOTTLES SIMON PURE
BEER bot. 18c

QUART BOTTLES OLD ABBEY
ALE bot. 18c

FLAVORFUL TREESWEET
LEMON JUICE . . can 5c

KITCHEN TESTED FLOUR
GOLD MEDAL 24 1/2-lb. sack \$1.03

NO. 3 CAN TENDER YOUNG
SWEET PEAS . . . can 10c

NO. 3 CAN VITAMIN-RICH
TOMATOES . . 4 cans 29c

TASTE BEST—COST LESS
POST TOASTIES . pkg. 5c

KELLOGG'S CRISP DELICIOUS
RICE KRISPIES . . pkg. 10c

NO. 2 1/2 CAN VAL-VITA LUSCIOUS
Whole Apricots 2 cans 29c

NO. 1 CAN NEW PACK SHORT
Cut Wax Beans 3 cans 25c

U.S. GOVERNMENT GRADED

93 SCORE

LAND O' LAKES BUTTER

NOW YOU CAN SERVE BUTTER THAT IS CHURNED FROM SWEET CREAM

Wegmans
HOME OWNED FOOD MARKETS
FREE PARKING FOR CUSTOMERS

100 Visiting Cards from your own plate \$1.69	New Monogram Die or Address Die \$1.75
New Card Plate Script Type and 100 cards \$2.97	Have Your Stationer marked at these low prices.
New Card Plate Antique or Shaded Type, 100 cards \$3.19	1 quire 30 2 quires 45 3 quires 60

Special Low Prices on Wedding Announcements

IT'S MORE THAN A SALE AT

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ARTIST'S EASELS
Here's a fine folding
Sketching Easel. —
Sturdy, yet light-
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Only98c

Drawing Board
18 x 24**\$1.29**
16 x 2298c

AQUA PASTEL Assortment
No. 224—24 different color
sticks of Pastel crayons, which
applied to paper will produce
water color effects with the aid
of brush and water.
Regularly \$1.00Sale **79c**

MALFA WATER COLOR Set
Including 2 brushes, 1 enamel-
led tin mixing palette. The
most popular Weber sets.
12-tube set, reg. \$1.75 **\$1.49**
18-tube set, reg. \$2.50 **\$2.19**

JUNIOR OIL COLOR Outfit
Containing 12 tubes Weber's
Artist Oil Colors, 2 brushes,
1 bottle light drying oil and
academy board.
Regularly \$1.80Sale **1.59**

SHO-GARD OUTFIT
Six jars Amaco Tempera
Sho-card color in a box 49c
12-color box only **98c**

WATER COLOR BOX
16 colors in metal box.
Reg. 90c **69c**

Also: Protractors, Chemical Stencils, Erasing Shields, Pencil
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ONLY \$42.95 FOR THIS

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with floating shift, (an ex-
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Every student will want one. A
Corona instills habits of neat-
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Strong, good looking Carrying Case included.

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Counter you will find Roch-
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Guaranteed Pen & Pencil Sale
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An Outstanding Value.
11-inch shade
16 inches high
Zephyr steel finish.

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A special purchase en-
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LEAVE IT"
GENUINE
EVERSHARP
PENCIL**

You've heard the program
on Sunday nights. Now
see these beautiful new
Eversharp pencils — that
hold a six months supply
of "Red Top" lead.

Only 1.00 each

Valuable Coupon — Clip It
This coupon and 33c will entitle you to a
regular 50c Fountain Pen Service Overhaul.

Consisting of the following:
1. Clean all parts 2. Tighten clip 3. Check for leaking
4. Put in new sack 5. Shimmye barrel 6. Retill with clean, fresh ink
7. Reset point 8. Remove scratch 9. Adjust flow of ink

PEN REPAIRS 33c
with Coupon
Good until Sep. 27th. Authorized Factory Service For All Makes

**BRING YOUR PEN TROUBLES TO
THE PEN DOCTOR**

SCRANTOM'S

Now buy these supplies for home or office use and be assured of having them when you need them.
Prices are Rising Stocks are Growing Shorter

These advertised prices in effect until September 27th. The right is reserved to limit quantities and to withdraw items from sale when present stock is exhausted. Phone Stone 1102. Free Delivery. Charge accounts invited.

STEEL FILES

If you need a new file now, or will need one within the next two years, hurry right in and buy one of these while our stock is still complete. There'll be no more available when our present supply is gone, so buy yours now. Heavy grade furniture steel, olive green finish, solid brass hardware, four roller bearings on each drawer to make them slide easily when filled.



STATIONARY
STORAGE CABINET

4 drawer file, letter size **20.95**
3 drawer file, letter size **17.95**
2 drawer file, letter size **14.50**
Combination file, 3 letter size,
drawers and 2 card file drawers **29.45**

Additional charge for files with locks attached

Only a few of these convenient stationary storage cabinets on hand.
Made of heavy steel, 4 shelves, 2 doors that lock, only **\$16.50**
A single door cabinet with four shelves, only **\$12.10**



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Straight cut, medium weight.
100 for 1.19 1000 for 10.50

BUY PAPER NOW

TYPEWRITER PAPER

PROSPERITY BOND.
14 lb. White 11x8 1/2500 Sheets **69c**
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SECOND SHEETS — 11x8 1/2
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White or Colors1000 Sheets **95c**
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11x8 1/2 14 lb.500 Sheets **69c**
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11x8 1/2 20 lb.500 Sheets **89c**
14x8 1/2 20 lb.500 Sheets **1.09**
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**METAL
BOX FILE**
A-Z
With Clasp
69c

FILE
Metal Personal
File for Home or
Office
With index.
\$1.95

**Metal
Waste Basket**
Reg. 1.00
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**TYPEWRITER
CARBON**
Letter or Legal
100 Sheet Box
Sale **79c**

LEGAL PADS
Canary Pads —
Good Ink Paper
Dozen
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STAPLER
Now Only
\$1.00
Staples 25c 1000

**ADDING
MACHINE
TAPE**
1.19 dx.

**BLOTTER
PAD**
18x24, Leather
Corners
79c

FILE CARDS
3x5, M **79c**
4x6, M **1.49**
5x8, M **1.99**
Ruled or Plain

**Pencil
Sharpener**
Reg. \$1.25
98c

PAPER CLIPS (Gem) 1000 **49c**
INK ERADICATOR **23c**
TYPE CLEANER (Typewash) **33c**
DESK BLOTTERS, doz. **69c**
POSTAL SCALE **1.19**
SPONGE and CUP **17c**
TYPEWRITER KEYS, set **2.75**
DUPLICATE RECEIPT BOOKS **69c**
RUBBER DATERS, reg. 35c **23c**
STAMP PAD, reg. 35c **29c**
CARTERS BLUE BLACK INK, qt. **95c**
TYPEWRITER RIBBONS **49c**

Fountain Pens
Esterbrook with choice of
15 removable points.
\$1.00

PENCILS
Phoenix No. 2, 3 1/2, 1,
fine yellow pencil with
good red eraser.
3 doz. **69c**

PAPER STAPLER

For Every Desk
Complete with
800 staples
49c

Now everyone can afford a stapler. Why bother with
pins or clips. Use this speedy, economical machine. Rub-
ber base prevents marring furniture.
Extra staples, 2000 for **25c**

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The World's Finest Low Priced
STENCIL DUPLICATOR

Only \$39.50
Automatic feed.
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Reproduces anything from post card to legal size that
can be typed, drawn or traced on a stencil. Designed for
speed, simplicity and ease of operation never before
known.

Now a New POSTCARD PRINTER
For Government Postcards—automatic feed.
Complete with all supplies. **6.75**
Ask for Free Demonstration

ENVELOPES
6 1/2 size **79c**
box 500
10 size **1.49**
box 500

**CARTER'S
CUBE INK**
With Pen
98c

CARD FILE
3x5 - 4x6
5x8
Single or Double
We Have Them

**MASONITE
CLIP BOARD**
Letter or Legal
Size
49c

**Gardway
Ladder Outfit**
200 Sheets and
Index **\$5.49**

**POST
BINDER**
9 1/2 x 11 1/2 **\$1.95**
11 x 14 **\$2.49**
11 x 17 **\$2.79**

**LEDGER
SHEETS**
100 **79c**
1000 **\$6.90**

**COLUMN
PADS**
**100%
DISCOUNT**

Save on SCHOOL SUPPLIES

ZIPPER RING BOOK VALUE!

Here is what you get:

1. A three ring zipper note-
book, 11x8 1/2 size with
pockets in front and back
covers — booster opening
on the metals Val. **1.50**
2. A looseleaf divider subject
index Val. **.05**
3. A full package of Bond
filler, not the usual school
grade Val. **.10**
4. 100 Reinforcements Val. **.05**

Total **1.70**

SPECIAL SALE PRICE

1.29

Mail and Phone Orders Filled.
Ask for School Zipper Special.



OTHER
ZIPPER CLOSING
NOTEBOOKS
Priced From
98c to 3.95

NOTEBOOKS

Loose Leaf — 2 or 3 Rings

Excellent Values at

10c and 25c

Be sure to get this for your school use.

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- Spiral Note Books **5c - 10c**
Perfect Penmanship
Fillers **10c**
Big Value Pads **10c**
Gummed Reinforcements 8s
Crayons **5c**
Chalk **5c - 10c**
Compass & Protractor **10c**
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12" Rulers **3c - 5c**
Protractors **10c**
Pencil Sharpeners **10c**
Note Book Filler **5c - 10c**
- Bookkeeping Fillers **5c**
Typewriter paper **10c**
Carbon Paper **10c**
Loose Leaf Index **5c**
Cloth Index Strips **3c**
Pencils **1c and 2 for 5c**
Carter's Ink **10c**
World Atlas **30c**
Pencil Boxes **10c**
Regents Review Book **40c**
Music Comp. Books **5c**
Loose Leaf Binders **5c**
Red Fibre Envelopes **10c**

NAME PENCILS

One dozen fine quality No. 2 pen-
cils, each stamped in gold with
child's full name—in strong gift
box Only **39c**

BRIEF CASES ZIPPER BAGS

\$2.49
Genuine Cowhide, 3 pockets,
zipper, inside. Straps all
around. Adjustable lock.

\$1.25 up
We have an enormous stock
for school or business use.

WEBSTER'S Daily Use DICTIONARY

ONLY

50c

Here at last is a com-
plete dictionary,
within the reach of
every school child.

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**ORDER NOW
At These
Money Saving
Prices**

**September Sale
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Genuine Copper Plate
ENGRAVING**

- 100 Visiting Cards
from your own plate **\$1.69**
New Card Plate Script
Type and 100 cards **\$2.97**
New Card Plate Antique
or Shaded Type, 100
cards **\$3.19**
- New Monogram Die or
Address Die **\$1.75**
Have Your Stationery
marked at these low
prices:
1 quire **30c**
2 quires **45c**
3 quires **60c**

Special Low Prices on Wedding Announcements

Phone STONE 1102
FREE DELIVERY
Charge Accounts
Invited
Open 9:30 to 5:30

SCRANTOM'S

334—336 MAIN ST.
EAST
Rochester's
Stationer
Since 1868

Recovered—Restyled—REBUILT

YOUR LIVING ROOM SUITE

WE ARE A LOCAL CONCERN

WAYNE UPHOLSTERING CO.
74 PARK AVE.
MONROE 1404

New cotton coverings, new cushions, spring units, new webbing, new fillings, springs tied 8 ways.

Phone—write, Representative will call, day or evening

—NO CARRYING CHARGE

Business Women Slate Dinner Meet

Fall dinner meeting of the Rochester Business and Professional Women's Club has been scheduled for next Tuesday evening at 6:30 p. m. at the

HEARING IMPROVED AFTER USING OROTUNE

Now Hears Clock at 20 Feet

O. H. Wells, Huntington Park, Cal. writes: "Before using Orotune I had to have my ear right up to the clock to hear the ticks. After using one bottle of Orotune, I can hear the tick very well at 20 feet. Send me another bottle."

Thousands now deafened, annoyed by buzzing, ringing, hissing head noises, clogged up feeling in ears, would get relief and hear clearly and distinctly again if impacted wax that blocks ear canals and presses on sensitive ear drums was removed.

Use Orotune as directed. Key & Daw Drug Stores. It is safe and contains an ingredient especially recommended for this purpose.

SOAK YOUR ACHING FEET IN

COLLOIDAL SULPHUR

and you'll feel like dancing a jig

If you've been on your feet all day long and they burn, itch, perspire excessively, are sore and tender and ache all over, if "Athlete's Foot" is making you miserable, take this good advice: Dissolve an envelope of Rest-Eez in a basin of warm water and let those feet of yours soak. Soon the Colloidal Sulphur starts drawing out the soreness, the tender, burning sensation disappears, aching muscles relax, corns and calluses soften—you can peel them off layer after layer. Your feet feel grand. A millionaire couldn't buy finer foot comfort. Yet every one can enjoy the luxury of a Rest-Eez Foot Bath—35¢—50¢—\$1. Daw & Key Drug Stores.

Museum in Edgerton Park. A report of the national convention, recently held in Los Angeles will be read by Miss Mary E. Spittal, president of the club.

PENN VACUUM STORES—ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

Beautifully REBUILT HOOVER

PLUS BRAND NEW FAMOUS MAKE HAND CLEANER

BOTH FOR \$14.95

Fully Guaranteed For same length of time as brand new Hoover.

Easy Terms

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If You Can't Come In... Write or Phone for FREE Home Demonstration

Hoover Rebuilt by Penn Craftsmen with Guaranteed Penn Parts!

LIBERAL ALLOWANCE
On Your Old Cleaner!

Mail Orders Filled... Send \$1 Deposit

PENN VACUUM STORES
30 SOUTH AVE. STONE 6747

Open Every Evening Until 9 P. M.

IMPORTANT! ASK US ABOUT THE THREE ADVANTAGES OF BUYING FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

SPECIAL PURCHASE! MEN'S REVERSIBLE SPORT JACKETS

• ARIDEX WATER REPELLENT POPLIN ON ONE SIDE REVERSING TO WARM PILE CAMELINE ON OTHER SIDE

Sizes: Small, Medium, Large

\$369

A Remarkable Value. Shop Early

MEN'S NEW FALL COAT SWEATERS
Zipper or Button Front

\$225

Sizes: Small, Medium, Large

Champion KNITWEAR CO. 71 ST. PAUL ST.

1/2 Hour Parking at Bill's and Strand Parking Stations

Mrs. Elizabeth Hendel, 25 Arnett Blvd.

Thor WASHER & IRONER

Combination SPECIAL

BOTH FOR ONLY \$79.95

SAVE \$20

CASH OR TERMS LIMITED QUANTITY

YOU'VE NEVER SEEN THIS BEFORE

Thor GLADIRON

EDWARD L. MASLINE

HOME APPLIANCES

1647 St. Paul St. Phone Glen. 7055

OPEN EVENINGS

25c ZINC OINTMENT 11c

Pkg. Of 100 MILK OF MAGNESIA TABLETS 19c

25c CITRATE of MAGNESIA 6c

75c Jar MOLLE Shave Cream BRUSHLESS 44c

Pint RUBBING ALCOHOL 11c

55c Jar LADY ESTHER FOUR-PURPOSE CREAM 39c

WE MEET ALL ADVERTISED OR BEAT.. PRICES

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.	ST. E. MAIN ST. & N. RIDGE RD. W.	MAIN ST. & W. N. GOODMAN	MONROE AV			

Right Reserved To Limit Quantities

School SUPPLIES

SAVE 20% OR MORE On All Standard Rochester School Supplies

DAW'S COUPON

COMBINATION Fountain PEN AND AUTOMATIC PENCIL

Most sensational Pen and Pencil offer in years! A written guarantee with each combination.

Smart white plastic case... adorned with the stars and stripes, 14-Kt. Gold Plate Alloy Point. Just the thing for the boys in Camp or as a practical Gift.

29c (Limit 3)

Rochester's Bargain Spot

Below are a few of our amazing values. There are always hundreds other bargain items to choose from.

Dawn Knitting Worsted 2 oz. skein Reg. 29c **29c**

J.P. Coal's or Clark's Crochet Cotton Big ball Reg. 25c **18c**

Comb. Hot Water Bottle & Syringe Guaranteed Reg. \$1.00 **59c**

LADIES' Fur Cloth Coats Black or Brown Sizes 12-40 Values to \$20 **\$6.88**

Lilly's Tatting Thread 100 yd. spool **4c**

Ladies & Misses Corduroy Skirts Reg. \$1.69 **98c**

Flit Spray Guns Complete **8c**

COUPON BOX

1-Qt. Can Floor Enamel Quick drying Value 50c **36c**

Belfair Sanitary Napkins Pkg. of 30 Value 80c **38c**

Double, Flat Brass Curtain Rods Reg. 20c **11c**

Complete Window Shades With Roller Reg. 29c **19c**

81-In. White Sheeting Extra heavy, No dressing Val. 50c yd. **36c**

Choice of Any Ladies Handbag Value \$1.00 **33c**

Men's Silk Web Dress Suspender Reg. 29c **14c**

A. S. Boyle's 8-oz. Furniture Polish Reg. 10c **6c**

These prices effective only if you clip out this coupon and bring it in.

Make-Up or Shaving Mirror One side magnifies 10x Values to \$1.00 **10c**

Large, Genuine Chamois Values to \$1.00 **26c**

Hall's Mercerized Thread 100 yd. spools All colors, Reg. 3c **3c**

Ladies Sanitary Belts All sizes, Reg. 10c **5c**

Double Mesh Hair Nets Brown or Black 3 for 10c **10c**

Star's Silkline Crochet Cotton Big spool Reg. 10c **7 1/2c**

81x90 White, Heavy Bed Sheets Good for 4 yrs. Value \$1.25 **88c**

"Chuck Full of Bargains"

BILL'S BARGAIN STORE
85 EAST MAIN 100 FEET EAST OF DEMOCRAT & CHRONICLE

Other Bill's Stores at 543 South Ave.-813 Dewey Ave.

75c Jar MOLLE Shave Cream BRUSHLESS 44c

Pint RUBBING ALCOHOL 11c

55c Jar LADY ESTHER FOUR-PURPOSE CREAM 39c

60c PACKER SHAMPOOS 28c

Pt. Size SQUIBB'S MINERAL OIL 4-oz. Bottle Given FREE! 59c

Pt. Size WELCH'S GRAPE JUICE 19c

Lillian Russell Humidor-Fresh PERFECTO CIGARS

Made By the Makers of MURIELS

Box of 50 **94c**

10 for 19c

KRAFT'S Dairy-Fresh CARMELS

America's favorite caramel! Made with pure dairy cream—soft, chewy, delicious eating! Assorted vanilla and chocolate flavors.

1-LB Pkg. 19c

1-Lb. Cans DOG FOOD 3 for 13c

1-Lb. EPSOM SALTS 4c

30c Size EDWARD'S OLIVE TABLETS 11c

15c HYGEIA NURSERS 8c

8-oz Size 8c

Lge. Boxes OXYDOL Soap Powder 2 for 37c

DAW'S COUPON

SHOE POLISH

Black • Tan • Brown • Ox-Blood

GIANT 15c SIZE 7c (Limit of 2)

DAW'S COUPON

LIFEBUOY SOAP

REG. SIZE **3 for 13c** (Limit 3 Bars)

DAW'S COUPON

PROBAK JUNIOR BLADES

Made By Gillette

PKG. OF 20 **18c** 50c Value (Limit 2 Pkgs.)

SPECIAL PRICES . . . TODAY thru SATURDAY

FLETCHER'S
Castoria, 40c Size **31c**
35c SADDLE Soap **21c**
16c WILDROOT Shampoo **25c**
60c IODEX Ointment **36c**
CASTOR OIL 4-oz. bottle **9c**
10c STYPTIC Pencils **3c**
25c DIET-KISS Talcum, Disc. Pkg. **18c**
TEK Tooth Brushes **23c**
EX-LAX Large Size **19c**
30c KIRN'S Tea **13c**
BAY RUM 56c Pint Bottle **24c**
BORAX Powder, 1-Lb. **11c**
BABY Bottles, 5-oz. **2 for 3c**
LARVEX Moth Spray, \$1.00 Size **79c**
MASSO Tooth Brush **19c**
50c WERNET Powder **49c**

DAW'S COUPON

WOODBURY'S ALMOND-ROSE Hand Lotion

Large 50c Size **19c** (Limit of 2)

DAW'S COUPON

FITCH'S HAIR TONIC

REGULAR 30c SIZE **17c** (Limit 2)

DAW'S COUPON

WALDORF Toilet Tissue

3 Rolls for **11c** (Limit 3 Rolls)

TRY Alka-Seltzer

60c SIZE **49c**

15c TINCT. of IODINE 3c

SHOE LACES All Colors 2c Pr.

100 ASPIRIN TABLETS 6c

25c DR. WEST TOOTH PASTE 2 for 29c

More Than 250 Selected Carriers Faithfully Seek to Deliver This Paper to Every Family On Every Route, Every Week . . . Knowing That Every Family Can Use It As a Trusted Guide To Greater Values

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Delivered Every Thursday

To 75,200 Rochester Homes

FOURTH YEAR—No. 47

ROCHESTER, N. Y., THURSDAY, SEPTEMBER 18, 1941

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

WHAT'S IN FASHION?

Two-Tone Effects Prominent
In Fall Collections of Dressy Wools

The silkworm has gone into retirement, at least temporarily. . . but the lamb gambols gaily in the fashion spotlight. For Autumn 1941 is definitely a wool season! Featherweight wools for dinner and cocktail dresses—sheer wools for dinner and dancing—luxurious wools for coats and suits—numerable wool fabrics for street and afternoon dresses. . . you'll see more wools worn than in many, many seasons.

Practically all the new wool dresses have a dressed-up air, they've been glamorized one way or another. Color-on-color is a favorite trick, nailheads sparkle everywhere, bright buttons or fur trims give dramatic highlights to frocks with starkly simple lines. By the simple magic of accessory switches, street length dresses change from a smart trim shopping dress to a glamorous affair for cocktails and restaurant dining.

Half and Half Effects

Two-tone affairs hold a major spot in the limelight, and many are the ways in which the two shades are used. Sometimes the half-and-half is used; the front of the dress is a lighter shade, the back, beginning at the center shoulder seam and the side seams, a darker tone of the

same color. Two shades of gray, two shades of green, natural or honey beige with brown are effective combinations. This treatment is seen in smooth sheer crepes, in rabbit's hair wools, and smooth type fabrics.

Skirt treatments are much highlighted this season, and all the newest conceits are seen in wool collections. For street and afternoon-evening appliques, borders and skirt bandings are used to give a tunic-look to dressy wool frocks. Usually the second or applied color is repeated somewhere on the bodice of the dress, as a piping around the yoke, a complete yoke or a set-in shoulder section.

Fur, which proved such a popular trim last autumn, is back in its luxurious glory again this season. Sometimes the treatment is restrained, merely a pair of fur pompons flippantly fastened to a front zipper. Flat furs or dangling tails trim pockets, and often the pockets are placed low to emphasize a long torso bodice.

Nailheads have never been more popular. They sparkle on fall shoes, bags, hats, and gloves, and give a lift to starkly simple wool dresses. Sometimes they are lavishly splattered on skirt and bodice. Again they edge the skirt and mandarin sleeves in geometric border effect. Other-times, they simply outline pockets and spice a self-belt.

Registration Begun For Owl Classes In City Schools

Registration for the Fall and Winter term evening classes are now underway at Monroe High School and registrations at all other city sponsored and W. P. A. evening school centers will be taken tonight. All classes begin next Monday evening, Sept. 22.

Evening school centers are maintained at: Monroe High School, Benjamin Franklin, Madison, Jefferson, Edison Tech., Vocational High, Charlotte High, Junior Vocational High, No. 27 School, at Central Park and First St., and Num.

Prof. Achen's French Classes Resume

Resumption of the French classes under the direction of Prof. Leon Achen which proved so popular last year, is planned for next Tuesday evening at Monroe High School.

Beginner's classes will be held on Tuesdays and Thursdays, 8:30 to 10 p. m.; intermediate on Tuesdays and Thursdays, 7 to 8:30 p. m. and advance classes on Wednesdays, 7 to 9 p. m.

Prof. Achen, a graduate of the University of Paris, is a former instructor at the University of Rochester's School for Women. His work in language instruction is said to be highly regarded.

Stores Push Defense Stamp Sale

"Gratifying" is the response to appeals for purchases of Defense Savings Stamps in Rochester's retail stores during Retailers-For-Defense Week now in progress throughout the city, state and nation.

So say officials of merchant organizations as the special sale week passed the half-way mark yesterday.

Interest in the event was publicized on Monday at the Chamber of Commerce with the choosing of a "Miss Typical Salesgirl" in a contest sponsored by the Retail Merchants Council. Winner was Miss Mary Virginia Spitz, who received a \$25 Defense Bond and an entry in the national contest to be held in New York City. Winner of the national contest will receive a \$100 bond and an all-expense trip to New York.

Defense Savings Stamps are on sale in stores throughout the city. Many downtown stores have special booths calling the attention of their customers to the offering.

It is expected that the total sales this week will match the total of the entire sales during the first three months of the Defense Bond drive. Treasury officials report that revenues have already passed the billion mark.

Do you have trouble removing pinfeathers from poultry? Try using an ordinary pair of eyebrow tweezers or a strawberry nuffer.

Draft Head Makes Re-Hiring Appeal To Employers

Brigadier General Ames T. Brown, New York State Director of Selective Service, has issued an appeal to employers to co-operate in re-employing or hiring discharged trainees of the armed forces. General Brown in his appeal said that Selective Service has inaugurated an employment program for such men and will give the same assistance in finding jobs to New York men completing their terms of service in the Regular Army, Navy or Marine Corps as it will to its own selectees and members of the National Guard.

N. Y. A. Quota Increased In County

Mrs. C. Dorothea Greene, Monroe County Area Director of the National Youth Administration, this week announced that the quota of youths who can be employed in the county has been increased from 1000 to 1167. This increase, Mrs. Greene said, will make it possible for 167 additional youths between the ages of 16 and 25 inclusive to obtain employment on N. Y. A. either on defense projects at the Work Center paying \$25 per month for 80 hours work or \$21 per month at any of the co-sponsored projects throughout the county.

Youth desiring to obtain training at any of the N. Y. A. resident centers should apply at once at the N. Y. A. Employment Office, 4 Bartlett St.

N. Y. Tour Arranged For Columbus Day Week-end By Sun Travel Dept.

What will probably be the last opportunity to visit New York City this year on the low cost Sun tour plan is offered to readers of this paper for the Columbus Day week-end.

Two tours have been arranged. One, designed especially to appeal to teachers in the city schools and others who can arrange to leave during the day, will leave Friday afternoon for a daylight ride via New York Central railroad, arriving in New York City Friday evening.

The second tour will leave Friday night, arriving in New York Saturday morning.

Both Tours will return to Rochester on Monday night of Tuesday morning. Included in each of the tours will be transportation to and from New York via New York Central, a de luxe room with private bath, shower and radio in the Hotel Lincoln, situated in the heart of the Times Square district of New York, sight-seeing tours of the entire city by bus and steamship, visits to Radio City, Broadcasting studios, television studios, skyscraper rooftops and other entertaining features.

Cost of the tours, which are on sale exclusively at The Rochester Sun, 20 Burke Bldg., has been held to a minimum through special arrangements with the railroad, the hotel and other co-operating companies.

Tour Number One, which leaves Rochester at 3:53 p. m. E.S.T. Friday, Oct. 10, and includes three days and three nights at the hotel, is \$20.95 per person in de luxe double rooms. Tour Number Two, leaving

the city at 11:25 p. m. E.S.T. Friday, Oct. 10, arriving in New York Saturday morning and including two nights and three days at the Hotel Lincoln, is \$18.95 per person.

In addition to the many features listed by The Sun in these two popular tours, visitors to New York will have their choice of hundreds of other attractions. No matter what you are interested in, you can find the center of that particular art, science or business in New York City. If it's war, you'll see United States and British battleships in the harbor; thousands of sailors, soldiers and marines on Broadway.

If it's science, there is the Museum of Science and Industry in Rockefeller Center.

If it's astronomy, the Hayden Planetarium will spread before your eyes the heavens of yesterday, today or tomorrow.

If it's high finance, take a look at Wall Street.

If it's the theater, there are 69 theaters within six blocks of the Hotel Lincoln, your home in New York.

If it's industry, take your choice of viewing some of the finest working conditions or some that are undesirable.

If it's transportation, ride the

(Continued on Page 2)

THE HUNTER FUR CO. WILL REMAIN OPEN THURSDAY EVENINGS UNTIL 9 P. M.

Beginning Tonight and every Thursday night until Further Notice the Hunter Fur Co. will remain open Thursday evenings to serve our many customers who are unable to shop during the regular store hours.

Requests have been so numerous for special appointments after store hours that we have been compelled to donate these extra hours. . .

Inaugurating Our New Thursday Night Policy We Offer

This Special
Sale of

FURS Coats

FOR THIS WEEK ONLY

\$139

* Guaranteed Price

- Sheared Beaver Laskin Moutons
- Natural Let-out American Opossum
- Black Persian Lamb
- Black Russian Pony
- Natural Grey Russian Persian Lamb
- Fine Chekiang Caraculs
- Natural Russian Pony Swaggers
- Dyed Skunk Coats
- Black Russian Persian Paw
- Black Russian Caraculs

Hunters Budget Plan Meets Everyones Ability To Pay The Budget Way.

H. L. HUNTER
FUR CO.

ONE CLINTON AVENUE SOUTH

*We Guarantee These Fur Coats Not To Be Presented at This Price Later On This Season.

To Serve Those Customers in Industry Unable to Shop During Regular Hours



McFARLIN'S IS KEEPING OPEN ON
THURSDAY EVENINGS UNTIL 9 P. M.

There are executives, clerical workers, and machinists among our customers who today find it impossible to shop during regular store hours because of the extra time now being devoted to their jobs in industry. To serve these men, McFarlin's is remaining open each Thursday evening until 9 o'clock. If your husband is unable to come downtown during the day remind him of this opportunity to shop at McFarlin's during the evening. FREE PARKING for our Thursday evening patrons in our parking lot at rear of store. . . and that's a convenience and saving worth thinking about!

Shop Tonight
For Store-Wide
Values!

McFarlin Clothing Co.

195 Main Street East

"Where the Good Clothes Come From"

Preserve your olive oil with a lump of sugar to each pint when you open it — this prevents it from turning rancid.

In cooking macaroni, spaghetti or noodles, you can prevent the water from boiling over, as it so frequently does, by adding 1/2-teaspoonful of butter or shortening.

Serve this hearty HOT LOAF

BREAST-O-CHICKEN Tuna Fish

Use top-quality Breast-O'-Chicken Brand Tuna in test-tubes, substantial main-course dishes. **RECIPE:** Cook 1 c. bread crumbs in 1/2 c. milk 5 min., stir in 2 unbroken eggs, 1 tsp. salt, 1 tsp. lemon juice and 1 7-oz. tin Breast-O'-Chicken Tuna. Bake in buttered pan 1 hour in moderate oven, 350 degrees. Serves six.

FREE Cookbook
40 Tested Tuna Recipes by FRANK DICATUO WHITE, Writer, Westgate Sea Products Co., Dept. 9, San Diego, California

FANCY SOLID-PACK, TENDER TASTY

BREAST-O-CHICKEN TUNA FISH

Mrs. Marie Slocum, 13 Wildwood Dr.

Inter-High Grad Choir Opens Second Season

Registration for the Inter-High Grad Choir is now in progress in the Front Lobby of Monroe High School. Enrollment may be made tonight between 7 and 9 p. m.

All former members of the Inter-High Choir have been invited to join this graduate group, by Miss Helen Stimmel, president.

A charge of one dollar is made to cover cost of music, rental of practice hall and other expenses incidental to the organization.

First meeting of the group will be held next Wednesday at 8 p. m. in No. 15 School auditorium. Weekly meetings will be held thereafter under the direction of Paul W. Allen, of the Monroe High School.

I'VE FOUND IT!
The mayonnaise that really improves SALAD FLAVOR

CAIN'S
Mastermint MAYONNAISE

Owl Classes . . .

(Continued from Page 1)

ber 9 School, 261 Joseph Avenue.

W. P. A. classes which are sponsored by the Rochester Board of Education and financed by the Works Progress Administration operate in many of the above schools as well as in numerous morning, afternoon and evening class centers throughout the city.

The W. P. A. schedule at Monroe High School continues all Commercial Classes, including: accounting, bookkeeping, office machine practice, shorthand, typing and Spanish. A new class in personal salesmanship will be added this term. Vocal and instrumental music, sewing, dressmaking, cooking, meal planning and recreational subjects will also continue.

—BUY DEFENSE STAMPS—

Writer Says Edward Played Hand Too Soon

"If he had only held on a little longer, Wallis Windsor could have been Queen of England."

This is the opinion of Barbara Wake, magazine writer who was closely identified with the Duke of Windsor when he was Prince of Wales and later ruler of the British Empire. The statement appears in a special article "The Secret Thoughts of the Duke of Windsor," appearing in the current True Story Magazine, almost on the eve of the Windsors' return to this country.

"Edward is eating his heart out," the article states, "because he is obliged to endure the loss of prestige which he has suffered. The men who drove Edward out of England have themselves been driven out of English hearts and minds."

"Edward's friends are now in their places," the writer declares and speculates on what aid they could give him now. Winston Churchill, the man who risked his place in history to defend the King to whom he had given his allegiance . . . Lord Beaverbrook, who dared to defend Edward in all his newspapers and dared to condemn the enemies who assailed him . . . most significant of all, Atlee, Bevin, Morrison, chosen leaders of those very laboring men for whose welfare Edward, as King, had courageously spoken.

"Edward forced the issue too soon," the writer observes, "a few short years too soon, when all the cards were stacked against him — and thus the grandest gesture in history became, perhaps, the greatest blunder."

Benefit Entertainment Planned By Social Justice Club

Members of the Social Justice Club of Rochester will stage an entertainment and dance at St. Boniface Hall, Whalen St. on Saturday, September 27 at 8 p. m.

Proceeds from the affair will be turned over to the Rev. William A. Doherty, Chaplain of St. Frances DeSales Chapel for use in his work among Rochester's Hard of Hearing Catholics.

Tickets may be had by calling Glenwood 7500-J or at St. Joseph's Rectory, 120 Franklin St.

N. Y. Tour . . .

(Continued from Page 1)

subway, the elevated, the double-decker buses, or any other kind of vehicle that human ingenuity has produced.

If it's architecture, take along your favorite liniment to cure your stiff neck after you've gazed and gazed up at the tower of the Empire State Building, the canyons of lower Manhattan, or look down from the observation towers of Rockefeller Center.

If it's epicurean, there are restaurants of every known nationality and type.

FIRST ANNIVERSARY SALE!
Everything From Tots to Teens

200 CORDUROY AND FLANNEL SKIRTS, sizes 1 to 16, that were made to retail for \$1.95. Newest Fall styles and colors. Featured at this low price during Anniversary Sale only **75c**

500 GIRLS' COATS AND LEGGING SETS Sizes 2 to 16 Values to \$10.95. You'll be amazed at the styling, quality and savings. **\$5.95**

200 BOYS' LEGGING SETS, sizes 2 to 6. Buy now and save prices sure to rise. Values to \$10.95, now only **\$5.95**

500 DRESSES sizes 1 to 16. Newest styles and colors. Large assortment from which to choose. A most remarkable saving values to \$3.95 **75c**

It's here . . . LEFT'S FIRST ANNIVERSARY SALE. Come early for these super values . . . they're going fast! We offer many more bargains than those listed here.

You're Right When you Buy at LEFT'S
126-128 CLINTON AVE S.

If it's art, there are the Metropolitan Museum of Art and the many other exhibitions and galleries.

If it's natural history, there is the American Museum of Natural History.

If it's churches, there are the Cathedral of St. John the Divine, the Little Church Around the Corner, St. Patrick's Cathedral and others of all creeds.

By making your reservation for one of The Rochester Sun Tours, you save considerable. Only through the combined ef-

forts of The Sun Travel Department and the New York Central Railroad could so much be offered for so little money.

Reservations go on sale tomorrow morning at 9 a. m. only held for you.

at The Rochester Sun office, 420 Burke Bldg., 5 St. Paul St. If you cannot visit The Sun office in person, phone Stone 6001 and your reservation will be held for you.

FAITH BALDWIN'S NEWEST STORY "BREATH OF LIFE"
America's favorite woman author has written a vivid new tale about an obstetrician, his wife and his nurse. Don't miss this thrilling tale of a young doctor and his love.

MORE HITLER REVELATIONS by FRITZ THYSSEN
GEORGE BURNS WRITES ABOUT GRACIE ALLEN
You'll Enjoy **LIBERTY WEEKLY 5c** Now On Sale

LINCOLN-ALLIANCE Provides Rochester's FIRST "Drive-in" Banking Service!

Lake Ave. Office
1495 Lake Ave.

Something new in service at the Lake Avenue Office of the Lincoln-Alliance — Rochester's first "Drive-in" banking service!

This time-saving innovation enables the customer to transact his business without leaving his car, simply by driving up to a teller's window at the rear of the bank. A new convenience in banking for busy Rochesterians — another progressive step in banking by Lincoln-Alliance!

LINCOLN-ALLIANCE BANK AND TRUST COMPANY
Member Federal Reserve System Member F. D. I. C.

AT SMALLS
Modern Optical Department
DON'T TRY TO DO WITH HALF VISION!

Visit Smalls . . . Let Den G. Albert, Smalls' registered optometrist, examine your eyes. If necessary, he will prescribe corrective, dependable

GLASSES
Smalls use only Bausch & Lomb and Shur-On Lenses — modern, serviceable and good-looking frames. You may come to Smalls with confidence.

TAKE MONTHS TO PAY!

Park Free In Rear of Store **Smalls** 28 MAIN ST. EAST

40% off
on these outstanding
WATCH FEATURES
Take Months To Pay

WATER-PROOF 14.95
A watch that can take it all times. Non-magnetic movement with smart strap. A sensational bargain. 50c Down 50c Weekly

SERVICE WATCH 7.95
Accurate, thoroughly dependable . . . with RADIAL DIAL and UNBREAKABLE CRYSTAL . . . handsome black strap. 50c Down • 25c Weekly

Park Free In Rear of Store **Smalls** 28 MAIN ST.

BUY NOW in NOETH'S
Great Sale of Liquors!

We have assembled for this sale a barrage of values hard to duplicate! Many imports included. Prices HAVE advanced, however—these low cut prices will prevail as long as present stock lasts. Stock up now—more taxes and higher prices are coming soon!

THREE MASTS' APRICOT LIQUEUR
48 Proof Half Pint **44c**
2 for 85c
BLACKBERRY CHERRY — PEACH CREME DE MENTHE
Regular price 75c 1/2 Pint

BOTTLED IN BOND 6 YEARS OLD • 100 PROOF
PENNA Faust STRAIGHT **\$1.99**
RYE FULL QUART
Reg. Price \$3.25
Distilled by one of the oldest distilleries in Penna.

Famous Imported RUM RICORO
LIGHT OR DARK 86 Proof Distilled In The West Indies Full Fifth **\$1.49**
Reg. Price \$2.00

GORDON'S SLOE GIN
Distilled according to the recipe of T. Gordon, G & Son, London, Eng. Full Fifth **\$1.69**
Reg. Price \$2.35

'OLD GENERAL' 90 PROOF
Distilled London Dry **GIN \$1.64** FULL QUART
100% neutral spirits distilled from grain. Smooth and palatable — a very fine mixer. Reg. Price \$2.35

'GLEN GRAEME' SCOTCH
Distilled and bottled by the famous house of Glen & Co., Glasgow, Scotland. Full Fifth **\$2.69**
Reg. Price \$3.50

'WOODS' ROCK'N BRANDY
Fruit Liqueur 48 Proof **59c** Pint
2 for \$1.18 Reg. Price \$1.25 pt.

BARTON'S STRAIGHT DISTILLED PEAR BRANDY Full Fifth **99c**
80 PROOF Regular Price \$2.25

OUR SPECIAL VERMOUTH 84c
30 Oz. Bot. Fine Quality. Good Mixer. Real value. Regular Price \$1.25

PAUL NOETH
DELIVERY 19 CLINTON AVENUE MAIN 874
Just A Step off Main St. Opposite Hotel Seneca—Open Every Night Till Midnight

TWIN BED OUTFIT Complete INCLUDING 2 Mattresses and 2 Coil Springs \$39
\$4 DELIVERS! Pay \$1 Weekly

6 Pcs. Included
2 Beds Complete
Twin poster beds . . . sturdy, well finished maple or walnut . . . plus two fine comfortable mattresses and two carbon tempered steel coil springs—A top-notch value in better bedding at Lauer's . . . On sale starting today.

Trade-In Your Old Furniture at Lauer's

LAUER'S OPEN FRIDAY NIGHT!
Lauer's will be open tomorrow night for the last time. In the future our store will remain open every Thursday evening.

50 STATE ST LAUER'S 50 STATE ST

ER. 18, 1941

ROCHESTER SUN, THURSDAY, SEPTEMBER 18, 1941

If Your Name Is Between The Ads, You Win A Dollar

PAGE THREE

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5 St. Paul St.
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A GLANCE INTO THE FUTURE

Modestly — we make this prediction: In the years coming, Sieberts will be here — ready and anxious to serve you well. People will still appreciate the advantages of REAL service and quality here, come what may. We base this reading upon past performance — past customer satisfaction — and past effort to handle only finest merchandise. We have done this thru an almost forgotten world war — thru countless depressions and panic. We are PROUD to be dependable.

SINCE 1888

SIEBERTS

ST. PAUL and ANDREWS ST.

Free Parking Open Evenings

FOR ALL HOME APPLIANCES

19th Ward Women Democrats To Have Card Party

Members and friends of the 19th Ward Women's Democratic Club have planned a card party for next Monday evening at 904 Main St. W. Attractive table prizes will be offered and refreshments served.

CLOSE-OUT SALE

FUR COATS

LET-OUT RACCOONS Value \$250 Now \$125 Sale

We absolutely sell for less!

CLIFFORD FUR CO.

1283 Clifford Ave.
1 Block East of Portland

Box Office Sale Opens For Eastman Concert Series

Box office sale of series tickets to the Friday evening concert in the Eastman Theatre opened yesterday morning. Already, say executives of the Civic Music Association, the avalanche of mail orders received appears to have exceeded in volume the records to this date of the past few seasons.

Despite the heavy mail order sale, it is said there are many choice locations remaining. But those desiring to take advantage of that fact as well as the substantial savings from purchase of seats in series have been urged to purchase their tickets at the Eastman Theatre box office at an early date.

Featured in the two series are such world-renowned artists as Artur Schnabel, Marian Anderson, Yehudi Menuhin, Mischa Elman and Lawrence Tibbett. In addition the Ballet Russe, the Boston Symphony orchestra and two operatic productions have been planned.

'Drive-In' Service Inaugurated At New Bank Branch

Customers of the Lake Avenue Branch Office of the Lincoln-Alliance Bank and Trust Company at 1495 Lake Avenue were treated to a new innovation in time-saving devices Tuesday when the bank inaugurated a "drive-in" banking service.

Like "drive-in" refreshment stands and "drive-in" laundries, the customer transacts his business without leaving his car by driving up to a teller's window located at the rear of the bank.

This service is the first of its kind in Rochester and was designed to meet the needs of people in the Lake Avenue vicinity who have little time to cope with the parking problem and who can now do business at the bank with the least possible inconvenience.

VETERANS TO MEET

Members of the Monroe County Veterans Civil Service League, Inc., will meet tomorrow night at 38 State St.

DOLANS... Where You Buy THE CUTS CHICKEN YOU PREFER

Breasts lb. 49c | Livers lb. 45c | Necks lb. 12 1/2c
Wings lb. 23c | Giblets lb. 19c | Legs lb. 35c

DOLANS 600 JEFFERSON AVE.
cor. Bartlett Telephone Genesee 1417

Mrs. Nellie Reynolds, 105 Custer St.

Members of the Church of Vernon Ave. next Tuesday from Peace will have a sausage roast 5 to 9 p. m. and picnic supper on the church grounds, Caroline St. at Mt. chairman.

SPEEDY'S SPECIAL!

Ending Sat. Sept. 20 This Ad Worth

Half 25c Soles

ON on Soles of \$1 or More OR MORE

Tomorrow and Saturday Only—Edwards Offer You A FREE SITTING IN OUR NEW GREEN ROOM PHOTO STUDIO

Come in tomorrow or Saturday and take advantage of this special offer: We will photograph you and submit a complete selection of 12 proofs—without the usual payment. After you've seen the proofs, you may order as many or as few pictures as you like, or none at all. There will be no obligation to buy. We extend this exceptional offer to acquaint you with the fine work we do with our famous "cinema action" camera, used exclusively by us in Rochester.

No Appointment Necessary
Come Anytime
Bring The Kiddies, Too

LOVELY — BORDER STYLE
8 x 10 PORTRAITS **\$1**
Priced As Low As

Edwards

PHOTO STUDIO — MAIN FLOOR — IN THE GREEN ROOM

...in the National's Basement...

STORE OPEN TONIGHT UNTIL 9 P. M.

We Want You To Expect More For Your Money, Here

If The National Can't Show You Better Clothes At \$18.95 Than You Can Get, Ordinarily, We Won't Be Living Up To Our Reputation... But We Think We Can



Basement Suits AND Topcoats \$18.95

Other Suits and Topcoats \$21.95

WE don't ask you to expect the impossible when you come here. But you will find the finest suits and top coats this moderate price can procure! The newest styles any price will buy. Whether your choice be a wanted new covert, a colorful tweed or a sturdy worsted for business wear, they're all here: And an almost unlimited choice in top coat styles and colors; too: All are splendidly made and they're all values to which a good store is proud to add its name. If you want the best low-priced clothes made, we think you'll find them here. But see them yourself... you be the judge. That's fair enough, isn't it?

Money-Savers In Basement Boys-wear

All Perfect Quality Things... Never Any "Seconds" At The National



BOYS' Jackets \$2.95 Two-tone wool corduroys and wool with suede sleeve. Warm water-repellent fabrics. Jacket values well worth seeing.	FLANNEL Shirts 79c In the new bright plaids and plain reds. All made with double breast pockets. Every boy needs a few of these good warm shirts now.	BOYS' Trousers \$1.95 TO \$3.95 A huge selection of wool and corduroy slacks. All nicely tailored and durably sewn. Pleated fronts — some with zipper closure.
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● Boy's Sweaters \$1.15
● Heavy Underwear 35c
● Boy's Shirts 59c
● Boys' Hose 15c

Charge Yours!
Our Easy National Way

The NATIONAL
EAST MAIN AT STONE

Pay 1/3 Oct. 10th
Pay 1/3 Nov. 10th
Pay 1/3 Dec. 10th

"We might have lost each other forever, if—"

Read Nina Wilcox Putnam's "Rapture" in October TRUE STORY — her first complete true novel

Here is one of America's greatest story-tellers: famous author of plays, movies, novels—creator of unforgettable tales. But TRUE STORY asked Mrs. Putnam to write the greatest true love story she knew. Now, TRUE STORY proudly presents it and tells you what Mrs. Putnam said: "Why, this true story turns out to be the greatest story I've ever written!" Read "RAPTURE" and see why.

READ HOW PEOPLE LIKE YOURSELF HAVE DISCOVERED THE TRUE PATHS OF LOVE AND HAPPINESS!



"I wanted a baby, but was it too late?"
Her husband wanted a real home-love, children. But not that! No, she wanted flirtations, excitement, gay parties. Then with sickening suddenness her own heart opened. Read her revealing story in "Searching Hearts," a \$1,000.00 prize story in October TRUE STORY.

"I was 51, she was 18..."
Professors and read, even in a crowded classroom they seemed a vibrant, exciting attraction to each other. What was the powerful force that drew youth to age? Infatuation? Hero-worship? Thrill to the startling climax in "The Good, the True, and the Beautiful."

Would her son be ashamed of her?
Should she have divorced her husband? Betie Davis — the screen's first lady — creator of unforgettable movie roles — here presents the true story of the woman who admits most-often who came face to face with the past at the moment of her greatest triumph.

Let the experiences of others save you from Heartache and Tragedy!

Because every story actually happened — because each line is written with compelling frankness and honesty — TRUE STORY will not only entertain you, but it may help you solve your own problems. Be sure to read:

- "The World I Lost"
- "Army Nurse"
- "To the Dictionary of Love"
- "My Dream Man in Argentina"
- "Galloping Romance"

Over 30 unique features and articles, including Wendell Wilkie's "A Hero For America Today!"

True Story

READ THE OCTOBER **True Story** NOW ON SALE

**You GIRLS WHO SUFFER
DYSMENORRHEA**
If you suffer monthly cramps, backache, distress of "irregularities," nervousness—due to functional monthly disturbances—try Lydia Pinkham's Compound Tablets (with added iron). Made especially for women. They also help build up red blood. Follow label directions.

TAKE OFF UGLY FAT

Many lose 3 to 5 lbs. a Week
yet EAT plenty
No Reducing Drugs—
(No Exercises—No Massage)

Men and women all over the United States are reporting remarkable results in losing weight. Many tell of reducing 20 pounds a month and more. These people are following the Plan of Dr. Edward Parrish, noted physician, former Health Officer, State of New York; Surgeon-in-Chief, U.S. Army; Editor, Lecturer.



Dr. Parrish's Reducing Plan makes reducing a pleasure. A pleasure because it allows you to EAT PLENTY, requires no exercises. Harmless, too, because it calls for no reducing drugs, no loss of vitality.

Here is Dr. Parrish's Reducing Plan EXACTLY as given by him over the air in millions. For lunch take 2 teaspoonsful of Cal-Par in a glass of fruit juice, or any beverage. Take nothing else for lunch except a cup of coffee if desired. For breakfast and dinner EAT AS YOU USUALLY DO. Don't eat out fatty, starchy foods—just cut down on them. Try Dr. Parrish's Reducing Plan for one week. You and your friends will be amazed at the vast improvement in your figure. Most overweight cases should be helped by Dr. Parrish's Plan.

Cal-Par is not a reducing drug. It is a special purpose food supplementing the diet with certain essential minerals and vitamins. Get a can today, plain or chocolate flavor. Cal-Par costs only about 3c a day. No use. Money back if not satisfied. Health Food Stores and drug stores, including Key and Daw.

Choose Rudolph
DIAMONDS
With Confidence

U.S.
SEPTEMBER
SAVINGS



Lohengrin Duet 47.50

Beautiful new yellow gold rings in blossom design. Large, fine diamond in the engagement ring. Special value!

RUDOLPH'S
COR. E. MAIN AT SMITH AVE. Open Saturday Evenings

Mocktail or Cocktail?



MELTED FLAVOR
Whiskey flavor that does "Now, You Taste It Now-You Don't!"
Actual, does disappearing things to any Manhattan.

MELLOW FLAVOR
Finer and richer to begin with. Three Feathers imparts to Manhattan, flavor that firmly "stands its ground." It's Flavor-Protected!

Yes...people everywhere find that Three Feathers does taste better—it's "Flavor-Protected"

**THREE
FEATHERS**

THE WHISKEY THAT'S FLAVOR-PROTECTED



Favorite Recipes

Peanut Butter Bread

Temperature 350 degrees F.
Time: 30 to 60 minutes.
3/4 c peanut butter 2 t baking powder
1/2 c sugar 1 t salt
1 egg 1 c milk
2 c all-purpose flour

Cream the butter, add sugar gradually and the well beaten egg. Beat well. Mix and sift flour, baking powder and salt. Add with milk to first mixture and beat well. Pour into a buttered bread tin and bake in a pre-heated oven.

Sandwich Variations

Cut white and whole wheat bread into thin slices. Cream butter until it is smooth and waxy and spread thinly over bread. Put slices together with any of the following fillings:

Cream cheese mixed to a smooth paste with milk and finely chopped olives added.

Finely chopped corned beef, moistened with horseradish.

Finely chopped dried beef, mixed with chopped sweet pickle.

Finely chopped shrimp and cucumber mixed with mayonnaise.

Whole Wheat Chocolate Cookies

Temperature 350 degrees F.
Time: 15 minutes.

1/4 c butter 1/2 t soda
1 1/2 c brown sugar 1 t baking powder
2 egg yolks 1 t salt
2 qts. chocolate 1/2 c sour cream
3 c whole wheat flour

Cream sugar and shortening, add egg yolks, melted chocolate and mix. Mix and sift flour, soda, baking powder and salt and add alternately with cream to first mixture. Force through a cookie press onto a buttered sheet and bake in a preheated oven.

Sears HEATING HEADQUARTERS

TWO WAY HEAT!
FOR 4 to 5 ROOMS

59.95

13 Inch Size

Two way heat with this beauty! Powerful circulating or radiant heat! Finished in Brown baked on enamel with controls centralized at hand height. Humidifier, 5 gallon fuel tank. Approved by Underwriters. Zonol unit for even heat at low flame! Cole automatic draft control for more perfect combustion. Constant level valve. Sold on our easy pay plan, small carrying charge. Both Stores.



8.95

Streamlined portable oil heater. Single stationary wickless burner. Underwriter approved needle type valve. Burns kerosene. Chrome steel inner burn tube. At Both Stores.



19.95

Blue flame portable oil burner. Giant 7 inch wickless type. Heat capacity to 1700 cubic feet. Underwriters Approved. Buy on Budget Plan at Both Stores.

**COOKER
HEATER**
15.45

Two-in-one economy, giant 5 inch burner for fast cooking, or heating. No flue connection necessary. 2 gallon tank, two tone brown finish. Underwriters Approved, shown at left. Buy on Budget Plan. On sale Both Stores.



**FAN TYPE
OIL HEATER**
54.95

8 Inch Size



**BLUE FLAME
OIL HEATER**

34.95

Seven Inch Burner Size

**Twin Burner
Cooker-Heater**

11.95



Portable cooker and heater. All steel cabinet, brown crackle finish. Two 4 inch wickless burners. Heavy wire cooking rack. Burns kerosene only. Approved by Underwriters. 2 gallon fuel tank. Illustrated above. Buy on Budget Plan. Both Stores.

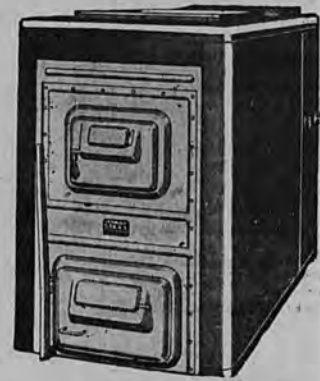
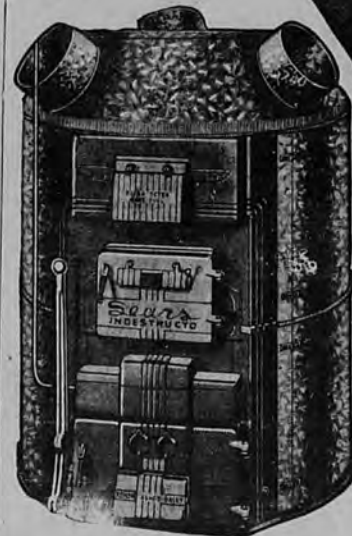
Sears HEATING HEADQUARTERS

Both Stores Open
Friday and Saturday
'til 9:30 P. M.—Daily
9:30 to 5:30 P. M.

Guaranteed 20 Years

**18 INCH
INDESTRUCTO \$69.95**

Made of an extra hard heat resisting Indestructo metal, exclusively for Sears. Extra large firepot and ashpit, one piece radiator, automatic filling humidifier. Sears Indestructo furnaces are unconditionally guaranteed for 20 years, in writing against any defects in materials. Buy on Budget Plan, at Both Stores.



**COAL FIRED AIR CONDITIONER
INDESTRUCTO FURNACE**

\$142.50
20 Inch Size

Modern forced air heat at lowest possible cost. Indestructo efficiency brings you uniform healthful warm air of proper humidity to every inch of hard to heat rooms. Sturdy steel jacket. With Indestructo written guarantee of 20 years. Buy on our Budget Plan. On Sale Both Stores



\$54.95

Heavy cast iron circulating coal burning heater with walnut porcelain enamel finish. Large oval firebox. Side panels for radiant heat. Buy on our Budget Plan. On Sale, Both Stores

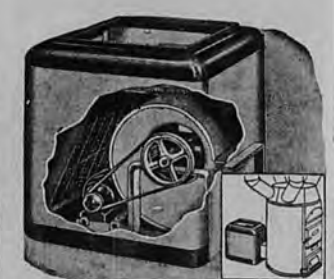
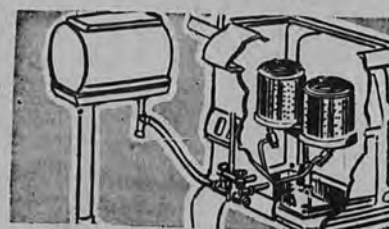


\$32.95

14 inch firepot, coal burning heater. Down to floor model, finished in walnut grained enamel. Oblong firebox, double section feed doors. 18 inch size \$44.95. Buy on our Budget Plan. At Both Stores

**4 SECTION
BOILER \$79.95**

Efficient, durable, dependable Hercules boiler for hot water heat. Perfect fitting cast sections, large roomy firebox, removable clinker breaking grates. Convertible for oil, gas or stoker firing. Buy on Budget Plan. At Both Stores



**MODIFIED AIR
CONDITIONER \$44.50**

Changes air completely 4 to 7 times per hour. Attaches to warm air furnace. Quiet rubber mounted. Circulates clean fresh air to every part of your home. Buy on Our Budget Plan. On Sale Both Stores

**HEATING
ACCESSORIES**

Boiler Compound 49c
Iron Cement 19c
Quart Stop Leak 65c
Soot Remover 45c
Boiler Brush 49c
Furnace Brush 29c
Furnace Cement 19c
Asbestos Paper 89c
7-Inch Smoke Pipe 43c
Asbestos Pulp, 100 lbs. 2.39

On Sale Both Sears Stores

AIR-O-FLAME CONVERSION BURNER \$19.88

Easily installed in your cook stove. Clean, economical heat all year round. Burns No. 1 fuel oil. Three gallon tank with gauge. Buy on our Easy Pay Plan, small carrying charge. On Sale Both Stores

BUY ON OUR EASY PAYMENT PLAN! WE WILL ARRANGE FOR INSTALLATION! WRITE FOR LITERATURE!

Sears Roebuck and Co. MONROE OF S. UNION 476 RIDGE ROAD WEST Rochester, N. Y.

Sears Roebuck and Co. MONROE OF S. UNION 476 RIDGE ROAD WEST Rochester, N. Y.

Edwards

LAST TWO DAYS!
Buy Now and SAVE In This
ANNUAL FALL SALE of
WALLPAPER

Planning to redecorate this Fall? Then consider the economy of buying your wallpapers now. Our sale-priced group includes the most popular papers of the season (many 1942 designs among them.) Later, the same quality will cost more.

- 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
- Reg. 59c to 75c WALLPAPER 2 Rolls 78c

SAVE 90c On Every Gallon

"CORAL" INTERIOR GLOSS

Reg. 2.85 Gal. **1.95** gal.

White, ivory, cream, buff and green . . . for walls and woodwork. Dries with an enamel-like finish. Washable.



"Red Giant" Floor & Deck Paint



Reg. 2.85 Gal. **1.95** gal.

For wood or concrete. For inside or outside uses. Light gray, slate, dust, light or dark oak and mahogany. Waterproof.

EDWARDS—Fourth Floor

September Values Planned to Save You Money—Friday & Saturday!

Just Arrived!
NEW
NEEDLEPOINT
29c to 10.98

Positively, the last delivery of the year! Choose now while you can pick from complete assortments. Choice of small squares for pictures, chair seats, chair sets, bench pieces. All sizes.

Pictures Frames For
Needlepoint, 1.98 to 2.75
Moth Proof Needlepoint Yarn. 40-yd. hanks. .25c

Blanche De Jonge
Our Knitting Instructress Will Teach You to Make Needlepoint Free of Charge. Classes 10 A. M. to 4 P. M. daily. Second Floor

Children's Classes Saturday Only—10:15 A. M. to 12.

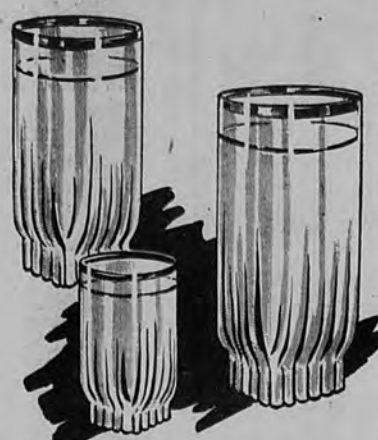
Rayon Kitchen Luncheon Sets **1.29**

Glistening white! Soft pastel shades that are guaranteed tub-fast! The cloth measures 50x50 . . . The six napkins are 12x12. Regularly 1.50

Dish Towels Martex **6 for \$1**

A reliable and quick drying dish towel. Made of fine cotton and linen. Wrapped in cellophane, 6 to a package.

EDWARDS—Second Floor



22 Carat, GOLD DECORATED TUMBLERS

In 3 Sizes

12-oz. Highball Size
9-oz. Water Tumblers
5-oz. Cocktail or Fruit Juice Size **\$1** doz.

Their square bottoms prevent tipping; their fluted sides lend beauty and enable you to grip them easily. Finished at top with gold band.

EDWARDS—Second Floor



SALAD BOWL SET

The footed bowl and the plate are made of imported earthenware with a wide, colorful flower design. The fork and spoon are fashioned in lightweight wood. **1.19** set

EDWARDS—Second Floor



Thrifty Charm for Your Home!

TABLE LAMPS

3.98

Finding lamps like these at 3.98 each is news! Large, impressive . . . individually designed. Decorated or plain colors in china with well executed metal mountings.

EDWARDS—Second Floor

Easy to Buy — Easy to Mail
To Men In Uniform
Mrs. Stevens Candy



2 lbs. \$1

A wholesome, delicious assortment of top-quality candies . . . Fudge, nougats, marmalades, bon bons, caramels, juleps, frappes and other favorites. All chosen for their tasty flavor and keeping qualities.

EDWARDS—Street Floor

EDWARDS BASEMENT STORE

FOOTBALL SUPPLIES

Helmets! Shoulder Pads! Pants! All Leather Footballs!

1.99

HELMETS are made with colored fibre crown and trimmed with contrast bands. All sizes. SHOULDER PADS all well padded. PANTS in sizes 24" to 36". Light khaki colored duck, leather knee protector, padded thigh guards. FOOTBALLS are official size, double lined and full weight.

EDWARDS—Basement

Complete Line
CHICAGO RINK ROLLER SKATES

9.95

Men! Women! Enjoy the thrill of having your own rink roller skates! In white only.

EDWARDS—Basement
Sporting Goods

SHOES for the ENTIRE FAMILY!

GROWING GIRL'S SPORT OXFORDS

At Savings 2.99

Campus favorites! White elk saddles, brown elk moccasins, brown elk wing tip oxfords, brown elk moccasin type in new pattern.

EDWARDS—Basement

MEN'S ELKSKIN WORK SHOES

Thriftily Priced 2.99

Heavy Armor-Tred cord soles. Leather insoles and heel pockets. Sewed soles. Sizes 7 to 12.

EDWARDS—Basement



Women's "Pleasure Tred" ARCH SHOES

Sizes to 10 **3.49** Widths AA to EEE

Smartly dressed women will love the comfort, with no sacrifice to style, that these shoes give! Oxfords and gore patterns in kidskins and suedes. Black or brown.

EDWARDS—Basement

CHILDREN'S STURDY STRAPS & OXFORDS

Real Buys 2.59

Black or tan elk with scuff-proof tips, brown elk moccasins, patent straps. Goodyear welted soles. Sizes 9 to 3.

EDWARDS—Basement

MEN'S NEW FALL DRESS OXFORDS

Outstanding Values 4.15

Get a fine start this fall! Tips, plain toes and moccasin toes in grain leathers, elk leathers and smooth leathers. Sizes 6 1/2 to 13.

EDWARDS—Basement

Sibley, Lindsay & Curr Co.

Phone
Stone
6500

CHUCK ROAST

From Sibley's
Superior
Choice Year-
ling Steers
Sibley's Meats
Are Well Trim-
med which
Gives You
More Meat for
your Money.
Lb.



21c

LARD, Wilson's Certified, 1 Lb. Prints 2 for 23c
SHORT RIBS, of Beef for Brazing Lb. 19c
CHERRYSTONE CLAMS Doz. 15c
OYSTERS, Extra Standard Solid Meat Pt. 27c

**Solid Chocolate
Fudge Brownies**
With
Chocolate
Fudge Icing 35c
doz.

**PEANUT BUTTER
Cookies**
doz. 22c

**Delicious
DATE and NUT
BREAD** loaf 22c

Fancy Valencia Sunkist
JUICE ORANGES 3 doz. 87c
Large Size
SUNKIST LEMONS doz. 23c
U. S. No. 1 Mac Intosh
APPLES 6 lbs. 25c
Fancy Large
Iceberg LETTUCE 2 for 17c
U. S. No. 1 Chippewa
NEW POTATOES 15 lbs. 25c

Fancy High Score Creamery
TUB BUTTER Lb. 42c
Sibley Sliced
BOILED HAM 1/2 Lb. 35c
Delicious, Well Cured Domestic
SWISS CHEESE Lb. 41c
Fresh Chipped
DRIED BEEF 1/2-Lb. 29c
Fine Quality
Thuringer Sausage Lb. 32c

Shelf-Filler Specials for Shelf-Conscious Shoppers!

Fresh Roasted
**LENOX
COFFEE**
3 lbs. 59c

Prince's Finest
CHERRIES, Royal Anne
can 29c

SUGAR PEAS, Early
Garden. 17c, 3 for 49c

STRINGLESS BEANS,
Asparagus Style, 19c
..... 3 for 55c

Crosse & Blackwell's
SOUPS 2 for 25c
6 for 75c, doz. \$1.45

Hunt's Superior
APRICOTS, #2 1/2
can 25c, 3 for 69c

PEACHES, Yellow Cling
Halves, #2 1/2 can, 21c
..... 3 for 59c

ASPARAGUS, Mammoth
#2 1/2 tin 33c

FRUIT FOR COCKTAIL,
#2 1/2 can 27c

24 1/2
lb. bag
97c

Domino Pure Cane
GRANULATED SUGAR
10 lb. bag 59c

Campbell's
TOMATO SOUP
Doz. 79c

NEW POTATO SOUP
..... 3 cans 28c

TOMATO JUICE, 14-oz.
tin doz. 79c

Beckwith's
WHOLE RIPE FIGS
No. 1 tin 17c
#2 1/2 tin 27c

GROCERY — Main Floor

WANT ADS

ARTICLES FOR SALE

SALE—Ladies' Goldette rayon jersey
slips, regular \$1.39, now 49c. Get your
supply early while they last. Smith's,
118 State St. Free parking next door.
EXTRA SPECIAL—Ladies' small size
all wool plaid skirts, regular \$1.58
value, reduced for clearance to \$1.19.
Smith's, 118 State St. Free parking next
door.

BUSINESS PERSONALS

CHICKEN PIES—delivered by dozen.
Myers, 123 Dewey, Genesee 424-M. 9ctcd

CHIROPRACTORS

FRANK BROWNELL, 45 Bronson, L. A.
Young in attendance Genesee 1492

HELP WANTED FEMALE

FREE—\$10 foundation garment and
training given to selected applicants
for position as figure consultant, Box
B-45, Rochester Sun.

GIRL or woman to care for two chil-
dren all day Thursday each week, Mon-
roe 6281.

HELP WANTED MALE

ERRAND BOY—for work in newspaper
office. Wonderful opportunity for ad-
vancement to aggressive lad between
16 and 20 years of age. Salary. Apply
by letter only giving name, address,
phone number, age and minimum sal-
ary. Box E-27, Rochester Sun.

MUSICAL INSTRUCTION

SWING PIANO—Accordion, other in-
struments. Harmony and theory, mod-
ern orchestration and songwriting. Dr.
Newton Mannhart, 120 East Ave. Mon-
roe 3332-R; Stuna M58.

PERSONALS

REV. MABEL R. HAMMEL, now located
at 107 Troup St. Main 2219.

MISS BELLE is free for nursing and
massage by hour, week or day. Main
7402.

MRS. McLEAN—31 Manhattan St. Call
for appointment. Stone 3881-X.

WANTED TO BUY

RAGS—2c lb. magazines 50c, papers
55c, mattresses, metal. Stone 3389-R.

ANTIQUE FURNITURE, glass and
prints. All these items should be more
than 40 years old. We do not want oil
paintings or cut glass. Best prices will
be paid and all sales treated confi-
dentially. Perhaps you have such items
in your attic or on your pantry shelf.
We would be glad to investigate and
make you our best offer. Phone Stone
3995 and ask for Miss Moran or write
Box 48 in care of the Rochester Sun.

RAGS—1c to 2c a pound; magazines
50c; newspapers 55c in bundles; iron,
metal, tubes, batteries, mattresses,
junk of all kinds—top prices. Try us.
Stone 370-L.

**GET THIS NEW
Jibby Knife-
Edger**
ABSOLUTELY
NEW

A NECESSITY IN EVERY HOME
Genuine Rimac Flexstone puts
smooth, sharp edge on dulltest
knife quickly and easily.

Send Only 25c
and 3 Ideal Dog
Food Labels to
WILSON & CO.
Box 6170 Chicago

See Dealer for Order Blank

Mrs. Clara Anger, 30 Electrical Ave.

THE BOND OF FRIENDSHIP



THE PATRICIAN OF AMERICAN RYES

Symbol of hospitality and
good taste is this famous
square bottle. And you'll find
the whiskey it holds fine
beyond words—a rye of excel-
lent heritage, rich in tradi-
tion and delicate in flavor.



Mount Vernon
BOTTLED IN "BOND"
Straight Rye Whiskey
Copyright 1941, National Distillers Products Corp., N. Y.

It's Savings Time!



**TIME FOR
WEGMANS
ANNUAL FALL**

Stock-Up SALE!

Large Can Campbell's
**PORK &
BEANS**
3 cans 29c

Have You Tried Wegman's Tasty New
MAYONNAISE qt. 39c

Our Best Coffee—Flavorful
KILBOURN HALL .. lb. 22c

Milled by Makers of Mother's Oats
Mother's Flour . 24 1/2 lb. 95c

For A Grand Economical Dinner

TENDER, JUICY, SHOULDER ROAST

BEEF

21c

Try one of these flavorful,
tender, juice-filled roasts
this week. You'll like their
money saving price too.

Crisp Delicious Kellogg's
CORN FLAKES . 3 pkg. 14c

Mix Delicious Flavors
JELLO 4 pkg. 19c

26-Oz. Bottles Imperial
SOFT DRINKS ... 4 bot. 25c

Tasty Cortez
TUNA FLAKES .. 2 cans 25c

Sweet Crisp
MIXED PICKLES ... qt. 19c

No. 2 Can Tender Short
CUT WAX BEANS 3 cans 25c

Campbell's Veg. Beef Soup or
CLAM CHOWDER 3 cans 25c

Kellogg's Nourishing
SHREDDED WHEAT pkg. 9c

Delicious Old Homestead
MARMALADE ... 2 lb. 23c

No. 2 Can Zenith Sectioned
GRAPEFRUIT ... 2 cans 23c

No. 2 Can Vitamin-Rich
TOMATOES 4 cans 29c

12-Oz. Cans Frontier
BEER OR ALE ... 4 bot. 25c

Quart Bottles Ale
OLD ABBEY qt. 18c

Quart Bottles Beer
SIMON PURE qt. 18c

Pound Can Delicious
**BAKERS
COCOA**
13c

With Purchase of 3
Bars At Regular Price
**LUX
SOAP** 1c

12 Oz. Can Lion
**BEER
OR ALE**
3 cans 25c

Wegmans
HOME OWNED FOOD MARKETS
FREE PARKING FOR
CUSTOMERS

1c SALE LUX TOILET SOAP



**HURRY! GET A CAKE OF LUX
TOILET SOAP FOR 1c WHEN YOU
BUY 3 AT USUAL PRICE. OFFER
LIMITED—DON'T DELAY!**

Now—Hollywood's luxurious beauty soap—at a bargain price! Its creamy-rich
ACTIVE lather gives gentle, caressing care—leaves skin feeling so smooth and soft.
Use it for your daily beauty bath, too! This fine white soap makes daintiness sure;
leaves skin sweet—perfumed with a delicate, clinging fragrance you'll love. Act now
while this sensational offer lasts...Lux Toilet Soap...at your favorite store...TODAY!

9 out of 10 Screen Stars use Lux Toilet Soap

HURRY! Just 4 Left

Thor
WASHER & IRONER
Combination SPECIAL



**BOTH
FOR ONLY
\$79.95**

**SAVE
\$20**

**CASH OR TERMS
LIMITED QUANTITY**

**Thor GLADIRON
EDWARD L. MASLINE
HOME APPLIANCES**
1647 St Paul St. Phone Glen. 7055
OPEN EVENINGS

Look What \$1.00 Buys
For You, Your Home
And the Entire Family
One Day Only... Friday!



Shop Tomorrow and
Save on Both Apparel
And Household Needs!
Be Here at 9:30 Sharp!

BEDDING & DOMESTICS

39c Percale Cases
..... 27c, 4 for \$1.00
42x36 hemstitched. Bleached.

Irregs. of \$1.39 Muslin Sheets \$1.00
64x64 construction. Good quality in sizes 72x108; 72x99; 81x99.

\$1.79 Bed Pillows \$1.00
5% down; 95% duck feathers. Blue striped ticking cover. 21x27.

89c Crinkle Spreads
..... 59c, 2 for \$1.00
Colored novelty stripes in full size.

69c Kapok Filled Pillows
..... 55c, 2 for \$1.00
Percale print covers in blue, rose, green, orchid. 17x24 size.

\$1.49 Crinkle Spreads \$1.00
Size 80x105 in stripes of blue, rose, green, mahogany, gold.

Irregs. of \$1.49 Plaid Blankets \$1.00 pr.
"Nashua" brand size 70x80. Rose, green, mahogany.

Irregs. of \$1.98 Indian Pattern Blankets \$1.00
100 with only slight irregularities.

29c Ironing Board Covers
..... 21c, 5 or \$1.00
Stretch-on type for standard size boards. Good quality muslin.

Irreg. \$1.39 to \$1.59 Mattress Protectors \$1.00
Full, ¾ or single bed sizes.

39c Pillow Tubing
..... Yd. 27c, 4 Yds. \$1.00
42 and 45-inch. Bleached.

16c Unbleached Cotton
..... Yd. 11c, 10 Yds. \$1.00
36-inch. 68x72 construction.

15c Outing Flannel
..... Yd. 11c, 10 Yds. \$1.00
27-inch white outing in extra heavy quality. 3 to 10 yard pieces.

18c, 29c Value Remnants, 11c yd., 10 Yards \$1.00
Percales, cretonnes, novelty sheets.

59c Water-Proof Cushions
..... 35c, 3 for \$1.00
Fine for autos. Colors: red, blue, green, black.

\$1.50 25-Yd. Pkg. Cheesecloth \$1.00
Fine for cleaning autos and for household uses.

BOYS' WEAR

59c Boys' Knit Shirts
..... 39c, 3 for \$1.00
Basque striped shirts with long sleeves. Zipper or button front closings.

\$1.39 Boys' Corduroy Jumpers \$1.00
Grey or brown partridge patterns. Adjustable strap type for fall.

\$1.59 Boys' Sweaters \$1.00
Pull-over and button front styles in plains and fancies.

Irregs. of \$1.59 Boys' Raincoat Sets \$1.00
Black rubberized fabric coat with matching cap and traffic cap emblem on coat sleeves.

LINENS AND TOWELS

Irregs. of 39c Turkish Towels 27c, 4 for \$1.00
22x44 novelty striped, absorbent towels in peach, blue, green, gold.

Irregs. of 17c Turkish Towels 11c, 10 for \$1.00
18x36 with colored borders and solid colors. Rose, blue, green, gold.

Irregs. of 59c Turkish Towels 35c, 3 for \$1.00
All white size 22x44 extra heavy made for the navy but rejected because of minor imperfections.

10c to 22c Wash Cloths
..... 9c, 12 for \$1.00
Grand assortment of solid colors and novelties.

Irregs. of 21c Cannon Turkish Towels
..... 15c, 7 for \$1.00
Solid colors of rose, gold, green, blue. Double loops.

18c Toweling
..... Yd. 14c, 8 Yds. \$1.00
Part linen bleached toweling with borders of green, red, blue.

69c to \$1.00 Fancy Linens
..... 55c, 2 for \$1.00
Good assortment of bridge sets, scarfs, cloths, vanity sets.

29c Rayon Tablecloths
..... 18c, 6 for \$1.00
36x36 in blue, red, green.

39c to 59c Fancy Linens
..... 27c, 4 for \$1.00
Doilies, scarfs, vanity sets, cloths.

39c Lace Chair Sets
..... 21c, 5 for \$1.00
Fine Chinese hand made.

49c Lace Chair Sets
..... 27c, 4 for \$1.00
Hand made. Extra fine quality.

HOUSEWARES

\$1.19 Cake Tray and Cover \$1.00
Large tray in white, red or green.

\$1.19 Unfinished Kidney Bench \$1.00

\$1.39 Electric Toaster \$1.00
Double toaster, chrome plated.

\$1.25 Splint Clothes Basket \$1.00
Large size with clothes pin holder.

\$1.19 Top Of Stove Oven \$1.00
Complete with heat indicator.

\$1.19 Unfinished End Tables \$1.00
Choice of round or oblong styles.

SHOES

\$1.98 to \$2.95 Children's Shoes \$1.00
Broken sizes and styles. 121 pairs.

\$2.00 Junior Oxfords \$1.00
54 broken sizes and styles to clear.

CURTAINS

15c yd. Marquisette Materials 11c, 10 yds. \$1.00
With colored grounds and figures.

29c Yd. Marquisette Materials yd. 25c, 5 yds. \$1
Fine quality, colored figures.

Cottage Sets 59c, 2 for \$1.00
Fine quality voile. Assorted colors.

\$1.19 to \$1.35 Marquisette and Lace Curtains
Pair \$1.00

Tapestry Squares
..... 39c, 3 for \$1.00
Rayon damask, crash, homespun and velvet tapestry squares.

Window Shades
..... 29c, 4 for \$1.00
3x6 feet in ecrú, green, pongee and white. Mounted on rollers.

Fancy Pillow Tops
..... 59c, 2 for \$1.00
Assorted patterns and materials.

NOTIONS

39c Pillows 35c, 3 for \$1.00

Cleansing Tissue
..... 29c, 5 Boxes \$1.00
Box of 500 folded tissues.

10c Paper Napkins
80 in pkg. 15 pkgs. \$1

25c Wax Paper
125 ft. Roll. 5 boxes \$1

\$1.59 Umbrellas \$1.00
10 and 16 rib styles. Rayons, oil silks and rayon combinations.

6 for 25c Sibley Hair Nets
..... Doz. 29c, 4 Doz. \$1.00

\$1.39 "Air Line Tweed" Luggage \$1.00
12", 18", 20", 22" and 23" cases.

69c Handbags
..... 59c, 2 for \$1.00

PHOTOGRAPH SPECIAL

2 Regular \$1.00 Pictures \$1.00
One 8x10 in. border print picture and one empire miniature.

MEN'S WEAR

Irregs. of \$1.65 to \$2.50 Men's Shirts \$1.00
Whites, fancies and plain colors with non-wilt or regular collars.

19c Men's Hose
..... 14c, 8 Pcs. \$1.00
Plain or fancies. In short or long.

Irregs. 29c to 39c Athletic Shirts and Briefs
..... 18c, 6 for \$1.00
White combed yarn athletic shirts in Swiss or panel rib styles.

\$1.59 Men's Jackets \$1.00
Fleece spun rayon with button front, knit cuffs and waistband.

\$1.59 to \$1.95 Men's Sweaters \$1.00
Button front and pull-over styles in plains and fancies. First quality.

69c Men's Athletic Union Suits 59c, 2 for \$1.00
Rayon striped broadcloth! All with suspender type back.

\$1.39 Men's Pajamas \$1.00
Coat, middie and notch collar styles in flannelette or broadcloth.

CHINA & GLASS

\$1.25 25-Pc Beverage Set \$1.00
Enamel rack 8 each decorated tumblers, glass sippers and coasters.

\$1.19- 17-pc. Iced Tea Set, \$1.00
80-oz. ice lip jug, 8 sham bottom tumblers, 8 glass sippers.

\$1.19 19-pc. Apple Dessert Set \$1.00
Chrome plated tray, 6 apple dessert dishes, covers and spoons.

\$1.19 Rainbow Cordial Set \$1.00
Cordial bottle with stopper and 6 rainbow cordial glasses.

\$1.19 High Ball Bridge Set \$1.00
Hand cut design of scotty or eagle. Set consists of 4 liquor glasses and 4 coasters or ash trays.

UNDERWEAR

"Thirto" Rayon Undies 39c, 3 for \$1.00
Women's seamless service weight bloomers, panties, step-ins.

"Phenix" Union Suits
..... 57c, 2 for \$1.00
Women's white combed cotton union suits in sizes 36 to 44.

35c "Phenix" Vests
..... 29c, 4 for \$1.00
Women's white combed cotton built-up shoulder, bodice top. Sizes 36 to 44.

Irregs. of 50c Vests
..... 29c, 4 or \$1.00
Women's out-size white combed cotton with reinforced shield. Size 50 only.

Irregs. 55c to 75c Shaped Vest and Pants
..... 29c, 4 or \$1.00
White combed and double corded cotton. Vests 36-50, panties 36-44.

Children's Cotton Slips
..... 39c, 3 for \$1.00
White built-up shoulder type in sizes 6 to 14.

39c Children's Rayon Satin Slips 29c, 4 for \$1.00
Built-up shoulder, ruffle bottom in tearose. Sizes 4 to 14.

\$1.19 Cotton Crepe Gowns \$1.00
"Nymphom" novelty trimmed. Sizes 34 to 44.

\$1.19 Broadcloth Pajamas \$1.00
Solid color and novelty patterns, with contrasting trims. 15, 16, 17.

35c Porlo Rican Gowns
..... 29c, 4 for \$1.00
Imported! Hand embroidered full length gowns in sizes 16, 17.

44c Cotton Slips
..... 39c, 3 for \$1.00
"Loomcraft" white nainsook slips with shadow panel. Both built-up and V top style included.

Irregs. of \$1.19 Rayon Slips 59c, 2 for \$1.00
Famous figured 2 or 4 gore slips in rayon taffeta, crepe or satin. Sizes 32 to 40.

\$1.19 Rayon Satin Slips \$1.00
2 or 4-gore tailored or lace trimmed in tearose. Sizes 32 to 40.

35c Children's 3-In-1 Suits 22c, 5 for \$1.00
Combed cotton drop seat type. — Sizes 2 to 12.

69c Children's Flannelette Sleepers 59c, 2 for \$1.00
1-piece full cut sleepers in sizes 1 to 8.

HOSE & HANKIES

Irregs. of \$1.50 Quality Nylon Hose \$1.00
"Windward" shade in sizes 9-10½.

Irregs. of 25c Anklets
..... 15c, 8 Pcs. \$1.00

Children's and Misses' sizes in lisle, combed cotton and rayon combinations, stripes, solid colors.

Irregs. of 29c Slax Socks
..... 19c, 6 Pcs. \$1.00

Boys' 6x3 ribbed and novelty patterns of fine combed cotton, lisle and rayon. Sizes 7½ to 11½.

Irregs. of 29c to 35c Anklets
..... 19c, 6 Pcs. \$1.00

Misses' and Women's novelty weave and solid colors in mercerized cotton and rayon.

Combed Cotton Anklets
..... 10c, 12 Pcs. \$1.00

Misses' and Women's novelty patterns. Sizes 7½ to 10½.

Irregs. of 10c Hankies
..... 5c ea., 24 for \$1.00

Women's 15-inch size prints. Men's whites or colored borders.

FOUNDATIONS

\$1.19 "Lewella" Girdles and All-In-Ones \$1.00

2-way stretch 12, 14 and 16-inch girdles and panty girdles. Average and long all-in-ones. Cotton, rayon and "Lastex" yarn.

Irregs. of \$1.00 Girdles
..... 59c, 2 for \$1.00

2-way stretch 14-inch girdles and panty girdles. Some with rayon satin panels. Cotton, rayon, "Lastex" yarn.

"Lewella" Brassieres

..... 29c, 4 for \$1.00
Rayon satin and batiste, and cotton laces. Sizes 32 to 42.

\$1.29 "Lewella" Foundations \$1.00

All-in-ones with or without inner-belt. 12-inch to 15-inch girdles. Cotton batiste and rayon satin.

INFANTS' AND CHILDREN'S WEAR

Irregs. 18c to 29c Quilted Pads 12c, 9 for \$1.00
Size 17x18. Minor imperfections only.

Irregs. 25c to 29c Receiving Blankets 25c, 5 for \$1.00

\$1.00 Value Boys' Cotton Sweaters 59c, 2 for \$1.00
Cardigans and slip-ons. Sizes 3-6.

\$1.00 Value Boys' Knit Suits 59c, 2 for \$1.00
Broken sizes. Washable.

\$1.00 Girls' Cotton Dresses
..... 59c, 2 for \$1.00

79c to \$1.00 Girls' Cotton Blouses 59c, 2 for \$1.00

The Big Basement
SIBLEY, LINDSAY & CURR CO.

Recovered—Restyled—REBUILT
YOUR LIVING ROOM SUITE
3 PIECE \$34.50
New cotton coverings, new cushions, spring units, new webbing, new hinges, springs tied & work.
Phone or write. Representative will call, day or evening.
WAYNE UPHOLSTERING CO.
74 PARK AVE.
MONROE 1404

EXTRA! EXTRA!
A SPECIAL PURCHASE OF REGULAR \$1.95 DRESS SHIRTS
WHILE THEY LAST
(NONE SOLD TO DEALERS)
Colors: Tan! Gray! Blue! White!
99c Sizes 14 to 16 1/2
Champion
KNITWEAR CO., 71 ST. PAUL ST.
1/2 Hour Parking at Bill's and Strand Parking Stations

"NOW you're cooking with GAS!"

C. P. RANGES ARE BEST PERFORMERS
"NOW you're cooking with gas!" is a popular slang phrase. It means about the same as "Now you're going to town!" or similar phrases.
C. P. Gas Ranges do "go to town." They have 22 points of super excellence. Come in and let us point them out to you.
SAVE TIME GAS MONEY with C. P. RANGES
See 3 Nationally Famous Leaders on our Main Floor
MAGIC CHEF GLENWOOD UNIVERSAL
ROCHESTER GAS AND ELECTRIC

BINGO
Wed. & Sat. Afternoon 1:30
\$40 JACKPOT
Every WED. & SAT.
Jackpots \$145 & \$55
Monday Night 8:30
Sunday Nite 8:15
Jack Pots \$65 & \$70
UNION LEAGUE HALL Gregory at South Ave.
TAKE SO. AVE. BUS TO DOOR

THE NICEST BINGO GAME IN ROCHESTER
DE LUXE BINGO
K of C AUDITORIUM, LAWN ST.
EVERY MONDAY NIGHT
Same Orchestra — Same Friendly Committee.
Enjoy comfortable seating and pleasant surroundings.

Episcopal Clergy To Make Plans For Year's Activities
Rectors from 65 parishes of the Episcopal Diocese of Rochester will meet with Bishop Bartel H. Reinheimer, D.D., at the Glen Springs Monday evening. Dr. Thomas S. K. Scott-Craig, assistant professor of English and lecturer on Christianity and Western Civilization at Hobart College, will speak on "The Church and Civilization."

Concert by Mr. H...assisted by Mr. HATT

I gotta practice quite a lot To play it SMOOTH, I'm told—
With Kessler's, pal, ONE silky drink An' you're completely sold.
KESSLER'S BLENDED WHISKEY
SMOOTH AS SILK but not "High Hat"
KESSLER'S PRIVATE BLEND — A BLENDED WHISKEY, 75% Neutral Spirits distilled from Grain.
65 Proof (Since Sept. 1st) Julius Kessler Distilling Co., Incorporated, Baltimore, Md.; Lawrenceburg, Indiana.

DAW'S COUPON
Chocolate and Butterscotch FUDGEES
Made By The Makers of "TOOTSIE ROLLS"
1-Lb. Pkg. **19c**
DELICIOUS patties of fresh creamy fudge. Each individually wrapped in cellophane. Assorted chocolate and butterscotch flavors.
(Limit, 2 Lbs.)

Moth Tabs
Moth Killer—Deodorant
25c Size **9c** 3 for 25c
TOILET BOWL DEODORANT
15c Value **7c** 3 for 20c

SPRAYERS
Ideal for spraying clothes, closets, gardens, etc. **14c**
WESTINGHOUSE MAZDA LAMPS
30-40-60 Watt New Low Price **13c**
100 Watts 15c

SPONGES
Grass & Sheep-wool for home or auto. Priced From **19c**
TOILET BOWL BRUSH
15c Val. **9c**
With Long Wire or Wood Handle

SHOE POLISH
Tan—Black—Brown—Ox-Blood Large 15c Size **8c**
SCOTT'S Toilet Tissue
— LUXURY TEXTURE —
1000 Sheets in each roll **17c** 3 for 50

Humidor Fresh! ROCKY FORD CIGARS
Box of 50 **96c**
DAW'S COUPON
Tobacco POUCH
OIL-SKIN LINED WITH ZIPPER **29c**
75c Value
Genuine leather, full size lined with oilskin.

DAW'S COUPON
ASH TRAYS
New! Beautiful! These colorful, trays in their soft, pastel shades are a charming addition to any room. Choice of colors: Dusty Rose or Spring Cream. DAW'S low price. **3c**
GENUINE BRIAR PIPES
Hundreds of them Each worth twice and three times this price. **39c**

PENN VACUUM STORES—ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS
ELECTROLUX
COMPLETE With Attachments... FULLY GUARANTEED For Same Time as a Brand New ELECTROLUX
\$16.95 Easy TERMS!
10 DAY TRIAL PLAN
MAIL ORDERS FILLED SEND \$1.00 DEPOSIT
IF YOU CAN'T COME IN... WRITE OR PHONE FOR A FREE HOME DEMONSTRATION!
Liberal Allowance On Your Old Vacuum Cleaner
PENN VACUUM STORES
30 SOUTH AVE. OPEN EVENINGS UNTIL 9 P. M. STONE 6746
IMPORTANT! ASK US ABOUT THE THREE ADVANTAGES OF BUYING FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

DAW'S COUPON
Genuine CANNON Dish TOWELS
Full Size With 3-Tone Color Side Borders
Lowest Price Ever Sold!
2 for 13c
(Limit 6 to Customer)

Black Flag INSECT POWDER
25c Size **18c**
PETERMAN DISCOVERY
35c Pint **19c**
60c Quart **37c**

FLIT SPRAY
35c Pint **16c**
60c Qt. Size **31c**
BATH BRUSH
Sturdy Bristles Long Colored Handle 50c Value **23c**

POLISH CLOTHS
FULL SIZE **8c**
3 for 23c
MOTH BALLS OR FLAKES
2-Lbs. For **21c**

Peterman ROACH FOOD
25c Size **14c**
60c Size **36c**

9-oz. Glasses
Non-Chip Rolled Edges
While They Last! **3c**
The lowest price these gleaming all-purpose tumblers have ever been offered.

ER 18, 1941
1,000 Episcopal
end this gather-

ROCHESTER SUN, THURSDAY, SEPTEMBER 18, 1941

Five Names In This Issue Bring Owners A Dollar Each

PAGE NINE

Ingersoll "Warrior" Popular Timepiece For Men In Service

The trim "Warrior" Wrist Watch in its businesslike olive drab case is said to be one of the most popular and serviceable timepieces ever developed by Ingersoll, famous American watchmaker. Men in all branches of the service are said to have found this an ideal timepiece for many reasons. The second hand that sweeps the

whole dial makes timing easy in dozens of cases where seconds count.

The rugged case and unbreakable crystal are practically "musts" for a watch that must keep on the job without coddling.

RUGS 9x12 \$1.00

CLEANED AND STEAMED
RUGS, Stained, Cleaned, Washed,
Sized, Matted, Damp and
Germ-proofed
ELTER CO. Est. 1872
Glenwood 3466 — 44 Arthur St.

SOAK YOUR ACHING FEET IN

COLLOIDAL SULPHUR
and you'll feel like dancing a jig

If you've been on your feet all day long and they burn, itch, perspire excessively, are sore and tender and ache all over, it's "Achilles' Foot" is making you miserable. Take this good advice: Dissolve an envelope of Rest-Eez in a basin of warm water and let those feet of yours soak. Soon the Colloidal Sulphur starts drawing out the soreness, the tender, burning sensation disappears, aching muscles relax, corns and calluses soften—you can peel them off layer after layer. Your feet feel grand. A millionaire couldn't buy finer foot comfort. Yet every one can enjoy the luxury of a Rest-Eez Foot Bath—25c—30c—61. Daw & Key Drug Stores.

taste tells!
1870

100 PROOF

IT FOUNDED
THE FAME OF
PENNSYLVANIA
RYE... TODAY IT IS
AMERICA'S MOST
POPULAR BOTTLED
IN BOND WHISKEY

taste tells!
1941

BUY
NOW
Before New
TAXES

National Distillers Products Corp., Copyright 1941. A. Overholt & Co., Inc., New York
Mrs. Margaret Dugan, 286 Cedarwood Ter.

HERE IS QUALITY AT NEW LOW PRICES!

FROM SCOTLAND

Imported 100% Scotch whiskeys. John Beggs is one of the finest obtainable. It is famous for flavor, delicacy and excellent bouquet. Compare this with any \$4.10 value! Full fifth

\$3.35



FROM PUERTO RICO

From Puerto Rico's best rum house, Primitive Grau comes this excellent rum. Perfect for rum highballs and rum collins. "Ron Grande" sells regularly for \$2.50, 4.5 quart. Now featured by Berghash for only

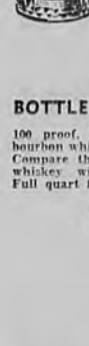
\$1.95



EXCLUSIVE

Kerrigan's private stock blended whiskey made to sell for \$2.55. Featured exclusively in Rochester by Berghash, this whiskey is an exceptional fine blend of smooth flavor and bouquet. As long as present supply lasts, full quart

\$1.99



BOTTLED IN BOND!

100 proof, 5 year old straight bourbon whiskey bottled in bond! Compare this smooth, palatable whiskey with any \$2.75 value. Full quart featured for only ...

\$2.09



CALIFORNIA

Rochester's most popular 100% pure California wine value... Chateau Brisee wine! Sweet or dry over 12 varieties from which to choose. Full gallon, only ...

\$1.49



GIN VALUE

Rochester's outstanding gin value "London Inn" 50 proof gin. Distilled according to an old English recipe. Use it "straight" or in cocktails. Full fifth, \$1.29 value

\$1.29



AND REMEMBER...

Get our prices on G & W. Schenleys, Seagrams, Calverts, Hiram Walker, and all the other nationally known brands. We can supply you with the greatest variety... and our prices are the lowest in town.

BERGHASH

WINES LIQUORS

124 CLINTON AVE. SOUTH
NEXT TO LOEW'S
PHONE... MAIN 786

Free Parking Opposite Our Store

LYONS TRADE IN SENSATION \$30 FOR YOUR OLD BEDROOM, LIVING ROOM OR DINING ROOM SUITE

TOWARD THE PURCHASE OF
ANY SUITE ON DISPLAY

LYONS

FURNITURE COMPANY

Easy Terms **42 STATE ST.** Open Every Evening

Color These Pictures
of Miss Gene Tierney as she appears in

"BELLE STARR"

NOW PLAYING --- CENTURY THEATRE



WIN GUEST TICKETS

Color the big picture of Miss Gene Tierney at the left of the picture above. Then color the smaller picture at the right. To the twenty best reproductions of this picture, a guest ticket to see some future Century Theatre presentation will be given. All answers must be in The Rochester Sun office before midnight, Monday, September 22. Judges decision will be final. Address all entries to...

CONTEST EDITOR • ROCHESTER SUN • 5 ST. PAUL ST.

Treat Yourself to SCHENLEY... "The Taste it Takes Four States to Make"

Schenley Black Label 65% Grain Neutral Spirits, 86.8 Proof. Schenley Red Label 72% Grain Neutral Spirits, 86 Proof. Blended whiskey. Copyright 1941, Schenley Distillers Corporation, New York City.

Where to Play BINGO!

THE P. M. CLUB
MONDAY AFTERNOON
BINGO
University and Atlantic
TOWNER'S HALL

WEST AVE. MANOR
PARTIES AT
165 West Ave.
Mon. Tues. Thurs. & Fri.—1:30
Sun. 1:30 P. M.
Wed. Nite 8:30 P. M.

BINGO
19th WARD CLUB HOUSE
237 HAWLEY ST.
Thurs., Fri. and Saturday Eve.
8:15 — Admission 20c
Extra Board (FREE)
With Triple Board

Beeley's Bingo
MON. TUES. FRI. at 8:15 P. M.
SUNDAY at 1:30 P. M.
WED. at 1:30 P. M.
Extra Board Free With Purchase
of a Triple Board.
142 GENESEE ST. in REAR

Jackpot Game
ADMISSION 25c
OR 3 FOR 60c

PLYMOUTH
CHURCH
Corner of Plymouth and Trapp

You're welcomed to our re-opening
by the same management and per-
sonnel. Let's all have a good time
again.

WIN CASH!

Every Wednesday, Thursday, Friday and Saturday

Hollywood Bingo

35 PULLMAN AVENUE

Come Early • Beat The Crowd!

Towner's Hall — Thurs., Fri. Nites

H U D S O N B I N G O	Tues. Nite \$475 All Games \$10 Sat. Nite All Games \$5	Weds., Sat., Sun. Nite No Sun. Game at Rexy \$500 All Games \$10	Thurs. & Sun. Nite \$500 All Games \$10	H O L L Y W O O D
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TICKET WORTH 45c at Town-
er's Hall Fri. Sept. 19 —
Good only when purchas-
ing a book of specials and
triple board.

WED., SAT., SUN. NITE
NO SUN. GAME AT REXY
\$500
All Games \$10

TOWNER'S HALL—REXY BINGO

CHILI Recreation Hall

JACKPOTS — 509 CHILI AVE. — JACKPOTS
Bingo Every Monday, Tuesday, Thursday and Saturday
at 8:15 P. M.—Tuesday, Wednesday, Friday and Saturday at 2:00 P. M.

REGULAR BOARDS:
Mon. Sat. Noon Fri. Noon Wed. Noon Sat. Nite

\$6 \$5 \$4 \$4 \$6

JACKPOTS:
MON. SAT. NOON FRI. NOON WED. SAT. NITE
\$35 \$20 \$30 15 65
THURS.: Gold Award Nite—TUES.: Free Ticket Day

HARRIS NUSBAUM

THREE SMASHING VALUES ONE WEEK ONLY!

Only at Nusbaum's can you find such timely money-savers as these! Nusbaum's low-overhead-location combined with early purchasing makes it possible for us to offer these values at 25% to 30% below present market prices. Shop, see our huge stocks at comparable savings... you'll agree!



CHILDREN'S SNO SUITS \$5.95

100% Wool Fabrics
Warm as toast, rugged, tailored for style and fit. In a huge variety of flattering new colors. They're values you'll find only in Nusbaum's huge children's department! Also size 1 to 16.

SIZES 3 TO 6

We Have Others To \$14.95

GIRLS' 3-PC.

COAT SETS

Set includes coat, leggings and matching mittens. Styled to make the older girl look smarter and to keep her warm and comfortable all winter long. Shop early. Limited quantity.

\$8.95

Sizes 7 to 12

Others \$5.95 to \$19.95



LADIES' UNTRIMMED SPORT and DRESS COATS \$16.95

Handsome shadow plaids and plain colors in Fall's newest shades. You'll see them here in tremendous variety. Both box and fitted models... all warmly interlined, all designed to make you look smarter. And remember, you save 25% to 30% at Nusbaum's!

Sizes 10 to 50

SHOP TONIGHT!

Open Every Evening Till 9

HARRIS NUSBAUM
221-229 JOSEPH AVE.

To freshen milk that is beginning to turn sour, add a half teaspoonful of baking soda for each pint and boil the milk. This will sweeten the milk and it will keep better.

A good test of the purity of butter is to put some in a teaspoon and hold it over a flame. If it boils and foams quickly it is pure but if it impure it will sputter and crackle as it heats.

Be Prepared —
Against Any
Emergency With
Your Bins Full of
GLO-BRITE ANTHRACITE

Pennsylvania
HARD COAL

GLENWOOD 59-58-57
ROCHESTER FUEL
AND FEED COMPANY
OFFICE & YARD - 1525 CLINTON AVENUE NORTH

EGG-NUT STOVE

\$11.60 TON
PEA... \$9.90
RICE... \$7.10
BCKWT \$8.10

Andy Says:—
"See Furstoss First!"

LOWEST PRICES IN TOWN

— ON —
FRIGIDAIRE — PHILCO
RADIOS — QUALITY RANGES
GLENWOOD RANGES
and Other Electrical Appliances

OPEN EVENINGS FOR YOUR CONVENIENCE
FURSTOSS APPLIANCES INC.
409 Chili Avenue Gen. 2070

A Banner Year... a Banner GREEN RIVER



Celebrating Green River's 50th Anniversary with the finest Green River ever bottled!

"9 out of 10 Like it"
"110,333 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'."

The Whiskey Without Regrets

GREEN RIVER

America's Smoothest Whiskey

Blended Whiskey. 86 proof. 75% grain neutral spirits. Oldtime Distillers Corp., N.Y.C.

ROCHESTER'S BARGAIN SPOT

Below are a few of our amazing values. There are always hundreds of other bargain items to choose from.

DAWN KNITTING WORSTED	2 oz. skein	29c
MEN'S CREPE TIES	Large assortments	16c
J. P. COATS 6 Cord Machine Thread	Reg. 10c	7 1/2c
J. P. COATS PEARL COTTON	Reg. 10c	5c
HALL'S Mercerized Machine Thread	Reg. 3c	3c
J. P. COATS Silk Machine Thread	Reg. 3c	3c
WORSTED WOOL YARN	4 oz. skein	54c

COUPON BOX

J. P. Coats or Clark's Bath Talcum Powder	Large Box	Reg. 17c
BALL'S JAR RUBBERS	Reg. 3c	3 for 10c
Oval Waste Paper Baskets	Reg. 10c	7c
Men's Jockey Shorts Underwear	Reg. 20c	19c
Shinola Liquid Shoe Whitening	Reg. 10c	5c
IRONING CORD	Complete Set	12c

Prices in Coupon Box Good Only If You Bring Above Ad

Ladies' Fur Cloth Top Coats Reg. \$14.95 \$6.88
Girls Knitted Slip-Over Sweaters Reg. 39c 39c
Men's Double-Crotch Shorts Reg. 35c 22c
Bias Tape; Pack of 6 Yards Assorted colors Regular 3c 3 1/2c
Lge. Assortment of Fancy Buttons to 25c each 3c

"Chuck Full of Bargains"

BILL'S BARGAIN STORE

85 EAST MAIN 100 FEET EAST OF
DEMOCRAT & CHRONICLE
Other Bill's Stores at 543 South Ave. - 813 Dewey Ave.

HEARING IMPROVED AFTER USING OROTUNE

Now Hears Clock at 20 Feet
D. H. Wells, Huntington Park, Cal. writes: "Before using Orotune I had to have my ear right up to the clock to hear the ticks. After using one bottle of Orotune, I can hear the tick very well at 20 feet. Send me another bottle."
Thousands now deafened, annoyed by buzzing, ringing, hissing, head noises, placed on hearing aids, would get relief and hear clearly and distinctly again if impacted wax that blocks ear canals and prevents ear sensitive ear drums can be removed.
"Orotune" as directed. Kay & Daw Drug Stores. It is safe and contains no ingredients especially recommended for this purpose.

Blessed Relief...
FOR DIFFICULT DAYS
CHI-CHES-TERS PILLS are helping thousands of women relieve their "Painful Periods" and "Monthly Leagues". Why don't you try them? They relieve menstrual pain, regulate the flow, and are absolutely safe to take at 50¢ a bottle. They are a real relief for women suffering from nervousness, headache, and other ailments. Use beneficially for over 50 years.

KEY COUPON
Sweetheart SOAP 4c
Limit 4

KEY COUPON
WOODBURY Hand Lotion 19c
50c Bottle—Limit 1

KEY COUPON
WOODBURY SHAVE LOTION 21c
50c Bottle—Limit 1

KEY COUPON
MILK OF MAGNESIA TABLETS 19c
Bottle of 100—Limit 2

CANNING JAR RUBBERS 12 In A Box 3 Boxes 11c

CANNING JAR COVERS Porcelain Lined Box of 12 23c

RINSO Lge. Box 19c

LIFEBUOY SHAVE CREAM Large Tube 2 for 33c

SQUIBB COD LIVER OIL 12 oz. bottle 98c

DOG FOOD Lb. Can 4 for 17c

HYGEIA Nursing Bottles Reg. 15c 8c

MASSO TOOTH BRUSH New Low Price 19c

HYGEIA NIPPLES 2 for 21c

The odor of cooking turnips can be greatly lessened if a teaspoonful of granulated sugar is added to the water. This will also help the flavor.

WORLD'S LARGEST SELLER AT 10¢
ST. JOSEPH'S ASPIRIN

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

Cold baked potatoes can be made as tasty as when freshly baked if they are dipped in hot water, then placed in a moderate oven until heated through.

Your Daughter Has a Right to Know

No matter how you may long to evade the subject, it is every mother's sacred duty to tell her daughter about physical facts. And how much better it is to give your daughter this vital information, rather than let her acquire it from girls of her own age.
In regard to feminine hygiene, she may receive entirely the wrong impression from others. Facts may be distorted, or wholly untrue. Due to lack of knowledge, many brides use douches of over-strong solutions of acids which can actually burn or scar delicate tissues.
Today, there is no need to use such deadly solutions for the douche. Science has given us Zonite. You will find no skull-and-crossbones on Zonite's label; Zonite is non-poisonous, non-caustic.

To prevent meat from scorching when roasting, place a dish of cold water in the oven. The rising steam will also make the meat cook better.

Free Book Tells Intimate Facts
If you hesitate to discuss feminine hygiene with your daughter, yet want her to be fully informed of the facts, give her this frankly written booklet, "Feminine Hygiene Today"—FREE—sent to you postpaid in plain wrapper. Send name and address to Zonite Products Corporation, Dept. 340A, 37 Lexington Ave., New York, N. Y.

SCHOOL SUPPLIES AT LOWEST PRICES
KEY
ROCHESTER'S MODERN CUT RATE DRUG STORES
TODAY THRU NEXT WEDNESDAY

Large AND A Medium BAR BOTH FOR 9c
IVORY SOAP
PROCTER & GAMBLE
SUPPLY LIMITED

Walt Disney's New Song Book
FREE
(while supply lasts)
HURRY!
BOOK INCLUDES BIG HITS FROM DISNEY'S LATEST FEATURE PICTURE "DUMBO OF THE CIRCUS" and 94 other favorite songs FREE with a 15c purchase of PARKER Quink—the exciting new quick-drying ink that cleans your pen as it writes! COME IN TODAY

TRY GEM'S NEW REVERSIBLE BLADES
FREE!
15¢ PACK FREE WITH 25¢ PACK GEM SINGLE EDGE BLADES
40¢ VALUE FOR 23¢
THESE BLADES FIT GEM RAZORS ONLY!

KEY COUPON
TOILET TISSUE 1000 Sheet Rolls 3 for 11c
Limit 5

KEY COUPON
Probak Jr. BLADES 18c
Pkg. 20 Limit 2

KEY COUPON
WOODBURY TALC POWDER 25c Can 9c
Limit 1

KEY COUPON
Clothes Pins Reg. 10c 2 for 9c
Limit 2

BEECHNUT BABY FOOD Strained 3 for 23c

MEAD BABBLUM 50c size 39c

KING EDWARD CIGARS 10 for 21c

CLAPP'S BABY FOOD 3 for 19c

McKESSON MILK OF MAGNESIA TOOTH PASTE Reg. 25c Size 2 for 29c

SULPHUR CANDLES Reg. 10c 2 for 11c

MODESS JR. Box of 10 15c
While Supply Lasts

ANACIN Tablets Tin 36 Reg. 50c 39c

JOHNSON BABY POWDER Reg. 50c Size 39c

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, hair brittle and elimination becomes irregular.
Sterling Alvita With Liver & Iron Caps containing Vitamins A, B, C, D, E, and G are an abundant source of these all important vitamins and health giving essentials. Get this convenient combination package of ALVITA capsules TODAY and start feeling good with more pep, vim and vigor.

25 Day Supply \$1.79
50 Day Supply \$2.98

SCHOOL SUPPLIES AT LOWEST PRICES

BER 18, 1941

heat from scorch-
ing, place a dish
in the oven. The
will also make the
er.

now

isms, bacteria on con-
diments, yet want
of the fact, the
written booklet,
Today"—FREE—
id in plain wrap-
address to Zonit-
on, Dept. 340A, 37
w York, N. Y.

UPON

TISSUE

Rolls

11c

UPON

18c

UPON

BURY

WDER

9c

UPON

Pins

for 9c

NUT

FOOD

23c

AD

LUM

39c

WARD

ARS

21c

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FOOD

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News of Food, Fashion, and Furniture Values From Rochester's Leading Stores in This Issue!
Live Better! Save More! Take Advantage of Today's Many Advertised 'Shoppportunities'

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Delivered Every Thursday

FOURTH YEAR—No. 48

ROCHESTER, N. Y., THURSDAY, SEPTEMBER 25, 1941

To 75,200 Rochester Homes

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

WHAT'S IN FASHION?

Polish Leathers, Wintergreen, Maywine and Tanbark Colors Featured In Autumn Footwear

There's a Revolution going on in footwear styling this fall. Styles go "all out" for occasions. Street shoes are definitely "street," keyed to the slim, trim lines of new suits and autumn wools. Dress shoe are definitely "dress," with an emphasis on prettiness and daintiness. Even the college girls have been coaxed out of their saddle oxfords, and have taken a shine to moccasins of wild boar hide, corduroy, cowhide and even embroidered felt.

The street scene shines with walking shoes duplicating the slick shined-up shoes of the Army and Air Force. Many of the styles have the military strap which buckles over the tongue as the instep like an officer's boot. Others taking the polish are oxfords, phillies and plugs; many of them with mudguards and built-up leather heels. Antiqued effects, tan-bark and officer's brown lead the "polished" parade.

Rich Colored Alligators

Also dominant in the street scene are oxfords and step-ins of rich colored alligators, such as wintergreen, maywine and tanbark. These are especially effective when worn with stockings of the same deep shades. Those for dressy town wear have the medium heel, often of built-up leather; those for average street and town wear are preferred with the lower type heel.

Combinations of alligator and suede, reptile and suede are exceptionally popular. Step-in styles are probably more liked, but the clever combination of two leathers and mudguard treatments give oxfords more dash and snap than in many seasons. Color, too, adds to their spicy appearance: for they are featured in wintergreen, maywine, tanbark, brown and black.

Toes Go in Hiding

For treet and town wear, more and more toes go into hiding. In fact, the woman who yearns for closed toes can this year find a multitude of styles from which to choose. She may take her choice from the soft toe, the square toe, the walled toe and bump-nosed toe . . . all stylings which allow plenty of wiggle room for toes. Wall treatments and mudguards are frequently emphasized by leather lacings, wheel stitchings and punched effects. Many of the tongued styles have metal reinforcing in the

(continued on page 7)

Philharmonic Solo List Pleases Area Music Lovers

Unusual interest is being manifested in announcement of the brilliant 1941-42 concert series of the Rochester Philharmonic Orchestra, which opens in the Eastman Theater on Thursday evening, Nov. 6.

Jose Iturbi will at that time open his sixth consecutive season as musical director of the orchestra and will also conduct all but one of the remaining eleven events of the year, with Guy Fraser Harrison, associate conductor, officiating at the twelfth.

The list of celebrated soloists and solo groups to be heard with the orchestra include the following:

Don Cossack Chorus; Argentinian Dancers; Zino Francescatti, violinist; Gaby and Robert Casadesu, duo-pianists; Edwina Eustis and Paul Alt-house on an all-Mahler-Wagner program, and Alexander Kipnis, Metropolitan Opera basso.

Notice has been mailed to members of the Civic Music Association to the effect that, under provisions of the newly passed Federal Tax Bill, all tickets will be subject to a ten per cent tax if purchased after Sept. 30.

All of the string can easily be removed from string beans if they are put into boiling water for five minutes after washing.

The Brewer's Big Horses Are Coming!

Rochesterians will have an opportunity to see the famed Budweiser Clydesdale Horses next Monday, Tuesday and Wednesday.

Brought here by Qualtop Beverages, Inc., local Budweiser distributors, the team of eight perfectly matched horses have attracted considerable attention and favorable comment wherever they have demonstrated their precision movements.

The animals will be stabled at 136 North St. when they are not traveling through the city and suburbs. All interested persons are extended a cordial invitation to view the horses in their stables.

Aaron Lewis, vice president of Qualtop Beverages, has expressed the hope that everyone will be able to view this celebrated team. In many communities, it is said, people have paid money to see the horses, but Rochester will see them free. The horses have captured trophies in shows all over America. "I am sure," said Lewis, "everyone will marvel at the intelligent way in which these animals respond to the reins the driver holds laced between the fingers of both hands."

Peas do not need to be shelled. Wash them well and boil them in the pods. The pods burst open when done. They can be skinned off, and the peas go to the bottom. This also improves the flavor.

Trainees Sought For All-Night VEND Classes

A call for additional trainees to join free all-night national defense training classes in auto mechanics, cabinet making, electricity and sheet metal was made today by Verne A. Bird.

A ten-week period, totaling 400 hours of intensive training, is the minimum requirement set to acquire the fundamentals for each of the subjects offered. Classes are being held at Vocational, Junior Vocational and Edison Technical and Industrial High Schools.

Applications are still being accepted for eight other trade subjects which make up the national defense training curriculum, which also includes aviation ground school, blueprint reading, foundry practice, machine shop practice, mechanical drawing, welding (electric and gas) and an all-day course in radio communication.

All-night classes are conducted in seven city high schools from 10 p. m. to 6:30 a. m. Monday through Friday as follows: Madison, Monroe, Jefferson, Vocational, Junior Vocational, Franklin and Edison Technical and Industrial High School.

Registration should be made with the New York State Employment Service, 65 Broad St., but particulars regarding the various courses may be had by calling at Room 309, Board of Education building, 13 South Fitzhugh St., between 9 a. m. and 4:30 p. m. daily.

New York Landmark



Visited by countless thousands of tourists each year, Grant's Tomb on beautiful Riverside Drive in New York City will be seen by Rochester Sun tourists over Columbus Day week-end. A view of this famous landmark is a part of the motor coach sightseeing trip included in both Sun Tours.

Evening School Classes Seeks Orator Students

Registrations for public speaking classes are being accepted at Benjamin Franklin Evening High School on Tuesdays and Thursdays evenings, beginning at 7:30 p. m.

Practical principles and experience in business, formal and informal addresses, methods of speech organization, platform etiquette, parliamentary procedure, debating and effective dictation are all a part of the curriculum. Don Lee Starks is the director.

Salesmen's Efforts Rewarded By Swim

Two members of the sales staff of Qualtop Beverages, Inc., have just been notified that they won cash prizes in the Good-will Contest conducted by Anheuser-Busch, Inc., brewers of Budweiser Beer.

Ray Casey, 620 Thurston Rd., and Alfred Lewis, 43 Field St., received \$25 and \$15, respectively, as a result of their aggressive efforts which brought two of three New York State prizes to Rochester.

Season's Final New York Tour Set For October

With the crisp Fall air lending additional enchantment, plans for the Columbus Day Sun tours to New York City were completed this week as reservations began to pour in to the Travel Department of The Rochester Sun, under whose auspices the tours will be made.

Reservations are being accepted daily between 9 a. m. and 5 p. m. at the Sun office, 420 Burke Bldg., 5 St. Paul St., for both the tours to the big city.

Tour No. 1, designed for school teachers and others who can get away from the city during the day will leave from the New York Central Station at 3:53 p. m. EST, Friday, October 10, for a speedy daylight ride to New York in comfortable air-conditioned coaches. Cost of this tour, which includes three days and three nights at Hotel Lincoln in New York is \$20.95 per person (plus 53c federal defense tax).

Tour No. 2 will leave Rochester via New York Central at 10:25 p. m. EST Friday, October 10, with a Saturday morning arrival in New York. Two nights and three days at the hotel are included in this tour, cost of which is \$18.95 (plus 53c federal defense tax).

Here is what each Sun tourist will receive for his money: Railroad transportation via (continued on page 5)

LAUER'S OPEN THURSDAY NIGHT

And Every Succeeding Thursday Night

Something New in Broadloom! LAUER'S SUPERB "PETIT-POINT"

It's Looped, Not Twisted—The Texture Is Permanent

PETIT-POINT

All Colors

\$6.95 Sq. Yd.

Buy Petit Point at Lauer's in any of the following beautiful tones: Walnut, Biscuit, Honeydew, Federal Blue, Smoke, Royal Blue, Peach, Cedar, Rose, Mauve, Garnet, Mauve Taupe, Burgundy, Blue Green, Meadow Green, Turquoise.

TONE-LOOM

Heavy Figured Axminster

\$5.25 Sq. Yd.

Here is one of the heaviest all-wool Axminster Broadlooms Lauer's has ever placed on sale. Striking patterns, rich, deep, lustrous colors . . . finely woven durable carpeting that will wear for years.

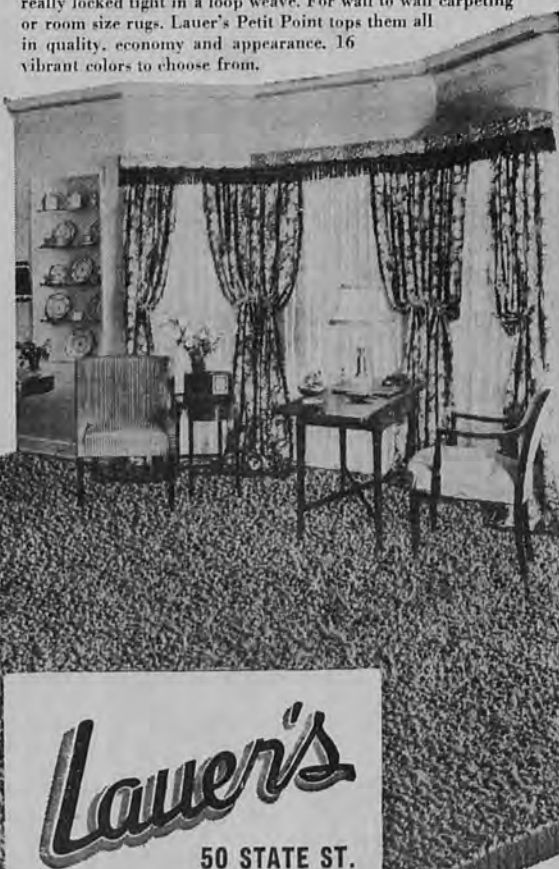
TONE-ON-TONE

Leaf Design

\$4.50 Sq. Yd.

When you see this beautiful carpeting you'll wonder how Lauer's can sell it at such a modest price. Splendid quality, beautifully patterned in green, blue, wine and rose-quartz tones.

Yes, here is a rug that will really give your floors permanent luxury. It won't crush . . . it won't shade . . . it won't show footprints because every sturdy tuft of wool is securely anchored in place. They won't pull out or curl because they're really locked tight in a loop weave. For wall to wall carpeting or room size rugs, Lauer's Petit Point tops them all in quality, economy and appearance. 16 vibrant colors to choose from.



Lauer's
50 STATE ST.

... in the National's Basement ...

STORE OPEN TONIGHT UNTIL 9 P. M.

END—OF—MONTH SALES!

These Are But A Few of The Items Included . . . All Brand New Merchandise Specially Assembled For This Bargain Event

Special Purchase - Men's Topcoats

EVERY one of them is a new Fall garment (please note that). Not last year's leftovers, but fresh new topcoats in the most desirable styles buyable. Tweeds, polos, fleeces in Bal styles with set-in sleeves and the very popular fly-front coats. Grays, blues, browns and tans. Regular sizes 34 to 46 . . . shorts in sizes 35 to 44 . . . and longs in sizes 37 to 44. Over 200 coats in the Sale to choose from.

\$15⁹⁵

• Men's Reversible Coats, \$10⁹⁵

Topcoat and raincoat combined . . . a double utility coat at a price that's ridiculously low. Tweed on one side with water-repellent gabardine on reverse side. Bal styles—raglan and set-in sleeves.

BARGAINS IN MEN'S WEAR

- Men's White & Patterned Shirts . . \$1.00
- SHIRTS - SHORTS & BRIEFS 4 for \$1.00
- TWEED RAINCOATS \$3.85
- STURDY WORK SHIRTS 69c
- NEW FALL HOSIERY . . . 6 Pairs \$1.00

BARGAINS IN BOYS' WEAR

- STUDENT ZIP-LINED COATS . . . \$15
- BOYS' HOODED CAMPUS COATS \$5.95
- BOYS' FLANNEL SHIRTS 79c
- BOYS' WINTER UNDERWEAR . . . 35c
- BOYS' FALL HOSIERY 19c

Charge It Now!

Pay 1/3 Nov. 10—1/3 Dec. 10 and 1/3 Jan. 10



Open Tonight

Until 9 P. M.

A sprig of mint added to fresh green peas while they are cooking will add to the flavor, as will also a teaspoonful of sugar.

A too-strong onion flavor in soup is easily corrected. Simply add a turnip and boil a little longer.

If You Are Getting Deaf, Here's New Encouragement

Don't half live because you can't hear well. Perhaps you can regain the hearing capacity that will mean health, happiness and a welcome everywhere.

It's so easy now to find out what hope for regained hearing an Acousticon holds for you. Simply come down to our office, or make an appointment for your own home. . . . we'll be able to demonstrate to you

in a very few minutes just how one of the several new Acousticon hearing aids will function in your case. Isn't it worth just a few minutes of your time to find out if you can be satisfactorily fitted? There's no charge or obligation for showing exactly how much hearing improvement you can enjoy, providing you get at once to retard further loss. E. E. Bausch & Son Co., 61 East Avenue.

What Bargains!

This First Anniversary Sale is truly a gala affair . . . with Left's giving away the birthday presents in the form of unusual money-saving bargains. Last week's specials were scooped up in record time . . . and we expect the same to happen this week. You better come early! OPEN THURSDAY, FRIDAY, AND SATURDAY UNTIL 9.



**GIRL'S
LEGGING SETS**
REGULAR \$10.95
\$5.95

This special is the frosting on our birthday cake. Just think, girls' legging sets in this season's newest colors and styles at this dramatic price. Sizes 3 to 6 and 7 to 14.

BOYS' LEGGING SETS made to retail for \$10.95! They're so sturdy they will withstand the hardest wear your boy can give them. **\$5.95**

SKIRTS that are tops in quality and style. Value to \$1.95 **75c**

GIRLS' HATS in wide assortment of colors. Value to \$1.95 **75c**

BOYS' & GIRLS' SWEATERS, sizes 1 to 16, warm rugged. Value to \$1.95 **75c**

BOYS' & GIRLS' SOX . . . colorful and sturdy. Values to 29c **7c**

Everything . . . From Tots To Teens

You're Right When you Buy at
LEFT'S
126-128 CLINTON AVE. S.
NEXT TO LOEW'S THEATRE - - - FREE PARKING

Opera Company Slates Double Bill At Auditorium

Saturday evening, Oct. 4, at the Auditorium Theater, the Rochester Grand Opera Company will open its Fall season with two operatic productions: Cavalleria Rusticana, by Mascagni, and I Pagliacci, by Leoncavallo.

The role of Turiddu, in the Cavalleria Rusticana, will be sung by the young Cuban tenor, Francisco Naya, whose sensational debut in Rigoletto with Lily Pons, sponsored by San Francisco Opera Association last season, won the acclaim of all the West Coast Critics. He later appeared with the Chicago Opera Company, singing the title role of "Der Rosenkavalier."

The role of Santuzza will be sung by Miss Maria Di Marco, the young Rochester soprano, who scored a great success last season in the role of Verdi's Aida at the Auditorium Theater. Another performance, added to the evening bill, will be the immortal Opera of Leoncavallo, "I Pagliacci," starring Claudio Frigerio, former Metropolitan baritone, and whose artistic successes in Rochester in such operas as the Barber of Seville, Lucia di Lammermoor, Ballo in Maschera, Traviata, and Aida, are still remembered by our opera goers.

Jean Tennyson of Chicago will sing the title role of Nedda. The orchestra, composed of members of the Rochester Philharmonic, will be directed by Angelo Cannaruto, the New York conductor who was recently acclaimed as the new Toscanini.

Household Hints

Poultry which has been frozen in storage can be thawed out and made manageable by completely covering with ordinary cold water for an hour-and-a-half or so.

A way to make chicken and other fowl tender is to rub the inside and outside with lemon juice after they are cleaned and before they are dressed. A teaspoonful of lemon juice added to the water before boiling also helps to make a chicken tender. A pinch of baking soda added to the soaking water improves the flavor.

The toughest meat will become tender if you cook it under the boiling point after first allowing it to boil for ten minutes.

No. 37 PTA Opens Season With Community Fete

A community recreation night was held by Lewis H. Morgan School No. 37 P.T.A. on Tuesday in the school auditorium.

A "Words-Eye" view of the year's program featured the meeting.

The recreation period which followed was led by Mr. Leon Wright of School No. 33. Refreshments were served by the third grade parents.

Officers for the year, with Mrs. Harrison Dill as president, Mrs. First vice-president, Mrs. Ralph S. Casperson, recording secretary, Mrs. Paul Duncan, corresponding secretary, Mrs. Frank J. Miller, treasurer, Mrs. Edward P. Brooks.

Committee chairmen, include Mrs. Clyde D. Werner, Mrs. G. Elmer Reed, Mrs. Lawrence B. Martin, Mrs. Robert E. McDavid, Mrs. Elvett Jena, Mrs. Thomas Wiley and Mrs. Ernest J. Warlock.

To preserve the fresh green color in spinach, cook it uncovered.

**LADIES . . .
REDUCE!**

The Modern, Healthful Way!
Guaranteed
Results At
**VIRGINIA
& JANE'S**

with the
Roller Reducer
The world's foremost slenderizer.

It exercises and massages away those unwanted inches in a safe, pleasant and easy way. No dieting or strenuous exercises. Stop in or phone Exercise - Cabinet Bath - Shower.

401 Present Bldg.
346 • 27 Clinton Ave. S.

If you will cook strong-flavored vegetables in an uncovered pot, the odor will not spread through the entire house.

Save Money and Get Better Seats for ROCHESTER PHILHARMONIC

1941-1942 Concert Series

12--BRILLIANT EVENTS--12
DON COSSACK Chorus | **Argentinian Dancers**
Alexander KIPNIS | **Gaby & Rob't**
Zino FRANCESCATTI | **Casadesus**
| **Eustis & Althouse**

With **JOSE ITURBI**, Musical Director;
Guy Fraser Harrison, Associate Conductor

Sets On Sale Now At Eastman Box Office

* PRICES: Orchestra: \$15, \$16, 17; Loges: \$16

Balcony: \$10, \$11, \$12; Mezzanine: \$17

* After September 30, all tickets to Eastman Theatre events will be subject to 20 per cent Federal Tax.

Eastman Theatre of University of Rochester

AUDITORIUM FRIDAY AND SATURDAY
MAIN ST. E. AT PRINCE SEPT. 26-27, MAT. SAT.
HOWARD LINDSAY AND RUSSEL CROUSE

PRESENT
ARSENIC AND OLD LACE
BY JOSEPH KESSELRING
New York's Maddest, Funniest Hit!
A STAR-STUDDED CAST -
LAURA HOPE CREWS • ERICH VON STROHEIM
JACK WHITING • EFFIE SHANNON • FORREST ORR

NIGHTS-ORCH., 2:30-2:58-Loges, 2:38-3:18. MAT.-ORCH., 2:38-3:18-Loges, 1:45-Entire Bal., 1:15. BOX OFFICE OPEN, 16 A. M. to 6 P. M.

LARGEST CURTAIN SHOP IN ROCHESTER



Every Reason Here for Buying Now!

CURTAINS DRAPERIES BED SPREADS

The Reason!

One woman tells another. That is why our customer list grows . . . into thousands, earning us the slogan "The Shop Where Women Send Their Friends."

Here are the largest assortments in Western New York - the competent store staff to help make your home what you want it to be - and the lower prices that early ordering in the wholesale market brought about.

Every Style of Curtain
Tailored . . . \$8.95 to \$3.98 pr.
Ruffled . . . \$1.00 to \$4.95 pr.
Lace Net . . . \$1.00 to \$3.98 pr.
Kitchen Sets . . . \$8.95 to \$3.95 pr.

Splendid Assortments of
Draperies . . . \$1.98 to \$10.95
Bed Spreads . . . \$1.59 to \$12.95
Bath Sets . . . \$8.95 to \$4.95
Shower Curtains . . . \$1.29 to \$4.95

Bed Spreads
Dress your bed in harmony with your curtains from our complete assortments which include Chenilles, Taffetas and Novelty Fabrics.

Buy Here and Get the Most for Your Money!

Between
Forman's and
Weis & Fisher

**PAULS
CURTAIN
SHOP**

76
Clinton
South

"The Shop Where Women Send Their Friends"

... Let's Go To
RIVERS
To Buy Our
Furniture

... We Can
SAVE 20 TO 25%
On Jamestown and Grand Rapids Furniture
—No Finer To Be Had!
"For 30 Years On South Avenue"

Frank A. Rivers Co.
INCORPORATED
226 SOUTH AVENUE

AT SMALLS
The Ideal Service Watch!

ACCURATE!
DEPENDABLE!
RADIUM DIAL!
UNBREAKABLE!
CRYSTAL!
HANDSOME
BLACK STRAP!

\$7.95

50c Down—25c Weekly!

AT SMALLS
Modern Optical Department

DON'T TRY TO DO WITH
HALF VISION!

★
Visit Smalls . . . Let Dan G. Albert, Smalls' registered optometrist examine your eyes. If necessary, he will prescribe corrective, dependable

GLASSES

Smalls use only Bausch & Lomb and Shuron Lenses—modern, serviceable and good-looking frames. You may come to Smalls with confidence.

TAKE MONTHS TO PAY!
—Buy with confidence at—
Smalls

Open Thursday 9 P. M. Till 9 P. M.
Park Free Rear of Store
Open Saturday 9 P. M. Till 9 P. M.
28 MAIN STREET EAST

Mrs. Mary Hart, 15 Brighton Pk.

Is There Such a Servant?

WANTED, BY HOUSEWIFE.

General housework, while and while, washing, scrubbing, sweeping, help with meals, furnish ice and do a score of other jobs around the house. On duty 24 hours every day for very small wages.

Sure there is:
It's Electricity!

Electric service enables the average housewife to maintain her home without outside help. She does it easily and economically, thanks to the steady lowering of electric rates, combined with reduced cost and improved efficiency of household appliances.

The benefit which business operation of utilities has passed along to the public is shown by the fact that the average residential customer in the Rochester area last year (after eliminating the amount of the bill that goes for taxes) received 60 per cent more electric service than ten years ago while the company derived 6 per cent less revenue for supplying it.

Rochester Gas & Electric

at **NOETH'S**

Liquor Sale

LOOK at These LOW PRICES!

Worth While Savings On the Finest Brands . . . Stock Up For Fall Entertaining Before the New Tax Goes Into Effect October 1st.

BUY NOW!

Here's One of the Most Outstanding Values We've Ever Offered!

BROOKFIELD 4 Years Old **\$1.69**
STRAIGHT 90 Proof Full Quart
BOURBON Full Quart
REGULAR PRICE \$2.39

This wonderfully mellow, Straight Bourbon Whiskey should be a sell out at this low price. We doubt if you ever will be able to buy such quality bourbon at so low a price again. Naturally, quantities are limited.

'THREE MASTS'
APRICOT LIQUEUR 48 Proof Blackberry, Cherry, Peach & Orange De Menthe. Reg. 75c. **44c** Pint

OUR SPECIAL
VERMOUTH 20 or 30 Proof Quality Good material. **84c**

Barton's Straight Distilled
PEAR BRANDY 80 Proof Reg. Price \$2.25 Fifth **99c**

WOODS
Rock 'N Brandy 48 Proof Full Quart Reg. Price \$1.25 **59c**
2 for \$1.18 Pint

HALLOWAY'S
SNOW-TOP
SLOE GIN Here's the perfect Sloe Gin: full of fragrance and fine flavor—made by the famous house of Halloway! Reg. Price \$2.25 **\$1.69** Fifth

OLD GENERAL 90 PROOF
GIN Distilled London Dry 100% neutral spirits distilled from grain. Smooth and palatable. **\$1.64** Full Qt. Regular Price \$2.35

Prices have already advanced but our low prices prevail as long as present stocks last. Lowest prices on case lots.

PAUL NOETH

DELIVERY • 19 CLINTON AVENUE • MAIN 874
Just A Step Off Main St., Opposite Hotel Seneca—Open Every Night Till Midnight

Public Speaking Course Offered At "Y"

Two courses in "Effective Speaking," one for men and one for women, will be run simultaneously by the Central Y.M.C.A. beginning next Monday. Both courses will follow the Dale Carnegie method of instruction originally developed for use in Y.M.C.A. schools and which has been taught here for the past 18 years.

ant corporation counsel and secretary of the Rochester Speakers' Club.

Vernon Howe of Eastman Kodak Company, past president of Rochester Speakers' Club, will direct the men's course.

Persons interested may attend the opening session without obligation. Reservations may be made by calling George A. Brown at the Y.M.C.A.

LODGE MEETING

Leah Rebecca Lodge will have a special meeting next Monday at their hall, 11 Clinton Avenue N.



"We're All Americans"...Buy
Defense Saving Stamps

On Sale,
Transfer Desk
Street Floor

Edwards

ROCHESTER'S LARGEST
POPULAR PRICED STORE
Edwards

"Symphony
Sweet"

HAND ROLLED CHOCOLATES



Edwards Own Chocolate
FILLED STICKS



- Cashew Butter
- Peanut Butter
- Orange
- Cinnamon
- Peppermint
- Molasses
- Honeycomb

29c lb.
Reg. 39c lb.



PECAN TOPPED,
SOFT, CREAMY
Caramels
Regularly 49c lb.

29c lb.

An Extraordinary Value! Delicious fresh caramels you'd fully expect to sell at 2 and 3 times this low price. Buy for yourself and others!

CELLOPHANE
WRAPPED
Caramels
Regularly 29c lb.

19c lb.

- Licorice
- Chocolate
- Butterscotch
- Brazil Nut
- Chocolate with White Stripe
- Vanilla with White Stripe
- Vanilla
- Vinegar

EDWARDS—Candy Shop, Street Floor

FALL OPENING
'SYMPHONY SWEET'
CANDY SALE
Ends Saturday, September 27th!

Made in Our Own
Candy Kitchen
29c lb.
Worth 60c lb.

- Raspberry Creams
- Maple Walnut Creams
- Orange Creams
- Peanut Clusters
- Peanut Butter Creams
- Raspberry Jellies
- Coconut Creams
- Pineapple Creams
- Vanilla Butter Creams
- Honey Almond Nougats
- Raisin Clusters
- Honeycomb Chips
- Peppermint Patties
- Apricot Creams
- Choc. Butter Creams
- Cherry

Specially for this Sale
PECAN ROLLS



Reg. 59c lb.
39c lb.

Soft delicious nougat rolled in creamy caramel and then in fresh roasted pecans. Actually made fresh while you watch.

Tasty Thin Solid
Chocolate Wafers

Delicious, fresh wafers
in assorted flavors 19c lb.
Reg. 29c

- Mint
- Rum and Butter
- Nonpareils
- Plain Milk Chocolate

ANOTHER EDWARDS
UNUSUAL VALUE!
CANDIES
Regularly 39c lb.

23c lb.

- Nut Rolled Butter Crunch
- Coconut Royals
- Milk Nut Chews

Purchase in assorted quantities.

NEW! DELICIOUS!
OUR OWN-MAKE
CANDIES
Regularly 59c lb.

39c lb.

- Chocolate or Vanilla Nut Fudge
- Thin Chocolate Bark
- Rich Butter Creams, Chocolate or Vanilla

Made Fresh Daily in
Our Own Candy
Kitchen

ROCHESTER'S LARGEST
POPULAR PRICED STORE

Edwards

Friday and Saturday
Big SALE of 100

Fine Boudoir Chairs

If you're on the look-out for a boudoir chair, if you'd like a really good one, look no farther than Edwards. Nothing skimpy about these chairs—all are custom tailored by expert craftsmen—all are made with full length valances and hand sewn welts. Pick yours before this sale ends tomorrow night at 5:30 P. M.

YOUR CHOICE OF 4 POPULAR STYLES



(Illustrated Left)

Tufted Seat and Back \$9.95
BOUDOIR CHAIR

Value to get excited about at only 9.95! The crash covers are extra heavy. The construction guarantees years and years of fine service! Nothing that offers so much quality could set you back less.

Covers In
Natural—Wine
and Blue



(Illustrated Right)

Chintz Boudoir Chair

In spite of the low price, this chair features full spring seat construction! Have it in natural, green, blue or rose. You'll pay more after tomorrow. \$6.95



(Illustrated Left)

Tufted Seat and Back \$14.95
BOUDOIR CHAIR

Notice the beautiful shaping... the space it leaves you to relax in... the genuine look of luxury it contains. Worth many dollars more than you pay in this sale! Once you've seen it, you'll agree!

Blue — Rose and Turquoise



Loose Cushion Seat \$16.95
with Tufted Back

Such a plump looking chair couldn't be anything but comfortable. Expertly made with spring seat construction and highly regarded Glo-Sheen Covers. Buy it expecting to get a full measure of quality... You won't be disappointed.

EDWARDS—Fifth Floor



Convenient Terms
Arranged

ARMS and BACK
STUDIO COUCHES

Your
Choice
of
Covers

Construction that leaves nothing to be desired! Sturdy hardwood innerframes, deep upholstery, smart lines. Opens into two single beds or one double bed. A beautiful addition to your furnishing scheme... and surely, a very practical one.

\$42.50

EDWARDS—Seventh Floor

TAXES!

A Message of Importance to Rochester

Next Wednesday several new taxes will be imposed on many items affecting our daily purchases. Included among these will be a new additional federal tax on spirits of all kinds. This will be reflected in advanced prices on wines, liquors, gins and all other alcoholic beverages. However, by "stocking up" before October 1st, you can make a substantial saving as prices will not be advanced until that date. Therefore, we suggest your generous purchases of distilled spirits this week-end... and... may we suggest that the savings you make through this advance buying be placed in United States Defense Savings Stamps, or even a Bond or two.

YOUR SAVINGS WILL BUY DEFENSE BONDS

LYELL AVE. LIQUOR STORE
193 Lyell Ave. GLEN. 318

REX STEVENSON Liquor Store
1738 East Ave. MON. 1740

BOYLAN'S LIQUOR STORE
1853 East Ave. MON. 931

BUSH-ZOLLER, Inc.
682 Park Ave. MON. 5807

MITCHELL LIQUOR STORE
91 Main St. W. MAIN 6020

CHARLOTTE LIQUOR STORE
4455 Lake Ave. CHAR. 2030
(At Latta Rd.) (Geo. Welch, prop.)

Manhattan Wine & Liquor
960 Genesee St. GEN. 4928

McGREAL BROS. CO., Inc.
407 Main St. E. MAIN 4400

HENRY F. SCHWALB
1829 Monroe Ave. MON. 9008
(At Brighton)

Driving Park Dewey Liquor Store Inc.
348 Driving Pk. (at Dewey) GLEN. 7287

REMINGTON'S Liquor Store
472 Ridge Rd. W. (at Dewey) GLEN. 1050

ROGERS & MORAN
506 Dewey Ave. GLEN. 5454
(Cor. Emerson)

FREE DELIVERY

Go Everywhere Frocks With New Fashion Features



Stout Jacket Dress No. 2803, sizes 12, 14, 16, 18 and 20. Size 16, 3 1/2 yards 39-inch fabric; 10 yards of ric-rac. Send fifteen cents (15c), (coin preferred) for each pattern. Write plainly your name, address and style number. Be sure to state size you wish.

Address Pattern Department, Rochester Sun, 420 Burke Bldg., Rochester, N. Y.

RAIL TRAVEL BARGAINS!

Sundays and Holidays

ROUND TRIP FARES

SYRACUSE . . . \$1.25

Leave 4:42 A.M., 9:32 A.M., 9:32 A.M., 10:40 A.M.

BUFFALO . . . \$1.00

Niagara Falls . . \$1.25

BATAVIA . . . 75c

Leave 5:33 A.M., 7:15 A.M., 9:45 A.M., 11:33 A.M.

Finger Lakes Region

CANANDAIGUA . . . \$.60

SHORTVILLE . . . 70

CLIFTON SPRINGS . . 80

PHILIPS . . . 90

GENEVA . . . 1.05

WATERLOO . . . 1.20

AUBURN . . . 1.25

CAYUGA . . . 1.25

SENECA FALLS . . . 1.25

Leave 6:30 A.M. (6:30 A.M. on Holidays)

All Times Shown Are Eastern Standard

Excellent choice of trains return same day.

Modern, Comfortable Coaches

For Helpful Information About Travel Anywhere Ask Our Local Agent

PITTSBURGH . . \$5.25

Leave Rochester Saturday Night 11:44 P.M.—Return from Pittsburgh Sunday afternoon or night.

Pittsburgh "Pirates" play Cincinnati "Reds" at Pittsburgh—Sunday, Sept. 28

NEW YORK CENTRAL

Friday and Saturday SPECIALS

FRESH CAUGHT FLOUNDERS 12c

FRESH CAUGHT Lake Trout 38c

GEORGIAN BAY PERCH 25c

FRESH CAUGHT LAKE ERIE

We quote special prices on Clams, Lobsters and Fresh Fish or Clambakes and Shore Dinners.

Prices

FISH MARKET

385 EAST MAIN ST. STONE 163

BELMONT

Pennsylvania HARD

COAL

EGG or STOVE

\$10.65

TON

NUT \$10.40 PEA \$9

BUCKWHEAT \$7.65

Phone Glenwood 700

BELMONT COAL CO.

594 Brown Street

Slager Post Names New Officers

Norman Otto was named commander of the Slager Band Post 941, American Legion, at the annual election of officers in Eagle's Hall last Monday.

Others named to offices included: Ray Woodward, Ray Strasser, Ray Loren, Millard Newell, Patrick Pithic, Carl Booth, Edward Noonan, Edward Ashworth, and Arthur Rhody.

A membership drive will get underway in the organization this week.

Marionette Course At Evening High

A class in the construction, operation and showing of marionettes is now open at Benjamin Franklin Evening High School, under the direction of Miss Mildred Randall. Classes are held each Tuesday and Thursday evenings from 7:30 to 9:30 o'clock.

Registrations in the class are open to the public.

GET THIS AMAZING NEW

Jiffy Knife-Edger

Newest idea in knife sharpeners. Puts a sharp edge on any knife in a jiffy. Easy to use. Quickly installed on firm wood surface. Cadmium plated, rust-resisting finish.

EXCLUSIVE!
First time ever offered anywhere. NOT SOLD BY STORES. An exclusive, limited, ideal offer. You'll say it's a record-breaking value. BUT HURRY! Use the coupon.

Folds back against wall out of the way. Genuine Rimac. Precision sharpening abrasive.

ONLY 3 Ideal DOG FOOD LABELS AND 25 CENTS

Another big IDEAL DOUBLE VALUE. Your dog gets the benefit of this nationally famous quality food. It's the 7-course meal for dogs made by Wilson & Co. You get this new and exclusive knife-sharpening device at a big saving. Send coupon with only 3 Ideal Dog Food labels and 25 cents at once. And remember—this is your only chance.

MONEY SAVING COUPON

WILSON & CO. IDEAL DOG FOOD DIVISION (Wilson & Co.) P.O. Box No. 6170, Chicago, Illinois Dept. 341

Please send me new JIFFY KNIFE-EDGERS. I am enclosing 3 Ideal Dog Food labels and 25c in cash for each. (No stamps, please.)

Name _____

Address _____

City _____ State _____

Offer expires October 31, 1941. Good in U. S. A. only.

Mrs. Anna Gloor, 34 Sylvester St.

COLEMAN'S MUSTARD 1/4 lb. Can 25c

ELSCO QUALITY FOODS STORES

20 Mule Team Borax 1 Lb. Pkg. 15c

The New Hand Soap BORAXO . . . can 14c

PAULMOLIVE SOAP (Bath Size) . . . 2 for 19c

FAIRY SOAP 4 for 15c

IVORY SOAP GUEST SIZE 5c

COOKING Thermometer only 25c with

IVORY SOAP 6c 2 for 19c

SPRY 1-LB. CAN . . 22c 3-LB. CAN . . 59c

1 LIFEBOUY HEALTH SOAP ONE CAKE 1c WITH THREE AT USUAL PRICE **ALL 4 Cakes 22c**

LIPTON'S FAMOUS TEA YELLOW LABEL 1/4 lb. 23c 1/2 lb. 43c 20 Lipton's Tea Bags, 21c

LUX TOILET SOAP 1c SALE ONE CAKE 1c WITH THREE AT USUAL PRICE **ALL 4 Cakes 22c**

P. & G. White Naphtha Soap . . 2 for 9c

CRISCO 1 lb. can 22c, 3 lb. can 59c

IVORY FLAKES or SNOW Lg. . . 23c, Med. . . 10c

HIGH-TEST OXYDOL Lg. . . 23c, Med. . . 10c

CAMAY SOAP 7c

LUX FLAKES Small . . . 10c Large . . . 23c

OLD DUTCH CLEANSER 2 cans 17c

2 PACKAGE SPECIAL Rinso 2 Large Pkgs. 39c

LAVA SOAP . . 6c

SWAN SOAP MED. . . 2 for 11c

SWAN SOAP LARGE . . . 2 for 19c

GOLD DUST POWDER LARGE PKG. . . 18c

SILVER DUST 1g. pkg. 23c With BIG Cannon Dish Towel

If vegetables or other foods are scorched, remove the cover immediately and set the pot in a pail of cold water for 15 to 30 minutes. The scorched taste will then be almost all gone.

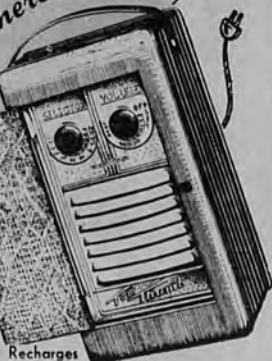
A better method to counteract scorched, applicable to meats, vegetables, fruits, etc., is to drop in a small piece of charcoal as soon as you discover what has happened.

EXCEPTIONAL
TONE

Plug it in or use
its own power...the
**3-IN-1 TOM THUMB
PERSONAL RADIO**
Gives you entertainment
wherever you go!

24⁹⁵
1.00 WEEKLY

Actually recharges your battery, giving you many more hours of listening pleasure. Operates on AC-DC current or on own battery...no extra wires needed. See and hear this amazing new personal radio!



Recharges
Its Own
Battery
Just plug in
socket

RUDOLPH'S
Corner East Main at South Ave. Open Saturday
Evenings

What's in Fashion?

(continued from page 1)

longues which prevent sagging or drooping.

Open Toes Hold Their Own

For the devotees of the open-toe freedom, there are still plenty of dashing styles with open-toe effects, although the openings are smaller. This is in answer to popular demand, for manufacturers have discovered that there are a great many women who will not surrender the comfort and freedom of open-toe oxfords and step-ins. Consequently, there are open-toe versions of practically all of the smartest of autumn shoes.

Favorite heels for town and street wear are the smart, practical heights—those which look very dashing yet give maximum comfort for they have plenty of walking surface, such as the built-up leather heel, the squared heel, the keg heel and the spring moccasin-like heel.

Dressy Shoes Prettified

The pretty autumn dress fashions call for pretty, dainty shoes; and the new footwear for afternoon, cocktails, tea, cinema and dinner occasions are just that—pretty and dainty. A few have closed toes, but for the most part the styles are sling pumps, step-ins with open toes, or sandal types.

Elasticized suede and soft kid and even faille are the materials used to make feet look dainty. Every conceit and device in shoe styling has been used to make feet look Cinderella-size. Huge ornaments at the throat, pinwheel bows, cut-outs and trick bandings all tend to minimize foot size.

Nailheads glitter all over the

autumn footwear picture. They glitter on antiqued leather street shoes, on suede moccasin types, and bump-nosed pumps. But surprisingly, they shine, too, in the dressy picture. Silver or gold, they sparkle on dainty suede pumps in bandings, toe treatments, and even stud the heels of cocktail and dancing pumps.

CANDY SPECIALS

Regular 29c

Suchard Solid Chocolate
Mint
Wafers lb. **19c**

Regular 25c

Chocolate Bridge Mixture,
Nuts, Fruits
and Creams . lb. **19c**

"Kitchen-Made"

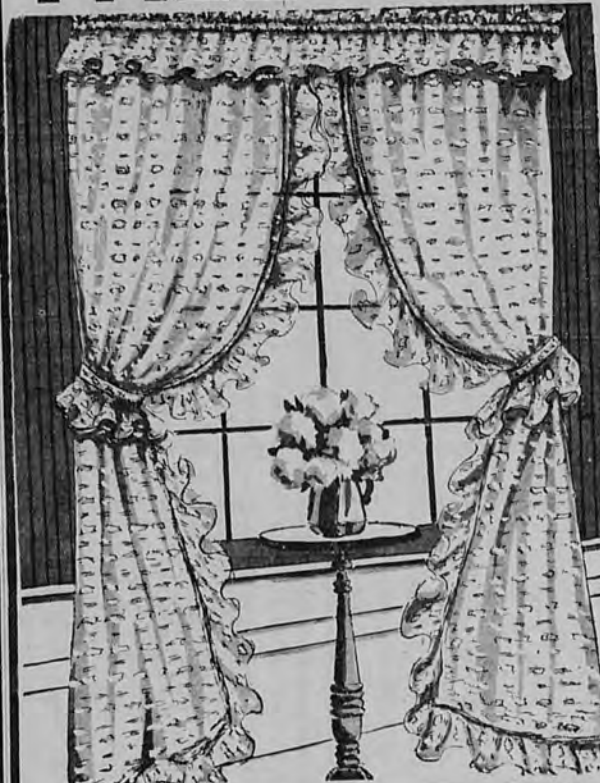
Snow Tops, Creamy
Cocoanut Half Dipped in
Smooth
Chocolate . . lb. **29c**

Sibley, Lindsay
and Curr Co.

CANDY, MAIN FLOOR
Phone STONE 8500

Sibley, Lindsay & Curr Co. BASEMENT NEWS

SALE! Crisp Voil Marquisette FALL CURTAINS



\$1
Pair

- Pretty Priscillas!
- Tailored Types!
- Cottage Sets!
- White, Cream and Ecru!
- Figured, Dot and Block Designs!

The beauty, value and the price—just \$1.00—of these curtains are cheering notes for your fall redecorating. We've scads of styles for every room in your house... beautiful curtains to give your rooms life and light during the coming winter months. Every pair is already hemmed and headed... ready to hang after Fall cleaning.

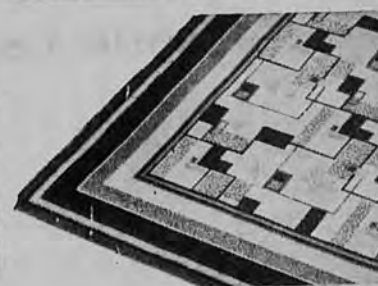
ADBLE 14

ODD Lot Regular \$6.95
Gold Seal, Armstrong and Sandura

Room Size Rugs
Very
Special at **\$4.99**

You can pick off a neat saving of \$1.96 for yourself and get that rug you've been planning on. There are plenty of colors and designs for your selection in these beautiful 9x12 and 9x10.6 famous make rugs at just \$4.99

ADBLE 14



A Sell Out Last Time! Extra Durable Fast Color

BIGELOW RAYON FACE BROADLOOM RUGS

9x12 Foot Size

\$14.50

Grand for Rooming Houses!
Smaller Hotels! Private Homes!
Use for Living Rooms,
Dining Rooms, Bedrooms,
Sunrooms — "Extra" Rooms.

Again we are able to offer you this new Bigelow rayon face broadloom that sold like hot cakes on the last shipment. We've a brand new supply — 8 new patterns—in colors of blue, green, rust, tan, burgundy, brown. The rayon face gives extra durability, and rich, lasting vibrant colors.

See the Low Prices
on Additional Sizes:

9x15 Ft. \$18.50
9x10-6 Ft. . . . \$13.50
9x7-6 Ft. \$10.50
9x6 Ft. \$8.50
4-6x6 Ft. \$5.50
27x54 In. \$1.50

ADBLE 14

Weis & Fisher

**OPEN
TONIGHT**

IMPORTANT
FEATURES

- 242 Inner Coils
For resilient buoyant
comfort.
- 4 Cord Handles
For convenience in
turning.
- 8 White Ventilators
To keep interior fresh
and clean.

SIMMONS MATTRESSES
in Discontinued Covers

We bought them right because they are covered in discontinued fabrics. We offer them cheap to make a quick clearance of the entire lot. Famous Simmons quality are built to give years of comfortable service. Many lovely covers to select from but only one and two of a kind. In the face of rising costs, these are extra special bargains... not likely to be equalled for a long time. See them tonight. Come early for best selection.

\$19⁹⁵

ONLY \$1.00 WEEKLY



Beautiful
Rayon
Stripes

**OFFERED AT
1/4 OFF**

IMPORTANT
FEATURES

- 242 INNER COILS
For resilient buoyant comfort.
- 4 CORD HANDLES
For convenience in turning.
- 8 WHITE VENTILATORS
To keep interior fresh and
clean.

weis & fisher's

"rochester's showplace of furniture fashion"

HEARING IMPROVED AFTER USING OROTONE

Now Hears Clock at 20 Feet

D. H. Wall, Huntington Park, Cal., writes:
"Before using Orotone I had to have my ear right up to the clock to hear the ticks. After using one bottle of Orotone, I can hear the tick very well at 20 feet. Send me another bottle."

Thousands now deafened, annoyed by hissing, ringing, hissing head noises, plugged up feeling in ears, would get relief and hear clearly and distinctly again if impacted wax that blocks ear canals and prevents on sensitive ear drums was removed.
For Orotone as directed. Kev & Daw Drug Stores. It is safe and contains an ingredient especially recommended for this purpose.

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

... Movie Guide ...

All Pictures Listed Now Playing Except

As Noted:

*Starts Friday

*Starts Saturday

ROCHESTER — "You'll Never Get

Rich", Fred Astaire, Rita Hayworth;

"Harmon of Michigan", Tom Harmon,

Anita Louise.

PALACE — "The Shepherd of the

Hills", John Wayne, Betty Field; "The

Mexican Spiff's Baby", Lupe Velez,

Leon Errol.

CENTURY — "My Life with Caroline",

Ronald Colman, Anna Lee; "The Smiling

Ghost", Wayne Morris, Brenda

Marshall.

REGENT — "Sun Valley Serenade",

Milton Berle, Lynn Bari; "Dressed to

Kill", Lloyd Nolan.

CAPITOL — "Citizen Kane", Orson

Welles, Dorothy Comingore; "Highway

West", Brenda Marshall, Arthur Ken-

nelly.

TEMPLE — "Criminals Within", Eric

Linden, Ann Doran; "Hello, Sucker",

Hugh Herbert, Tom Brown.

RIVIERA — "Manpower", Edw. G.

Robinson, Marlene Dietrich; "Bowery

Blinking", Leo Gorcey, Bobby Jordan.

"DIXIE — "Out of the Fog", Ida

Lupino, John Garfield; "Sheriff of

Tombstone", Roy Rogers, "Gaby" Hayes.

"STATE-LIBERTY — "Ring of

Crime", Ann Southern, George Murphy;

"Lady from Louisiana", John Wayne,

Osa Munson.

"MADISON — "Barnacle Bill", Wallace

Beery, Virginia Weidler; "Cracked

Nuts", Misha Auer, Una Merkel.

*MONROE — "Power Dive", Richard

Arlen, Jean Parker; "Shining Victory",

James Stephenson, Geraldine Fitz-

gerald.

*CAMEO — "I Wanted Wings", Brian

Donlevy, Ray Milland; "Gangs of

Sonora", Three Mesquiteres.

*WEST-END — "Angels With Broken

Wings", Rinkle Barnes, Edward Norris;

"The Bride Came C. O. D.", Bette Davis,

James Cagney.

*WEBSTER — "Moon Over Miami",

Don Ameche, Betty Grable; "Hit the

Road", Gladys George, Barton MacLane.

*GRAND — "Devil Dogs of the Air",

James Cagney, Pat O'Brien; "Lone Wolf

Takes a Chance", Warren Williams,

June Storey.

Most meats, if rubbed with
vinegar when raw, will be much
more tender when cooked.

To make a tough steak ten-
der rub it on both sides with

a mixture of vinegar and olive
oil and let it stand two hours
before cooking.

Do you have difficulty sep-
arating heads of lettuce when

the leaves are tight together?
You can avoid this difficulty by
cutting out the core and allow-
ing cold water to run through
the leaves.

NOW!..in only ONE whiskey...

SCHENLEY

YOU GET THE BEST
FROM FOUR
GREAT WHISKEY STATES*



The BEST from
KENTUCKY
gives it
RICHNESS



The BEST from
MARYLAND
gives it
BOUQUET



The BEST from
INDIANA
gives it
SMOOTHNESS



The BEST from
PENNSYLVANIA
gives it
BODY

*Blended with Specially Distilled Neutral Grain Spirits
... Schenley Blends Give You Perfect MILDNESS

Treat Yourself to SCHENLEY... "The Taste it Takes Four States to Make"

Schenley Black Label 65% Grain Neutral Spirits, 86.8 Proof. Schenley Red Label 72% Grain Neutral Spirits, 86 Proof.
Blended whiskey. Copyright 1941, Schenley Distillers Corporation, New York City.

LIVADAS

ROCHESTER'S VALUE LIQUOR STORE

GREAT SALE OF FINE WINES & LIQUORS

Special Announcement:

We wish to inform our many customers that these prices will be in effect until and including Tuesday, September 30 ONLY. Beginning October 1, (Wednesday) new federal taxes will be added to these low prices. AFTER this advance you'll still find Livadas prices right in line with the lowest anywhere. Rochester looks to Livadas for finest quality at lowest prices—Rochester will NEVER BE DIS-APPOINTED! Because... Livadas promises his large clientele which comes from every part of the city... WHEN LOWER PRICES ARE TO BE HAD LIVADAS WILL GIVE THEM!

THIS SALE INCLUDES FAMOUS MAKES—QUALITY BRANDS—RARE WINES
It Will Pay to Lay Away a Case. These Prices Are Low as Anywhere In N. Y.

OUR
LOWEST
PRICE

Exceptional
Value!

KING GEORGE IV

SCOTCH

No Better At Any Price

\$2.94

Fifth

COMPARE! \$3.75 VALUE!

BOTTLED IN BOND

"Dowling"

KENTUCKY STRAIGHT

Bourbon Whiskey

The Finest Quality At The Lowest Price
Ever For Such A Fine Quality

\$1.99

FULL
QT.

A \$3.00
VALUE

A GREAT 5 YR. OLD RYE WHISKEY

WHITNEY CLUB

Popular, light-bodied straight rye that has
long been one of our best-sellers. Smooth and
mellow. Delicious either straight or in high-
balls. Makes a grand Whiskey Sour. BUY
NOW for future parties and week-end enter-
taining.

FULL
QUART \$1.59

85 Proof

OUR LOWEST PRICE—COMPARE! \$2.25 VALUE!

Best Buys

GREAT WESTERN AMERICAN

VERMOUTH

89c

Gold Seal
Caribbean Club
RON RUM

\$1.69

A GREAT BUY!
"SANDY HOLLOW"
STRAIGHT RYE

4 YEARS OLD! Popular
brand. Makes a superb
Manhattan. Aged in
wood 4 years. Mellow and
smooth tasting. A great
Rye Whiskey at a Real
Low Price. Full quart.

\$1.79

ANOTHER LIVADAS VALUE!

"Creamy Head"
SLOE GIN

\$1.49

Fifth

California "San Remo"
BRANDY

\$2.19

Fifth
84 Proof

BALBOA WINES

Are of assured high quality of cha-
racter that's distinguished by a mag-
nificent flavor and rare bouquet.
Blended by America's foremost
Vintners from choice California
Grapes.



FULL GAL.

DRY

BURGUNDY

ZINFANDEL

CLARET

BARBERA

CHIANTI

RHINE

SAUTERNE

99c



Muscadel
Sherry
Port
Tokay

3 FULL
QUARTS

\$1.10

SWEET

\$1.35

FULL
GALLON

LYONS TRADE IN SENSATION \$30 FOR YOUR OLD BEDROOM, LIVING ROOM OR DINING ROOM SUITE

TOWARD THE PURCHASE OF
ANY SUITE ON DISPLAY

LYONS

FURNITURE COMPANY

Easy Terms 42 STATE ST. Open Every Evening

ROCHESTER SUN, THURSDAY, SEPTEMBER 25, 1941.

Sun Tours . . .

(continued from page 1)
New York Central, Rochester to New York and return in speedy air-conditioned trains.
Room with private bath,

shower, radio and servitor at New York's famous Hotel Lincoln situated right in the heart of the Times Square district.
Four-hour grand tour of New York City—uptown, downtown and all around the town in deluxe Gray line tour coaches.

whose headquarters are at the hotel.
Four-hour steamship cruise around Manhattan Island. You'll see the famous New York skyline as you've never seen it before.
Tour of the broadcasting studios at Radio City.

National Broadcasting Company Television tour.
A ticket of admission to the roof promenade of Rockefeller Center's RCA Building, 65 stories above the street, for a marvelous bird's eye view of the great metropolis and surrounding country.

Also, at no extra admission charge you may tour:
New York Stock Exchange in Wall St.
New York Times Newspaper Plant.

Rockefeller Home Center.
American Museum of Natural History.

"Behind The Scenes" tour of Macy's, the World's Largest Department Store.

Museum of Costume Art.

The Pierpont Morgan Library.

Whitney Museum of Modern Art.

New York Aquarium.

New York Zoological Park.

New York Botanical Gardens.

Hall of Fame for Great Americans.

The Frick Collection.

Through arrangements of The Sun, when you arrive in New York your time is your own to go and come as and when you please. That means you can do what you want, when you want to without missing any of the tour features.

Sun tourists will have the added privilege of returning anytime Monday. The New

York central maintains ten fast, through passenger trains on Monday. Come home to mid-afternoon or stay almost to midnight and still arrive home in time to go to work on Tuesday morning. If you should desire a longer stay—your return trip

railroad ticket is good for twenty days.
Reservations are necessarily limited and it is advisable to make them as quickly as possible. Come to the Sun office, 420 Burke Bldg., 5 St. Paul St., between 9 a. m. and 5 p. m.

Largest Selection of Plaids in Town



Spun Rayon Val. 49c yd.

All Wool Scotch to 2.98 \$1.79 yd.

Coat Plaid to 2.98 \$1.79 yd.

MANHATTAN SILK STORE

381 Main St. E. Next Wegmans

Mrs. Marion Shantz, 185 Laburnum Cres.

MRS. FRANKLIN D. ROOSEVELT

The First Lady presents the human, personal side of a problem never so important as now.

"The Police Look at Baby Farms"—By Edward Doherty

A vivid, revealing story about wayward girls and what's being done for them.

"Houses I Have Haunted"—By Boris Karloff

A monster and murderer tell all. . . Secret: He's really a very mild man.

More Hitler Revelations By Fritz Thyssen

5c—October 4th—LIBERTY WEEKLY—Now On Sale

A SAVING on Every Purchase or Your Money Back



Rochester's Biggest Variety of LEATHER & WOOL JACKETS, FINGER-TIP & MACKINAW COATS, SNOW SUITS, SWEATERS & HUNTING APPAREL At Low JOBBING HOUSE Prices!

Men's Combination Leather Wool Jackets \$4.98
ALSO REVERSIBLES! Choice of combination leather jacket with cloth sleeves, and all-cloth reversible to water repellent material. Both styles with snug fitting cuffs and bottoms. Smartly styled with zipper fronts and pockets. Sizes 36-46. Valued To \$6.00



GIRLS' SWEATERS

A tremendous variety of bright new colors in Cardigans and Slip-ons. Long and short sleeves. New necklines and clever new designs. Choice of 15 beautiful colors.

SIZES 34 to 40

95c | \$1.95

Reg. 1.29 Val. Reg. 2.39 Val.



LADIES' COAT SWEATERS

100% Wool Worsted

Sizes from 36 to 46. A regular \$1.95. Jobbing House value.

\$2.29

GIRLS' All Wool Parker Wilder Plannel SKIRTS

Plaids, plain colors and tweeds. All sizes. Sizes from 16 to 32. Regular \$2.39 value.

\$1.69

TINY TOTS Coat & Legging Sets

Boys

BUY AT PRE-WINTER PRICES—SAVE MONEY

Fine, soft double-breasted coat, flannel lined with zipper leggings and hat. Very smart. The kids love 'em.

Sizes 2-6 \$4.98

Reg. \$6 Val.



JACKETS for OUTSIZE MEN

Extra large jackets; sizes to 54, also LONGS for tall, slim men with extra long sleeve. Choice of leather or wool at low Jobbing House prices.

Famous RED-HEAD Hunting Clothes

RED HEAD COAT REG. 5.50 \$3.98

Ideal! Comfortable! Bl-swing, triple thick back, shell loops and hand warmer. More for the money than any hunting coat in America!

RED HEAD DUCK BREECHES Reg. 3.25 \$2.29

RED HEAD DUCK CAP Reversible Reg. 59c 48c

RED PLAID WOOL COAT Reg. \$12.00 \$8.98

RED PLAID WOOL BREECHES Reg. \$6.50 \$4.98

ALL RUBBER HUNTING PACS Reg. \$4.00 \$3.48

Men's and Ladies' BOWLING SHOES

Fine, soft leather for utmost in comfort. Ladies' sizes 3 1/2 to 7 1/2. Men's sizes 6 to 12. REGULAR \$3.00 \$2.19

Children's Pin-Wale Corduroy Suits \$3.59

Zipper Jacket and Overalls

Men's CORDED WOOL Reversible Finger-Tip COATS

This will be your only opportunity to buy a wool reversible, finger-tip coat at so low a price. You'll keep warm from now 'til next May—rain or shine—snow or ice. Reversible to a water-repellent call-cloth.

Reg. \$5.00 Val. \$5.98

Boys' HOODED PLAID MACKINAW COATS

Completely lined. 4 pockets, full belt. Sizes 8 to 18 \$4.98

159-161 JOSEPH AVE Cor Nassau St

Open til 9 Every Evening Unrestricted Parking

226

A HOUSEWIFE'S DREAM!

The Famous THOR WASHER-IRONER Combination Priced Lower Than Ever!

HERE IS
A Newer, Faster, More Efficient
ELECTRIC WASHER

THE FAMOUS

Thor

Compare with Other Washers selling for \$70.00

Over 3 Million Thors Since 1906

Model #1-1

THE NEW 1941 MODEL THOR WASHER, with dozens more "efficiency features". . . THE MOST FOR YOUR MONEY!

Come in and see this new Miracle Electric Washer, with its big, white porcelain enamel eight-pound capacity tub; its fast but gentle non-tangling super-agitator; its cushion-roll safety springer; its steam-heating heat-holding cover; its rubber mounted, large, quiet, vibrationless motor; its sturdy lifetime construction; all THOR features. . . and fully guaranteed and oiled for life! Compare this great new Thor. You would expect to pay at least \$20 more! Now, you can get it for. . .

\$49.95

If Sold Separately

REGULAR PRICE OF BOTH \$84.90

NOW BOTH ONLY

\$69.90

SAVE \$15

YOU CAN ACT AT ONCE

Limited Number Combinations Available

SENECA STORES

CREDIT JEWELERS 149 MONROE AVENUE

OPEN EVENINGS TILL 9

JEWELRY • WATCHES SILVERWARE • RADIOS WASHERS • IRONERS VACUUM CLEANERS RANGES • ETC. • ETC.

Thor GLADIRON

Newest Ironing Day Joy! Its small roll fits into sleeves like leave board

\$34.95 one minute shirt demonstration.

Thus, psychology and dog food have gotten together to give housewives relief from their "greatest aggravation" around the home. The manufacturer says that the dogs and cats are also getting a big break on this combination offer, explaining that another major household problem is finding an economical and convenient dog food which pleases all dogs and cats. Thus, two problems are licked at one time.

Seagram keeps the TOUGHNESS OUT . . . blends extra PLEASURE IN

THIS WAY OUT

TOUGHNESS

Here you see RICHNESS and FLAVOR, And body that men like to savor And SMOOTHNESS and LIGHTNESS—The all-around rightness That's keeping our 5 Crown in favor.

For Seagram bids TOUGHNESS good-bye, Extra Pleasure's the main reason why Our 5 Crown is kinder, So here's a reminder To "say Seagram's" next time you buy.

Seagram's 5 Crown

SAY SEAGRAM'S . . . AND BE SURE!

Seagram's 5 Crown Blended Whiskey, 66.5 Proof. (Since Sept. 1st) 72 1/2 grain neutral spirits. Seagram-Distillers Corporation, New York

BUY BEFORE NEW TAX RISE

BEST BUYS
of the Week
in WINES-LIQUORS

OLYMPIC WINES
Burgundy, Zinfandel,
DRY: Claret, Sauterne, 99c
Rhine, Chianti GAL.
12% Alcohol by Volume

SWEET: Port, Tokay, 1.35
Sherry, Muscatel GAL.
30% Alcohol by Volume

3 QUARTS \$1.10

IMPORTED FROM DUTCH WEST INDIES

"Ron Romeo" RUM \$1.59
86 PROOF—\$2.25 VALUE
FULL FIFTH

KENSINGTON 5-YEARS OLD RYE \$1.59
86 PROOF
FULL QUART

Special purchase allows us, to sell this well known brand at a sensationally low price. \$2.19 value

"PIPING ROCK" 100 PROOF
STRAIGHT RYE WHISKEY
BOTTLED IN BOND UNDER U. S. GOV'T SUPERVISION
\$1.98
\$2.69 VALUE
FULL QUART

"Robbie Burns" Blended
100%
SCOTCH WHISKEY
\$2.99
86.8 Proof \$3.70 Value
FULL FIFTH

RED MILL" DISTILLED LONDON DRY GIN
90 Proof \$2.10 Value
\$1.59
FULL QUART

This Gin is distilled from American grain.

SPECIAL CASE-LOT PRICES ON YOUR FAVORITE NATIONALLY ADVERTISED BRANDS. POSITIVELY NO CASE PRICES QUOTED OVER THE TELEPHONE.

LAKE AVENUE LIQUOR STORE
NEXT TO LAKE AVE. FOOD-MARKET
554 LAKE AVENUE
OPEN 8 A. M. TO 12 P. M.

Casserole Furnishes Answer For Left-Overs

TESTED RECIPES SUPPLIED BY R. G. & E. HOME SERVICE DEPARTMENT

Casseroles can be used any time or any place. They can be stored for hours ahead of time and popped into the oven when ready. They are the answer to the economical use of leftovers.

A Pork Chop Casserole with Lima Beans and tomato soup provides practically a meal-in-one. The quantity of lima beans can be varied somewhat with the amount you have on hand. Or peas could be substituted for the beans. If less than 2 cans are used however, equalize the lack of liquid by more tomato soup. The chops become flavored delightfully with the soup. This is an excellent way to cook pork because there is no chance of serving it uncooked.

Baked Onions and Cheese will serve as a tasty accompaniment to a roast or an oven dinner. They can be cooking at the same time too. Cheese and onion are flavors that go together well.

For lovers of fish who find it difficult to vary the menu, try the recipe for Tuna Pie. It requires just a little time to prepare and bake. It is economical too, as well as attractive.

Pork Chop Casserole
Temperatures 350 degrees F.
Time: 1 to 1 1/4 hours.

2 T. drippings 1 T. chopped onion
4 pork chops 1 can condensed tomato soup
1/2 salt 2 cans lima beans
1/4 pepper

Melt drippings, add pork chops and brown on both sides. Remove chops from pan and to the drippings, add seasonings, onion and soup. Drain liquid from beans and add to sauce. Bring to boiling point. Arrange

Relieves distress from MONTHLY FEMALE WEAKNESS

Lydia E. Pinkham's Vegetable Compound not only helps relieve monthly pain but also weak, nervous feelings—due to monthly functional disturbances. It helps build up resistance against distress of "difficult days." Follow label directions.

53 Winters

Yes—for over half a century SIEBERTS installed furnaces have breathed comfort and warmth into many, many Rochester homes. We must give more than satisfactory service—more than ordinary quality. We MUST—or we should not have weathered these 53 years and prospered. For furnace installation or repair drop in and put your problems in our lap—we'll advise you expertly and without obligation.

SINCE 1888

SIEBERTS
ST. PAUL and ANDREWS ST.

Free Parking Open Evenings
FOR ALL HOME APPLIANCES

THE SPORT SHOP
Rochester's Only Complete Riding Shop

One entire floor devoted exclusively to riding apparel. Sold to you by salespeople who know how riding clothes should fit. No charge for alterations on riding clothes.

LADIES HIGH WAISTED
JODPHURS \$2.45 to \$20
LADIES' Jodphur Boots \$2.98 to \$10
LADIES' BREECHES \$1.98 to \$20
LADIES' Riding Boots \$4.50 to \$20
LADIES' COLORFUL Riding Shirts \$1 to \$4.50
LADIES' RIDING JACKETS \$2.98
Gloves, Crops, Belts, Ties and Full Line of Accessories

MEN'S Jodphurs and Breeches \$2.79 to \$16.50
Riding Boots \$7.95 to \$25

A full and complete line of ladies and men's western riding apparel at popular prices. Visit the Sport Shop for smartly tailored, properly fitted riding clothes at Rochester's lowest prices for quality merchandise.

THE SPORT SHOP
23 SO. CLINTON (opp. Hotel Seneca)
OPEN EVERY EVENING UNTIL 7:30
OPEN WEDNESDAY UNTIL 9

DOLANS... Where You Buy THE CUTS OF CHICKEN YOU PREFER

Breasts lb. 49c | Wings lb. 33c | Livers lb. 45c | Giblets lb. 19c | Legs lb. 39c

DOLANS 600 JEFFERSON AVE. cor. Bartlett Telephone Genesee 1417
Mrs. Carrie Seager, 35 Needham St.

JUNK 60c
MAGAZINES NEWSPAPERS in BUNDLES
PER HUNDRED
MATTRESSES, ALUMINUM, IRON, SCRAP METAL
HIGHEST PRICES
RAGS 2c lb.
CALL NOW STONE 2889-R

role dish, add the sauce and cover with pork chops. Sprinkle with salt and pepper. Bake uncovered in a preheated oven.

Baked Onions and Cheese
Temperature: 375 degrees F.
Time: 40 minutes.

SOAK YOUR ACHING FEET
IN COLLOIDAL SULPHUR
and you'll feel like dancing a jig

If you've been on your feet all day long and they burn, itch, perspire excessively, are sore and tender and ache all over, if "Athlete's Foot" is making you miserable, take this good advice: Dissolve an envelope of Test-Kex in a basin of warm water and let those feet of yours soak. Soon the Colloidal Sulphur starts drawing out the soreness, the tender, burning sensation disappears, aching muscles relax, corns and calluses soften—you can feel them off layer after layer. Your feet feel grand. A millionaire couldn't buy finer foot comfort. Yet every one can enjoy the luxury of a Test-Kex Foot Bath—35c—50c—\$1. Daw & Key Drug Stores.

KEY COUPON
LIFEBUOY SOAP
3 for 13c
Limit 3

KEY COUPON
WAX PAPER
Extra Heavy 100 Feet
Limit 2
9c

KEY COUPON
Adhesive TAPE
1/2 yd. x 5 yd.—Reg. 10c
Limit 1
2 for 11c

KEY COUPON
BABY RUBBER PANTS
Large, Med. or Small
Limit 1
8c

KEY COUPON
LEAD PENCILS
Reg. 1 for 5c
Limit 5
1c

TREET RAZOR
plus 2 Treet Blades
15c

MODESS JR.
Box of 10
15c
While Supply Lasts

SQUIBB
Vitamin B Complex
Bot. 100 Capsules
\$3.39

BREWER'S YEAST TABS.
Bot. 250 Reg. \$1
49c

SACCHARIN
Tablets
Bot. 1000 1/2 oz. 57c
44c

KOTEX JR.
Box 36
48c
While Supply Lasts

SLOAN'S LINIMENT
3 1/2 oz. Size
29c

VICKS VAPOR RUB
3 1/2 oz. Size
27c

BORAXO
Cleans Dirty Hands
2 Lg. Cans
21c

MINERAL OIL
Heavy American
PINT 25c
QUART 45c
1/2 GAL. 85c
GALLON \$1.49

Luckies, Camels, Chesterfields, Raleighs, Pall Mall, Herbert Tareyton, Philip Morris, 2 PKGS.
29c
Tax Paid

TAMPAX
NEW SANITARY PROTECTION WORN INTERNALLY
NO PINS 29c
NO PADS FOR A MONTH'S SUPPLY
NO BELTS
NO ODOR

FREE
25c JERGENS CREAM with purchase of 50c JERGENS LOTION
A 75c Value for 39c

VITAMINS AT LOWEST PRICES

HALIBUT LIVER OIL CAPSULES
Box of 50 59c
Box of 100 98c
Box of 250 \$2.19
Box of 500 \$3.98
Box of 1000 \$6.98

A-B-D-G CAPSULES
Box of 50 89c
Box of 100 \$1.59
Box of 250 \$3.39
Box of 500 \$6.69
Box of 1000 \$11.98

HIGHEST VITAMIN POTENCY

FLASHLIGHT BATTERIES
1cc Val.
4c

CHOICE OF MILLIONS
1st ST. JOSEPH'S ASPIRIN
WORLD'S LARGEST SELLER AT 10c

2 Mistakes Young Wives So Often Make

At this very moment there are countless thousands of young wives who are beset with uncertainty. The pity of it is that these young women will go on making needless mistakes because they have no one to turn to for much needed advice.

Because of inward shyness, many women live in ignorance about the subject of feminine hygiene. Others are woefully misinformed and, as a result, have used douches of over-strong solutions of acids which can actually burn or scar delicate tissues. Your own doctor will verify this.

Today, there is a truly safe product for the douche that offers amazing hygiene protection. This great discovery is Zonite. You will find no skull-and-crossbones on Zonite's label, because Zonite is non-poisonous, non-caustic. Tel. it kills germs, bacteria on contact. Zonite actually destroys undesirable odors. Protects personal cleanliness. Most important, is safe for delicate tissues.

No enthusiastically have women accepted the safe hygiene protection of Zonite that over 30,000,000 bottles have already been bought.

Free Book Tells Intimate Facts

If there is any doubt in your mind about the subject of feminine hygiene, get this frankly written booklet, "Feminine Hygiene Today," which we will send you FREE, without obligation, in plain wrapper. Send name and address to Zonite Products Corporation, Dept. 240-B, 370 Lexington Avenue, New York, N. Y.

THIS WEEK'S SPECIALS AT KEY
ROCHESTER'S MODERN CUT RATE DRUG STORES
TODAY THRU NEXT WEDNESDAY
FREE Delivery Anywhere In City On Orders From 50c Up

KEY COUPON
WALDORF TOILET TISSUE
3 for 11c
Limit 6

KEY COUPON
DOUBLE EDGE BLADES
Box 100
Limit 1
59c

KEY COUPON
IMITATION VANILLA
8 oz. bottle
Limit 2
8c

KEY COUPON
SHOE SHINE Set
• POLISH
• CLOTH
• DAUSER
• LIMIT 1
9c

KEY COUPON
KNITTED DISH CLOTHS
Reg. 5c Ea. — Limit 4
3 for 8c

Feenamant
Laxative Chewing Gum
Reg. 25c
Size
19c

NOXZEMA
Boudoir Size Cream
Reg. 75c
49c

IPANA TOOTH PASTE
5oz. 2 1/2 oz. Tube
39c

SAL HEPATICA
50c Size
49c

HINKLE PILLS
Bot. 100
9c

CANNING JAR RUBBERS
12 In A Box
3 Boxes 11c

CANNING JAR COVERS
Porcelain Lined
Box of 12
23c

Marlin
HIGH SPEED 20-25+
RAZOR BLADES Double Edge
Single Edge 15 for 25c
Guaranteed by The Marlin Firearms Co.

For Successful Snapshots

KODAK FILM
And Our Careful Finishing Service

FILMS
DEVELOPED AND PRINTED
23c
An 8 or 8 Exposure Film

1/2 PRICE
1939 WILDROOT AND "PLASTIC BACK" PRO-PHY-LACTIC 79% HAIR BRUSH
M79 Value WITH FOB 89c
REGULAR FORMULA WITH OIL

BORAXO
Cleans Dirty Hands
2 Lg. Cans
21c

MINERAL OIL
Heavy American
PINT 25c
QUART 45c
1/2 GAL. 85c
GALLON \$1.49

Luckies, Camels, Chesterfields, Raleighs, Pall Mall, Herbert Tareyton, Philip Morris, 2 PKGS.
29c
Tax Paid

TAMPAX
NEW SANITARY PROTECTION WORN INTERNALLY
NO PINS 29c
NO PADS FOR A MONTH'S SUPPLY
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NO ODOR

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25c JERGENS CREAM with purchase of 50c JERGENS LOTION
A 75c Value for 39c

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Box of 50 59c
Box of 100 98c
Box of 250 \$2.19
Box of 500 \$3.98
Box of 1000 \$6.98

A-B-D-G CAPSULES
Box of 50 89c
Box of 100 \$1.59
Box of 250 \$3.39
Box of 500 \$6.69
Box of 1000 \$11.98

HIGHEST VITAMIN POTENCY

FLASHLIGHT BATTERIES
1cc Val.
4c

Thrifty Rochester Housewives Serve Kilbourn Hall Coffee



"Wegmans have shown me another way to cut down on my food costs without sacrificing quality... by serving delicious Kilbourn Hall Coffee."

FLAVORFUL GUARANTEED*
KILBOURN HALL COFFEE Only **22c** lb.

At Your Nearby Wegmans Market

* If you do not find Kilbourn Hall Coffee to be the equal or better than any coffee selling for as much as 10c a pound more, Wegmans will give you double your money back.

YOUNG CORN-FED

PORK LOIN ROAST . lb. **23c**

TENDER JUICY PRIME STANDING

RIB ROAST BEEF ... lb. **25c**

MILLED BY THE MAKERS OF MOTHERS OATS

Mother's FLOUR . 24 1/2 lb. **95c**

HAVE YOU TRIED WEGMANS DELICIOUS NEW

MAYONNAISE quart **39c**

12 OZ. CANS LION BRAND

BEER or ALE 3 cans **25c**

12 OZ. BOTTLES FRONTIER

BEER or ALE 4 bot. **25c**

NO. 2 CANS DELICIOUS GOLDEN

BANTAM CORN .. 2 cans **19c**

GREATEST PROOF OF BUTTER VALUE WE'VE EVER OFFERED!

EVERY PACKAGE OF LAND O' LAKES BUTTER CONTAINS U. S. CERTIFICATE OF QUALITY!

Land O' Lakes! ... The wonderful sweet cream butter you have read so much about! It's 93 score ... the top score in butter. Try it! See how much it helps to make every meal taste better.

CERTIFICATE OF QUALITY
United States Department of Agriculture
Method of Testing Butter
Land O' Lakes Butter Co.
93 SCORE
LAND O' LAKES BUTTER CO.

No matter what price you've been accustomed to pay, you won't find a finer butter than Land O' Lakes.

Wegmans
HOME OWNED FOOD MARKETS
FREE PARKING FOR CUSTOMERS

Russian Authority To Speak Here

Victor A. Yakhontoff will appear in Rochester on Saturday, Oct. 4, under the auspices of the International Workers Order. An author and lecturer

Yakhontoff is said to be well versed in military matters. He will speak on developments leading up to the present war between Russia and Nazi Germany.

All Rochesterians have been invited to attend the meeting which will be held at the Central Y.M.C.A. on Gibbs St. at 8 p. m.

CAIN'S
Mastermist
MAYONNAISE
CAIN'S IS THE NAME FOR BETTER SALADS

DAVIS
BAKING POWDER
Double Acting
8 oz 10c
12 oz 15c

Miss Irma Gottschalk, 224 Kinsbury St.

Quick Delicious
HOT LUNCH with BREAST-O-CHICKEN BRAND Tuna Fish

FREE
Cookbook
Westgate Sea Products Company, Department 9
SAN DIEGO CALIFORNIA

FREE
Cookbook
Westgate Sea Products Company, Department 9
SAN DIEGO CALIFORNIA

TUNA HASTY LUNCHEON
To 2 cups white sauce, add 1 cup mushrooms, salt, pepper and paprika. Add 1 7-oz. tin Breast-O'-Chicken Tuna and heat on top of stove. Pour over slices of buttered toast. Garnish with parsley. Serves six.

BREAST-O-CHICKEN TUNA FISH
FANCY SOLID-PACK • TENDER-TASTY

Cookery QUERY CORNER

WHEN COOKING PORK CHOPS, SHOULD ONE COVER THE PAN?

Yes, pork chops should be covered after the initial browning. Pork chops and pork steaks are best cooked by braising, that is, by cooking in moist heat. Therefore after they have been browned, cover the pan closely so that they may cook in the steam which surrounds them. Cook them slowly and thoroughly.

HOW CAN I KEEP BANANAS FROM SLIDING OFF BROILING RACK?

To broil bananas in a lamb chop grill, place them in a pan on the rack. Put the pan on the broiler when you turn the chops after they have been browned on one side. The bananas require only half as long to cook as do the chops.

Rebekahs To Meet Tonight

Venus Rebekah Lodge will meet tonight in I.O.O.F. Temple, 11 Clinton Ave. N., with N. G. Olive Curtiss presiding. Elections of officers will be held. Members are asked to return the fancy work books.

BUSY BEE BARGAINS

Clapp's Strained Baby Foods 3 for 20c
Clapp's Junior Foods 3 for 20c
Clapp's Cereal Foods 15c
Clapp's Rennet Desserts (6 Varieties) 10c

PTA At No. 38 School To Have Dinner Meeting

A dinner, given by the executive committee of the PTA of School No. 38 in honor of the school's faculty, will open the activities of that organization in the school auditorium tonight.

A business session of the asso-

ciation will follow, under the direction of Mrs. Alice Rook, president. Mrs. James Small will speak on the topic, "Functions of a Successful PTA."

Others who will be honored at the dinner include Mrs. Floyd Newell, district director; Mrs. Small, a state vice president, and Mrs. Emory Champney, Rochester council president of the PTA.



GOOD FOODS mean GOOD HEALTH

EXTRA SPECIAL
Non-Fattening Mineral Oil
FRENCH TYPE DRESSING **10c**
2 FOR 19c

No. 2 CANS
GRAPEFRUIT JUICE .4 for 25c
No. 2 CANS
PIE CHERRIES 2 for 27c
BEST QUALITY
CRAB MEAT can 25c
3 FOR 1c
RAGAU REAL ITALIAN
SPAGHETTI SAUCE 2 cans 19c
BLUE LABEL TENDER
SWEET PEAS can 14c
8 FOR 1c
BLUE LABEL JULIENNE CUT
REFUGEE BEANS can 15c
LIBBY'S (IN TOMATO SAUCE)
BAKED BEANS can 7c
CALIFORNIA
WALNUT MEATS lb. 43c
GROUND CINNAMON 1/2 lb. 27c
WHITE PEPPER 1/2 lb. 15c
WHOLE CLOVES 1/2 lb. 23c
FOOD COLORS bot. 10c
PERL TAPIOCA lb. 11c

Free City Delivery
on Purchases of \$2
and Over Free Park-
ing on 50c Purchase.

Atlantic Supply
79 St. Paul st. — HOUSE — MAIN 4173

Only Bartholomay Dairy
gives you this "Cream-Top" Bottle with
TOP CREAM SO THICK IT WHIPS!

And the SEAL-KAP HOOD gives
EXTRA PROTECTION
EXTRA CONVENIENCE
EXTRA SANITATION

Bartholomay Milk comes from health-certified cows on carefully-inspected farms. And now this INSPECTED-PROTECTED milk is brought to you in modern CREAM TOP bottles... plus the super-protection, sanitation and convenience of SEAL-KAP hoods. No other Rochester dairy offers you these two features.

A simple motion of the hand gives you either SWEET CREAM SO THICK YOU CAN WHIP IT... or RICH, WHOLE MILK for drinking or cooking. Both from the SAME BOTTLE and at no extra cost. And the Seal-Kap hood keeps both fresh and pure to the very last drop.

This new bottle is so safe, so free from spilling or dripping that a child can use it. But ask your Bartholomay routeman to prove it to you. There's no cost, no obligation. Just telephone or use the handy coupon below. Discover for yourself that the Cream Top bottle and the Seal-Kap hood not only bring you new convenience and economy—not only give you daily proof of milk richness—but offer far better protection for this PURE AND DELICIOUS MILK all the time it is in your home.

FREE! John Martin Game Book...

Children love John Martin games. This fascinating book tells how to play them. Surprise your youngster with a copy of this FREE Game Book. Telephone Main 6520, or mail coupon, or ask your routeman for a copy.

BARTHOLOMAY DAIRY, INC., 555 St. Paul St., Rochester, N. Y.

Please have your routeman—

☐ start delivering qts. of milk in the new Cream Top, Seal-Kap bottles beginning.....

☐ give a free demonstration in my kitchen of how cream from the Cream Top bottle can be whipped.

☐ bring me a free copy of the Bartholomay JOHN MARTIN GAME BOOK.

Name.....

Street.....

City.....

RS-2

BARTHOLOMAY DAIRY INC.
PHONE MAIN 6520

WAREHOUSE REMOVAL

Must Sell \$60,000 FURNITURE STOCK at once!

The Most Dramatic Furniture Clearance in our Entire History!

In advance of rising prices we bought \$60,000 in furniture, appliances, mattresses. We jammed our entire three floors with this merchandise. It overflowed. We leased temporarily the storage space in photo at right and crammed it full. There are 6,000 sq. ft. there, piled to the ceilings! Now we find we must give up this space. We have been unable to find another convenient warehouse. We'd lose money transferring the stock too far away—so we're SACRIFICING EVERY ITEM that must be crowded out! This goods must move FAST—so prices are correspondingly extra low. Hurry in to take advantage of this extraordinary opportunity! IT MAY BE MANY YEARS BEFORE YOU AGAIN FIND PRICES SO LOW!



PRICE CUTS TO AS MUCH AS HALF
ON

Bed Room ★ Living Room ★ Dining
Room Suites ★ Breakfast Sets
Mattresses ★ Rugs ★ Radios
Washing Machines ★ Refrigerators
Stoves ★ Ironers ★ Mixers ★ Etc.

YOU'LL FIND
WHATEVER
YOU WANT
AT LOWER
PRICES THAN
YOU EVER
DARED DREAM!
COME TONIGHT!



EASIEST TERMS — 18 MONTHS TO PAY!

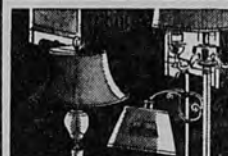
OPEN
EVES.
'TIL
10

Look What 50^c Down Will Buy



92 PIECE
DINNER SET
Special \$12.95
50c Down, 50c Week

4 Beacon Blankets
PLUS
FREE STORAGE CHEST
• Fluffy Nap
• Satin Bound
• 4 New Shades
\$11.95
50c DOWN, 50c WEEK



SET 3
LAMPS
\$12.95
FLOOR, BRIDGE
AND TABLE
50c DOWN
50c WEEK



Doll Buggy
Deluxe
• Velocipede
Your Choice
\$9.95
50c Down
50c Week

8 PC. BEDROOM SUITES

MUST BE SOLD!

... JUST A SAMPLE
OF VALUES IN THIS
SWEEPING SALE



REG. PRICE \$99.50

These 8 Pieces:

- Full Size Bed
- Dresser or Vanity
- Chestrobe
- Springs
- Mattress
- 2 Dresser Lamps
- Soft, Warm Throw Rug

DURING
THIS
WARE-
HOUSE
CLEARANCE
COMPLETE

\$79⁵⁰

Maple, Walnut or Mahogany Finish.

Ticket Sale Pushed For High School Grid Contests

A call for increased adult attendance and interest in the high school football which they apparently so earnestly desired two years ago, was made this week by Herman J. Norton, director of health and physical education in the schools.

Meeting with a committee of press and radio representatives, Norton revealed a campaign to sell "season" tickets to adults was being undertaken. Each "season" ticket, priced at \$2.50, will be honored six times, that is, will admit six persons to one game, or one person to six games.

Last year attendance was disappointing to school authorities and, it is said, upon the present ticket drive, will undoubtedly rest the decision as to continuance of football in the high schools.

Insufficient publicity was said to be one of the contributing factors in last year's showing.

This year, the weekly schedule calls for two Friday afternoon games, another that night and one Saturday afternoon. It is expected that the owl game and Saturday afternoon battles will prove most popular with adults.

Anyone wishing tickets can secure them from Charles Cook, director of business education in the city schools, at his Fitzhugh street office, or by calling him at Main 2600.

Comedy Hit Coming



Laura Hope Crews and Effie Shannon in "Arsenic and Old Lace," hilarious comedy hit at the Auditorium on Friday and Saturday.

PENN VACUUM STORES—ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

BEAUTIFULLY REBUILT
HOOVER
Complete with Attachments
Rebuilt by Penn Craftsmen with
Guaranteed Penn Parts

\$14.95
FULL CASH PRICE
EASY Terms

10 DAY TRIAL PLAN

PENN VACUUM STORES
30 SOUTH AVE. OPEN EVENINGS UNTIL 9 P. M. STONE 6747

IMPORTANT! ASK US ABOUT THE THREE ADVANTAGES OF BUYING FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

WANT ADS

ARTICLES FOR SALE

SALE—Ladies' Goldstone rayon jersey slippers, regular \$1.50, now 49c. Get your supply early while they last. Smith's, 118 State St. Free parking next door.

EXTRA SPECIAL—Ladies' small size all wool plaid skirts, regular \$1.50 value, reduced for clearance to \$1.15. Smith's, 118 State St. Free parking next door.

BUSINESS PERSONALS

CHICKEN PIES—delivered by dozen. Myers, 135 Depew. Genesee 424-M.

CHIROPRACTORS

FRANK BROWNELL, 65 Bronson, L. A. Young in attendance. Genesee 1802.

MUSICAL INSTRUCTION

SWING PIANO—Accordion, other instruments. Harmony and theory, modern orchestration and songwriting. Dr. Newton Muench, 193 East Ave. Monroe 3352-R. Stone 1455.

PERSONALS

REV. MARCEL R. HAMMILL, now located at 107 Group St. Main 2212.

MISS BELLE is free for nursing and massage by hour, week or day. Main 7490.

MRS. McLEAN—31 Manhattan St. Call for appointments. Stone 381-X.

WANTED TO BUY

RAGS—2c lb., magazines 60c, papers 35c, mattresses, metal. Stone 360-R.

ANTIQUE FURNITURE, glass and prints. All these items should be more than 40 years old. We do not want oil paintings or cut glass. Best prices will be paid and all sales treated confidentially. Perhaps you have such items in your attic or on your pantry shelf. We would be glad to investigate and make you our best offer. Phone Stone 3955 and ask for Miss Moran or write Box 45 in care of the Rochester Sun.

RAGS—1c to 3c a pound; magazines 60c; newspapers 50c in bundles; iron, metal, tubes, batteries, mattresses, junk of all kinds—top prices. Try us. Stone 370-L.

Draft Head Issues Warning To Collegians

Because this is the time of year when young men are thinking of returning to college, Brigadier General Ames T. Brown, New York State Director of Selective Service, has issued a warning to such men, if they are Selective Service registrants, to consult with their Local Boards before leaving for school. Whether they are in training for occupations classified as "necessary" or are taking courses that do not anticipate graduation into "necessary" occupations, they should visit their Local Boards. It will pay them to do so.

General Brown also issued an appeal to industry and employers in New York State to inform Local Boards of their need for employees about to be classified by Local Boards. Without such information Local Boards may assume that a registrant is not a "necessary man" when, as a matter of fact, his induction into the Army may be a serious loss to some defense industry.

The job of Selective Service is to send such men as can be spared to the Army and keep in their jobs such men as are necessary to the program of National Defense.

Household Hints

For keeping grains of rice separate and white, while cooking, add a teaspoonful of lemon juice to each quart of water.

To keep cheese from drying or moulding, wrap it in greased paper or cheesecloth dampened with vinegar. Keep it in a covered dish in a cool dry place.

Use a toy coffee pot for holding bacon drippings. If you place it on the stove the contents can be melted, making it a simple matter to pour out the desired amount.

Beeley's Bingo

MON., TUES., FRI. at 8:15 P. M.
SUNDAY at 2:30 P. M.
WED. at 1:30 P. M.
Extra Board Free With Purchase of a Triple Board.
142 GENESEE ST. IN REAR

BINGO

19th WARD CLUB HOUSE
237 HAWLEY ST.
Thurs., Fri. and Sat. Eve. 8:15
Fri. 1.45—Admission 20c
Extra Board (FREE)
With Triple Board

THURS., FRI. NIGHTS
TOWNER'S HALL

TUES. & SUN NIGHTS
HOLLYWOOD

Tues. Night
All Games \$10.00
HUDSON \$475

WED., SAT., SUN. NIGHTS
TOWNER-REXY

(No Sunday Game at REXY)

THIS TICKET WORTH
at Towners Friday, Sept. 26. Good only when buying a book of specials and triple board.

THIS TICKET WORTH
at Towners Thursday, Sept. 25. Good only when buying a book of specials and triple board.

COMBINATION SALE

Combination Purchases Mean
Increased Savings... It Costs
You Less to BUY MORE at...
BERGHASH'S

BOOTH'S GIN

A product of Park & Tilford
A London Dry gin distilled and bottled by
world-famous Park & Tilford Distillers.
Excellent for using "straight" or in cocktails.
90 Proof, full 4 1/2 quart, regular
value \$1.85

NUYEN'S VERMOUTH

An American Vermouth that's top! Prepared under an exclusive imported formula. For better cocktails use the best Vermouth... that's why we recommend Nuyen's. 31 oz. bottle, regular value .97c

BOTH FOR \$2.31
You Save 51c

New Tax In Effect
October 1st
Buy Now and Save the Tax!



CHATEAU BRISAC WINE

100% pure California
wine! Sweet or dry...
over 12 varieties from
which to choose. Full
gallon, value \$1.69



KERRIGAN'S WHISKEY

Private stock blended whiskey,
famous for smooth flavor and
excellent bouquet. Featured
exclusively in Rochester by Berghash!
Full quart, value \$2.55

BOTH FOR \$3.28
You Save 96c

New Tax In Effect
October 1st
Buy Now and Save the Tax!

BONDED BOURBON

A Product of WALSH DISTILLING
Bottled in bond... under government
supervision! Straight Bourbon Whiskey...
over 4 years old! Use it
straight or in highballs. You're sure to
like it. Full pint, regularly \$1.45

MIXED COCKTAILS

ENGLISH PEER BRAND
Delicious cocktails... already mixed.
Your choice of Manhattan, Side Car, Dry
Martini and Old Fashioned. For a real
treat... try English Peer Cocktail. Full
fifth. Regularly \$1.75

BOTH FOR \$2.69
You Save 51c

AND REMEMBER...

Get our prices on G. & W. Schenleys, Seagrams, Calverts, Hiram Walker, and all the other nationally known brands. We can supply you with the greatest variety... and our prices are the lowest in town. Buy now before Oct. 1st and save on tax.

BERGHASH WINES LIQUORS

124 CLINTON AVE. SOUTH
NEXT TO LOEW'S
PHONE... MAIN 786

Free Parking Opposite Our Store

Don't miss these CHAMPIONS on PARADE

See them ON THE STREETS OR AT
136 North Street (Near Main) ... Sept. 29, 30, Oct. 1



Don't let your family miss them. Budweiser's International Champion Clydesdale Horses have made people gasp in cities from coast to coast. Thousands have paid to see them—but you will see them free. You will marvel at the intelligent way in which these animals respond to the reins that the driver holds laced between the fingers of both hands. These horses have captured trophies in shows all over America.

Budweiser

BEER
A Beverage of Moderation
ANHEUSER-BUSCH ST. LOUIS

A B C PARTIES
Are Being Held As Usual
Tues. and Sat. Nite At 8:30
2011 E. MAIN
2 Jackpots—\$90 - \$60

WEST AVE. MANOR
165 West Ave.
Mon., Tues., Thurs.—1:30
Sun. 2:30 P. M.
Wed. and Fri. 8:30 P. M.
FRI.—ALL GAMES \$4

CHILI Recreation Hall
JACKPOTS—509 CHILI AVE.—JACKPOTS
Bingo Every Monday, Tuesday, Thursday and Saturday
at 8:15 P. M.—Tuesday, Wednesday, Friday and Saturday at 2:00 P. M.
REGULAR BOARDS:
Mon. Sat. Noon Fri. Noon Wed. Noon Sat. Nite
\$6 \$5 \$4 \$4 \$6
JACK POTTS:
MON. SAT. NOON FRI. NOON WED. SAT. NITE
\$40 \$25 \$15 \$20 \$65
THURS.: Gold Award Nite—TUES.: Free Ticket Day

WIN CASH!
Every Wed., Thurs., Fri. & Sat.
Plus: \$125 Jack Pot • All Large Cash Prizes
Motion Picture Entertainment
You May Be The Lucky One!
Hollywood Bingo
35 Pullman Ave. Come Early Beat The Crowd

BINGO
SUNDAY NIGHT 8:15
2 JACK POTTS \$65 — \$75
MONDAY NIGHT 8:15
2 JACK POTTS \$150 — \$60
REGULAR GAMES SUNDAY & MONDAY NIGHT
\$5 — \$10 — \$25
Wed., Fri. & Sat. Afternoons at 1:30
Wed. & Sat. Afternoon Friday Afternoon
JACKPOT \$40 ALL GAMES \$3

UNION LEAGUE HALL Gregory at South Ave.
TAKE SO. AVE. BUS TO DOOR

**THE NICEST BINGO GAME
IN ROCHESTER**
De Luxe BINGO
K of C AUDITORIUM, LAWN ST.
EVERY MONDAY NIGHT
Same Orchestra—Same Friendly Committee.
Enjoy comfortable seating and pleasant surroundings.

Jackpot Game \$55
ADMISSION 25c
OR 3 FOR 50c
PLYMOUTH
CHURCH
Corner of Plymouth and Troup
Every Sat. Nite At 8:30

THURS., FRI. NIGHTS
TOWNER'S HALL

TUES. & SUN NIGHTS
HOLLYWOOD

Tues. Night
All Games \$10.00
HUDSON \$475

WED., SAT., SUN. NIGHTS
TOWNER-REXY

(No Sunday Game at REXY)

THIS TICKET WORTH
at Towners Friday, Sept. 26. Good only when buying a book of specials and triple board.

THIS TICKET WORTH
at Towners Thursday, Sept. 25. Good only when buying a book of specials and triple board.

WOMEN!
RELIEVE NEEDLESS SUFFERING
If functional periodic complaints make you moody, nervous and irritable, try **CHI-CHES-TERS PILLS** for relief from irritable pain and discomfort. They are **SAFE** to take as directed. Contain no habit-forming drugs. Sold at all drug stores.
In business over fifty-one years.
CHI-CHES-TERS DIAMOND BRAND PILLS

Always boil cauliflower head down so that the steam will not settle on the white parts.

A test of the quality of coffee is to stir a teaspoonful of ground coffee in half a glass of cold water. If it is high quality, there will be but little discoloration and very few of the grounds will sink to the bottom.



Comfort those sneezy, runny-nose miseries of colds, flu, and hay fever. Follow directions. Get Direct 2-drop action of **PENETRO DROPS**.

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

Cut marshmallows with a scissors and dip the scissors in hot water frequently to prevent sticking.

When pounding tough meat, pound flour into it to prevent the valuable juices from escaping.

In buying fowl it is good to know that pinfeathers indicate a young bird and hairs an older one.

KNOW YOUR FUEL DEALER
★
No Regrets When You Buy Miller's 100% Guaranteed
COAL

MILLER'S JEDDO Stove, Egg or Nut **\$12.70**
MILLER'S SPECIAL Stove, Egg or Nut **\$11.70**

PEA. \$10.70 PEA. \$9.70

MILLER'S R. G. & E. DUSTLESS COKE .. \$10.70

All Prices Cash Per Ton Shoveled Off

PLACE YOUR ORDER NOW

Modern Trucks, Clean Deliveries, Courteous Drivers

ARDEAN R. MILLER

PHONE GEN. 20 Finest Service 500 WEST AVE.

Recovered—Restyled—REBUILT
YOUR LIVING ROOM SUITE

3 PIECE \$34.50
New cotton coverings, new cushions, spring units, new webbing, new fillings, springs tied 8 ways.
Phone or write. Representative will call, day or evening.
—NO CARRYING CHARGE—
WAYNE UPHOLSTERING CO.
74 PARK AVE.
MONROE 1404
HARRIS NUSBAUM

SAVE \$25 ON YOUR New Fur Coat!

Nusbaum's bring you the Fur Coat sensation of the season! Never before have we offered such value! Purchased far in advance, these coats are priced at least \$25 below today's market prices. And remember... Nusbaum's label is your assurance of Quality. Every coat bears our full 2-year guarantee.

Genuine Sable Dyed Buck Coney of superb quality—also available in Black Seal Dyed or French Lapin.
\$79
Also a grand selection of Hollander Dyed Muskrats, Persian Paws, Russian Natural Squirrels, Sheared Beaver, Mouton Lamb and all the wanted furs.
Shop Tonight Open Till 9 P. M.

HARRIS NUSBAUM
221-229 JOSEPH AVE.

Andy Says . . .
SEE FURSTOSS FIRST
SAVE MONEY BUY NOW
Before New Tax Increase Oct. 1st
FRIGIDAIRE — PHILCO RADIOS — QUALITY RANGES GLENWOOD RANGES and Other Electrical Appliances
OPEN EVENINGS FOR YOUR CONVENIENCE
FURSTOSS APPLIANCES INC.
409 Chili Avenue Gen. 2070

Today... enjoy the finest
GREEN RIVER
ever bottled!
GREEN RIVER
The Whiskey Without Regrets
GREEN RIVER
America's Smoothest Whiskey
Bottled Whiskey 86 "proof" 75% grain neutral spirits, Oldtime Distillers Corp., N.Y.C.

Harvest Sale
NOW IN PROGRESS
EXTRA SPECIAL
Tonight - 6 to 9 o'clock
A SPECIAL PURCHASE OF
REGULAR \$1.95 DRESS SHIRTS
WHILE THEY LAST
(NONE SOLD TO DEALERS)
69¢
Colors: Tan! Gray! Blue!
Sizes 14 to 16 1/2
Champion
KNITWEAR CO. 171 ST. PAUL ST.
1/2 Hour Parking at Bill's and Strand Parking Stations

EXTRA SAVINGS ON EVERY ITEM • BUY NOW!

DAW'S COUPON
DENTAL PLATE BRUSH
For Cleaning False Teeth
Cleans Full or Partial Plates
Regular 35c Value
14¢
(Limit of 2)

DAW'S ORIGINAL CUT-RATE DRUGS
OPPOSITE TEMPLE THEATER 56 CLINTON AV. E. MAIN ST. E. MAIN ST. N. RIDGE RD. W. MAIN ST. W. N. GOODMAN MONROE AV.
CORNER AQUEDUCT 31
1 DOOR FROM STILLMAN 353
CORNER DENVER 452
AT BULL'S HEAD 880
JUST OFF MAIN 473
NEAR GOODMAN 539

DAW'S COUPON
GENUINE AQUALITE POCKET — BOBBIE COMBS
LOWEST PRICE EVER SOLD!
Reg. 10c Value
2 for 11¢
(Limit of 6)

PALMOLIVE SHAVE CREAM
Lge. Size 2 for 33¢
KREML HAIR TONIC
60c Size 28¢

DAW'S COUPON
AMERICA'S FAVORITE CHOCOLATES MRS. PARSON'S CREAMY WHIPPS
1 lb. Box 25¢
Smooth and velvety. Wisconsin Whips Creams, vanilla flavored and heavily coated with the finest sweetest dark chocolate. (Limit 2-Lbs.)

Right Reserved To Limit Quantities
CUTICURA SOAP 14¢
25c Size
EPSOM SALTS 11¢
5-Lbs.
DOAN'S KIDNEY PILLS 29¢
75c Size
VASELINE HAIR TONIC 63¢
6-Oz. Size

GEM BLADES 39¢
Pkg. of 12
MARROW OIL Shampoo 29¢
60c Size

DAW'S COUPON
Woodbury's SOAP
Reg. 10c Size 2 for 7¢
(Limit 2 Bars)

TEK Tooth Brush 23¢
ANGELUS Lipstick, New Size 49¢
PHILLIPS Deodorant, 35c Size 27¢
REVLON NAIL Polish, All Shades 60¢
POWDER PUFFS Velour, 5c value 2 for 5¢
CASHMERE BOUQUET Talc, Giant Size 33¢
NET HAIR Remover, 60c Size 49¢
CARTER'S LIVER PILLS, Large 75c Size 57¢
BENEDICT'S Solution, 75c Pint 33¢
SODA Bicarbonate, 1-lb. box 9¢
SEIDLITZ Powders, Box of 12, 25c size 16¢
VICK'S VAPOR Rub, Large 75c size 59¢
ESSENCE of Peppermint, 2-oz. size 26¢
BEEF, IRON & Wine, \$1.00 Pint 59¢
WINTERGREEN Oil, 4 ounces 29¢

DAW'S COUPON
Dr. LYON'S Tooth Powder
50c Size 21¢
(Limit 1)

GERBER'S BABY FOODS
Strained or Chopped 3 for 16¢
GLYCERINE Suppositories 11¢
25c Value

SACCHARIN TABS. 9¢
1/2 or 1/4 Grain Bottle of 100

DAW'S COUPON
CLEANSING TISSUES
Boxes of 200 Sheets 2 for 11¢
(Limit 4)

DAW'S COUPON
ASPIRIN TABLETS
Reg. 10c Tin of 12 2¢
(Limit of 2)

DAW'S COUPON
Wave Set Lotion Not Sticky Will Not Flake
Large 6-Ounce Bottles 2 for 11¢
(Limit 4)

McKesson Milk of Magnesia Tooth Paste 25c Size 2 for 29¢

Mulsified Shampoo 27¢
50c Size

DAW'S COUPON
APPLE BLOSSOM TALCUM
Reg. 50c 1-lb. Can 19¢
(Limit 2)

DON'T BE ROBBED BY UGLY FAT
BETENE
EXTRA VALUE COUPON
SANITARY TAMPONS
Invisible Protection The improved TAMPON with the new type applicator.
Reg. 35c Value Box of 12 14¢
(Limit 2)

WALDORF TOILET TISSUE
3 Rolls For 13¢
6 Rolls For 25¢
A SCOTT TISSUE

Moleskin PLASTER 18¢
1/2 Yard by 1 Inches 35c Value
CAROID & BILE SALTS 74¢
100 Tabs

CASCARA SAGRADA TABLETS 14¢
5-Grain Bottle of 100

VITAMINS & MINERALS
Get BOTH in These New Improved Higher Potency
VITAMINS "M"
A complete vitamin preparation that gives you all these vitamins A, B, C, D, E, K, PLUS ESSENTIAL MINERALS. Pleasant, easy-to-take capsules provide an abundant source of the important vitamins and minerals that may be lacking in your diet.
ASK FOR VITAMINS "M" AT DAW'S

RESINOL Ointment 29¢
60c Size
Boric Acid POWDER 16¢
1-Lb.

WALDORF TOILET TISSUE
3 Rolls For 13¢
6 Rolls For 25¢
A SCOTT TISSUE

McKesson Milk of Magnesia Tooth Paste 25c Size 2 for 29¢

Let Shopping News Help You To Beat The High Cost of Living! Leading Merchants Offer Many Outstanding Values in this Issue. Read Every Page. Shop Sun Advertisers and Save!

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Delivered Every Thursday

FOURTH YEAR—No. 49

ROCHESTER, N. Y., THURSDAY, OCTOBER 2, 1941

To 75,200 Rochester Homes

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

WHAT'S IN FASHION?

Knitted Suits Have Longer Jackets, Straighter Skirts, Are Cut To Pattern And Tailored Like Wool Fabrics

The little knitted suit is back again, the little suit for town and country that looks so cheerily colorful, so neat and trim no matter how busy your day may be. Always a favorite with the plump, the new knit suits in women's sizes place special emphasis on slenderizing lines, on treatments to balance figures. An extremely clever job of smart styling has been done on knitted suits for the woman who requires a size 38 or up.

The new suits are made of "knitted fabric," that is fabric which is knitted flat and cut by pattern to shape. Through new tricks of weaving, the fabric is said to be stretch and sag proof, yet there is enough "give" retained to eliminate the pull or binding that is so often the complaint of larger women.

Diagonal weaves in solid color knits are one of the new tricks which tend to give slenderizing lines. There is no need for the woman with over generous curves to deny herself a touch of color, too, if she so desires, for some of these new diagonal weaves have a two-tone effect with the darker color forming the minute "rib," and the lighter color the "purl." Among the most striking combinations are blackberry (a luscious purple the color of crushed blackberries) with turquoise; brown with aqua; and black with French blue.

Persian window pane checks is another popular pattern for the two-piece knitted suits. At first thought it might seem that checks or plaids would make a plump figure look even larger, but these Persian pane plaids are so manipulated that they actually have a slenderizing effect. Always the skirt is cut with the plaid or check on the bias, to give a slender hipline. Also this bias cut tends to prevent any back dip or "sit out" in the skirt. Again color plays a major role in giving life to dark, practical suit colors. Black is sometimes highlighted with a window pane check of canyon pink, cream or french blue. Squadron gray or santos brown is teamed with leaf green or canyon pink.

Stripe and plain combinations are again featured for the unbalanced figure, or the figure with the over-large hip. The striped top tends to balance the figure by placing color emphasis above the waistline. Stripes used are sometimes medium in width, sometimes only a suggestion of color. Squadron gray (Continued on Page 2)

Flowers To Vie With Cars At '42 Auto Show

Gorgeous blooms will vie with gorgeous cars for the attention of visitors at the 34th annual Auto Show in the Civic Exhibits Building Oct. 11 to 18. The floral part of the show will not be confined to a single area, as it was last year. This year, on all three of the large exhibition floors, the displays of new 1942 cars will be interspersed with displays of flowers.

The Rochester Floral Trades Association has taken over the entire decoration of the Auto Show, according to Joseph M. Deisinger, president of the group. Attractive garden displays, many varieties of cut flowers, evergreens, festoons of smilax and displays of flowers for special occasions have been planned. The florists plan to treat each floral display in a different manner, so that an all-inclusive exhibition may be achieved. It being Fall, the most numerous single class of flowers will probably be chrysanthemums.

Every leading make of American automobile will be represented at the show by several models, according to Edward C. Schoen, show manager.

The Auto Show will be open from 11 a. m. to 10:30 p. m. daily, including Sunday, throughout the eight-day period, Oct. 11 to 18.

Installment Buying Regulations Clarified

Editor's Note: To clear up whatever confusion may still rest in the buying public's mind concerning certain provisions of the recently imposed curbs on installment buying, the following article is printed to clarify the act.

Contrary to the belief of many, installment plan buying has not been prohibited under the new regulations. You may still purchase on the installment plan any consumer's goods that you can pay for. Under the regulations that went into effect on Monday, Sept. 1, you may be compelled to complete your payments over a shorter period of time, and you may have to make a larger down payment, but you may still do your buying by the easy payment method.

Many items have not been affected by the new rules of buying. These items, known as soft goods, may be bought on any terms that you can obtain. Included in this classification are such things as blankets, books, clothes and many others. The new regulations apply only to what the Federal Reserve Board has termed as "consumers' durable goods," new or used, and to cash loans. Changes in the regulations may be made later.

More Money Down
Following are the new limitations: 1. That the period over which payments may be extended must be no more than 18 months. 2. That larger down payments must be made. 3. That articles traded in cannot be counted as a part of the down payment, except in the

case of automobiles. The regulations apply only to purchases made since Sept. 1.

On these articles the minimum down payment is one-third of the full price: Automobiles, aircraft, including gliders, motors, motorboats, outboards and motorcycles. According to regulations, the following items require a down payment of at least 20% of the full price: mechanical refrigerators, room-unit air conditioners, radio receiving sets, phonographs or combinations, musical instruments composed mainly of metals, and articles designed for household use, such as washing machines, ironers, vacuum cleaners, cook stoves and ranges, heating stoves and space heaters, electric dish washers and sewing machines.

Heating Units Included

On the following articles a minimum down payment of 15% is required: Household furnaces and heating units for furnaces (including oil burners, gas conversion burners and stokers), attic ventilation fans, home air conditioning systems and water heaters, water pumps and plumbing and sanitary fixtures for household use.

A 10% minimum down payment is necessary on new household furniture (including ice refrigerators, bed springs and mattresses, but excluding floor coverings, wall coverings, draperies and bed coverings). (Continued on Page 2)

Fire Thrill Show To Highlight Prevention Week

Special fire drills, safety lectures in the schools and a Fire Thrill Show at Edgerton Park will mark Rochester's part in the national celebration of Fire Prevention Week, October 5 to 11, the Fire Prevention Committee of the Chamber of Commerce announced this week.

High spot of the week's program of events will be the Thrill Show, slated for the outdoor stadium at Edgerton Park on Tuesday at 8 p. m. Co-operating with the Fire Prevention Committee, the Rochester Fire Department and Monroe County Volunteer Firemen's Association will conduct a two-hour show to demonstrate latest fire defense methods.

First glimpse of the dreaded incendiary bomb, now so much in use in Europe, will be given Rochesterians at the show. Members of Rochester's new Fire College, under the direction of Battalion Chief Thomas H. Coates will explode incendiary bomb chemicals to demonstrate proper handling technique.

Picked contest teams from Monroe County volunteer fire companies will race for awards of \$100 in Defense Bonds.

The show is open to the public without admission charge.

In the event of rain, the show will be held on Wednesday, October 8, at the same time and place.

Columbus Day N.Y. Tours Offer DeLuxe Features

No special convention of Rochester public school teachers is listed for New York City over the Columbus Day holiday. But well there might be, for scores of the city's pedagogues are going to spend that holiday in the big city as members of Rochester Sun Tour parties.

Two tours have been arranged for next weekend, one leaving Rochester on Friday afternoon at 3:53 P. M. the second leaving that night at 10:25. The first tour will arrive in New York late Friday night, and the second early Saturday morning.

Of course, neither tour is confined to teachers. But the Friday afternoon tour is expected to appeal particularly to them, as school will be dismissed early in the afternoon.

Tour No. 1 (leaving Friday afternoon) includes railroad transportation to and from New York in modern, air-conditioned coaches. The special New York Central train will have deluxe observation coach, diner lounge and dining cars. Also included in the tour is a three days and three nights stay at the Hotel Lincoln, situated in the heart of the Times Square district of New York. Special sightseeing tours, both by motor coach and steamboat have been arranged at no extra cost, as well as a tour of the NBC radio and television studios and a trip to the roof of the RCA building in Rockefeller center.

Tour No. 2 (leaving Friday night) includes all the features of Tour No. 1 except the Friday night stay at the hotel Lincoln. Two nights and three days are in the No. 2 tour.

Return to Rochester can be made anytime Monday or even later if one desires. The return trip ticket for the railroad is good for twenty days.

Cost of the tours has been held to a minimum through the efforts of the New York Central Railroad and the Hotel Lincoln in New York, cooperating with the Travel Department of the Rochester Sun.

Total cost of tour No. 1, including all the features mentioned in this article is \$20.95 per person, plus 53c Federal Defense Tax. Cost of No. 2 tour is \$18.95 per person, plus 53c Federal Defense Tax.

Prospective tourists are advised to make reservations early for choicest accommodations. All reservations should be made at The Rochester Sun, 420 Burke Bldg., 5 St. Paul St. If you cannot come to that office in person, phone Stone 6001 for complete details and reservations, which will be held for you.

TO HAVE RUMMAGE SALE

Members of the Open Door Spiritualist church will hold a rummage sale at 333 Central Ave. today, tomorrow and Saturday.

NOW! YOU CAN AFFORD LUXURIOUS WINDOWS!

Lauer's
50 STATE ST.
VENETIAN BLINDS



SENSATIONAL AT \$2.29

Cash . . . Charge or Budget

14 SIZES 23 TO 36 INCHES WIDE (extra sizes slightly higher)

Dress Your Windows As a Decorator Would

THRILL TO WINDOWS WITH A PROFESSIONALLY-DECORATED LOOK!
... beautify your entire house with smart Venetian Blinds at just a TRIFLE more than the cost of good window shades!

- DURABLY CONSTRUCTED . . . of sturdy Ridgelo Boxboard Slats. Wood reinforcement prevents warpage.
- 2-WAY ADJUSTMENT . . . top or bottom opens independently . . . privacy with ventilation!
- REMOVABLE SLATS . . . make cleaning easier. Dust them or wash them quickly, easily!
- SELF INSTALLATION . . . just hang them on window-shade brackets—your own or those which we include.

• GUARANTEED . . . by Good Housekeeping as advertised therein! Free of all mechanical defects, or Lauer's will replace them within 90 days! Tested Washable by Ivory Flakes!

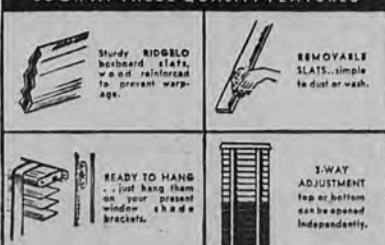
ALL SIZES . . . IMMEDIATE DELIVERY

NOTE: For correct size bring tip to tip measurements of present window shades or inside window casing measurement.

LAUER'S OPEN TONIGHT!

And Every Thursday Night

LOOK AT THESE QUALITY FEATURES



SHOP TONIGHT!

McFarlins Will Remain Open 'Til 9 P.M.

WARM 'SNAPPY WEATHER'



SPECIALS for Students

V-Sleeve Poplin Jackets

Lightweight, water-repellent tan poplin. Tailored with our exclusive new V-shaped sleeve for full freedom of action. Zipper front. Sizes 10 to 22.

\$4.50



Ox-Cord Corduroy Slacks

Combining all the comfort, wear, and good looks needed to make students "slack happy." Famous Ox-Cord corduroy in tan, dark brown, teal blue. Pleated fronts. 26 to 32 waists.

\$4.50



Red Flannel Shirts

Students see red and like it . . . as featured in these new long-sleeve in-or-outer shirts of warm heavy cotton. Button front. Button-down pockets. Convertible collar.

\$1.50



FREE PARKING for Our Thursday Evening Patrons

Shop between 5:30 and 9 . . . take advantage of the free parking allotted our customers in our Downs Street Station at the rear of store.

McFarlin's

McFarlin Clothing Co.

195 MAIN STREET EAST

"WHERE THE GOOD CLOTHES COME FROM"

Holy Communion For Peace Planned By Charlotte Parish

Parishioners of Holy Cross Church in Charlotte will have a special Holy Communion for

Peace next Sunday at 8:15 a. m. Men's Club of the church will meet in the church auditorium on Latta Rd. at 8:15 p. m. Monday. Ladies' Night festivities will be held with Paddy Hill Players, Campbell's Hawaiian orchestra, refreshments and prizes as special features.



... Another Shipment
Just Received!

LADIES' Covert or Tweed REVERSIBLES

Specially
Priced For
Limited Time **\$10⁹⁵**

THE SPORT SHOP

23 SO. CLINTON (opp. Hotel Seneca)
OPEN EVERY EVENING UNTIL 7:30
OPEN THURSDAY UNTIL 9

Work-a-Day Washables



Heart Apron No. 2909, sizes small, medium and large. Requires 1 yard of 39-inch fabric with 2 1/2 yards of tie-back for any size. Patriotic Apron No. 2540, sizes small, medium and large. Medium size, 1 1/2 yards of 39-inch fabric with 1 1/2 yards of contrasting. Princess Dress No. 3402, sizes 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 40, 42, and 44. Sizes 36, 4 yards of 39-inch fabric for dress; 1 1/2 yards 28-inch fabric, 5 1/2 yards braided for apron. Easy Sleeve Dress No. 3127, sizes 16, 36, 38, 40, 42, 44, 46, 48 and 50. Sizes 36, 2 1/2 yards of 39-inch fabric with 1 1/2 yards of contrasting for collar. Send FIFTEEN CENTS (15c) (cash preferred) for EACH pattern. Write plainly YOUR NAME, ADDRESS AND STYLE NUMBER. BE SURE TO STATE SIZE YOU WISH. Address PATTERN DEPARTMENT, Rochester Sun, 420 Burke Bldg., Rochester, N. Y.

Knitted Suits ...

(Continued from Page 1)

and on pianos and household electric organs. Thus far, no limitations have been placed on the down payments for other materials and is one of the more important colors of the season, and a squadron gray jacket striped with red and green teamed with a solid gray skirt is a favorite. In solid colors featured, marine blue, santos brown, timber green, blackberry, army blue, Chilean wine and squadron gray head the list. Saddle stitching adds a sparkle to many

plain colored suits, and is sometimes used to form plaids. In general, the silhouette follows the trend to straighter lines. Skirts are straight looking, with walking comfort achieved by pleats. Jackets are uniformly longer, and tailored as deftly as those of wool suits.

N. Y. Tour ...

(Continued from Page 1)

services in connection with repairs, alterations or improvements on property as far as existing structures, provided the deferred balance does not exceed \$1,000.

Sale Continues!

LEFT'S FIRST ANNIVERSARY SALE

Continues this week! Better hurry for these record breaking values. Open Thurs., Fri., and Sat. until 9.



BOYS' & GIRLS' LEGGING SETS

REG. \$10.95

\$5.95

• Hundreds of thrifty mothers look advantage of this spectacular offering last week but there is still an ample selection ... many with matching hats. Buy now and save.

GIRL'S COATS

Season's newest colors and styles ... and they're plenty warm too. Sizes 7 to 16, many reversibles included, values to \$10.95. **\$5⁹⁵**

GIRL'S HATS

As stylish as mother's. Large assortment of colors ... an outstanding anniversary feature. Made to retail for \$1.95. **75c**

BOY'S & GIRL'S SWEATERS

Warmth, style and long wear ... that's why these sweaters, made to sell for \$1.95, are such bargains. Sizes 1 to 16. **75c**

Everything ... From Tots To Teens

You're Right When you Buy at
LEFT'S
126-128 CLINTON AVE. S.
NEXT TO LOEW'S THEATRE - - - - - FREE PARKING

CLOSE-OUT! JUST 6 ELECTRIC DRYERS FOR CLOTHES & DIAPERS

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\$3⁹⁵

UTILITY
CABINET

CLOTHES
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ROOM
HEATER

No More
Available
When These
Are Sold!



- Dries 8 to 12 diapers in a few minutes.
- Quick drying action, safe, sanitary, prevents odor.
- No more trips (with diapers) up or down stairs.
- Dries stockings, gloves, lingerie quickly.
- Ideal for use as bathroom heater or utility cabinet.

SPECIFICATIONS

- Durable, baked on white enamel finish, black grille base.
- Measures 42" tall 18" wide 11" deep.
- Three adjustable plated rust proof racks.
- Plug in to nearest wall socket (A.C. current) to get quick action.
- Steady stream of warm air instantly circulates through the newly washed clothing.

MAIN 7900

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ROCHESTER Murder Solved Because "He Wrote It for the Movies"



Rochester police thought at first that two separate men set out to kill Joseph Provenzano the same night. Two men had fled from the house, and two motives existed for Provenzano's death—the Black Hand, and his faithless wife.

At first the investigation bore this out, for it led to Provenzano's best friend who wrote love-letters and read a movie scenario—and the whole plan was changed. Instead of two men, police looked for one, a man who bargained with a woman's promise of love.

How the police went after that man, and the astounding things they uncovered about the four-sided triangle, all are revealed in the first complete, detailed story of this case ever to be published. It's called, "He Wrote It for the Movies, But—" and it's in the November issue.

INTIMATE DETECTIVE STORIES

Magazine. It's a startling story, with every word of it true. Buy a copy of that issue now.

AT ALL
NEWSSTANDS **15c**



Intimate DETECTIVE Stories
LOOK FOR THE BRAND NEW LARGE-SIZED MAGAZINE

Liberty Article Discusses Lindbergh Political Prospects

Does Lindbergh plan to enter politics? Fred Allhoff discusses this question in a provocative article in the current Liberty Magazine. In "Will Lindbergh Run For Senator In Minnesota?" the author explores the pros and cons of what may be an exciting political mix-up. "How Thyssen Was Kidnaped" by Valerie Marcu, another feature of the current Liberty, is said to be an uncensored report of the mystery of the famous German's fate. Readers of the recent series of articles by Thyssen in Liberty will be interested in this document.

Howard Sharpe relates the ten best gags of Al Jolson. Frederick L. Collins continues his enthralling series of articles about the Windsors, and George Sokolsky and Walter Karig discuss the South American question pro and con, two sides of a question about which wisdom is needed.

DONATES DOOR PRIZE

Door prize for the opening Bingo party of the fall season at Our Lady of Perpetual Help Church, Joseph Ave., which will be held on Friday, October 10, is a portable Philco radio donated by the Furstoss Appliance Co., Chili Ave.

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-TERS CHEMICAL COMPANY has been serving the women of America for over half a century. **50c** and up

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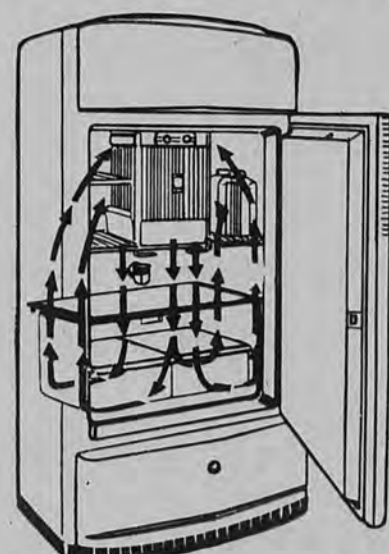
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- ★ Protects vitamins and food values!
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There's a greater saving in food, more scientific refrigeration, and greater convenience in Humidaire than any electric refrigerator has ever offered before, at anywhere near the price. The big, humid compartment is constantly chilled by a free circulation of cold air, which passes between the walls of the compartment and the liner of the refrigerator. You have safe, cold and moist storage for leftovers in the lower compartment, and safe, cold and dry storage for fresh meats and canned goods above.

Humidaire Sixes and Eights have all steel cabinets! Durable exterior finish! 1 piece porcelain enameled interior with acid and stain resistant bottom! Removable high humidity compartment, new flanged system for controlled, constant cold! Stainless steel freezer, dial cold control with automatic re-start after defrosting, interior light, two water bottles! Touch-Bar opener, Manna Unit door liner of white plastic! Roto Seal Unit.

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To test milk for adulteration, dip a polished knitting needle into the bottle. If the milk forms a large drop at the end of the needle, there is very little water in it, if the milk runs right off, it has been mixed with water.

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Have Your Furnace Made GAS-PROOF.

Why put up with that extra cleaning this winter when the furnace is going? Why expose your family to the danger of deadly carbon monoxide? A mere trace of this odorless gas in the air causes headache and sluggishness. Have your furnace gasproofed NOW. Prices are at their lowest.



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Three Feathers has richness in reserve... flavor that keeps a perfect Whiskey Sour tasting heavenly satisfying! It's Flavor-Protected!

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Three Feathers tonight for a new adventure in drinking enjoyment.

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Ed Wynn's Singing Star



Prominent in the large cast Ed Wynn is bringing to the Auditorium with his new show "Boys and Girls Together," is Marjorie Gainsworth, singing star of the show.

Famous Two-Piano Team To Play With Philharmonic Here

Most important of the newcomers to the forthcoming Rochester Philharmonic concert series this season will be the famous two-piano team of Gaby and Robert Casadesu, brilliant French artists.

They are scheduled to appear in the Eastman Theatre as soloists with Jose Iturbi and the Philharmonic on Thursday evening, December 18.

Famed individually as pianists, the Casadesu team is equally successful when it offers a limited number of special duo programs during each season.

Robert Casadesu was born in Paris of a family celebrated in the musical world for generations. He has been hailed by critics in the United States as one of the finest living pianists. His wife, Gaby l'Hote, in Marseilles, also comes of a highly musical family. Both received their major training at the Paris Conservatory, where they met and were married. One critic said of their playing:

"The famous couple won, very rightly, a triumph for their superb and delicate interpretation of the Mozart two-piano concerto. They played with such sparkling unity that, shutting one's eyes, it was difficult to tell to tell who was playing the solo or leading the play. Their rhythm and sense of dynamics touched perfection."

In addition to these artists, the Philharmonic will present five other programs with soloists. These include:

Don Cossack Chorus, Alexander Kipnis, Argentinita Dancers, Edwina Eustis and Paul Althouse, and Zino Francescatti.

Iturbi, who will be directing his sixth consecutive year with the orchestra, will wield the baton at eleven of the twelve concerts, with his associate, Guy Fraser Harrison, taking over the twelfth.

The advance purchases and

reservations for the season it at record heights now. The series sale will continue until November 2, with the opening concert set for November 6.

To bake potatoes in half the usual time, leave them in boiling water for 15 minutes before putting them in the oven.

When boiling ham or roasting beef, stick several whole cloves into the meat. It will add a lot to the flavor. To make a ham tender, leave it in the water in which it has been boiled, until it is cold. This will also make it juicier.



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Boys' Fall Jackets \$2.95

A big variety of this season's most popular jacket styles. Two-tone wools, corduroys and wool with suede sleeves. Zipper breast pocket, 2 large slash pockets. Real values.

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- Boys' Winter Underwear 35c

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YOU know what the average low-price clothes are: You've seen them! And no doubt you've seen these, at The National . . . and know the difference! Every one of them is a brand new, this-season style! They're fresh, stylish and carefully tailored! They have the look of clothes that cost a lot more . . . and we don't mind telling you, they're made that way purposely! Take a little time off to-night (we're open 'til 9) to try a few on. They're suit and topcoat values you'll be glad to know about.

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ROCHESTER'S SHOPPING NEWS

Published every Thursday by the Rochester Sun Corp. 5 St. Paul St., Rochester, N. Y. C. C. Gerling, Pres.; Wm. A. Pratt, Vice-Pres.; V. A. Moran, Sec.; Wm. G. Bromley, Treas.

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Modern Ranges Make Broiling Popular

Broiled foods have a flavor and texture all their own that is appealing to most people. Modern ranges make it possible to broil as easily as the top of the range or the oven may be used. Then too broiled foods can be cooked in a short time, so that they are especially good when time is an element.

Any cooked left-over vegetables may be reheated in the broiler pan and many times additional seasonings may be added to change or bring out the flavors. Various fruits may be broiled very successfully and add that extra touch to broiled meats. Pineapple slices, bananas and canned pears, peaches or apricots are very nice.

Then too, for broiler meals as a rule, all of the preparation can be done ahead so that it is a matter of only 20 to 25 minutes for dinner to be ready for the table. These meals are also very economical so there is another reason why they should be tried out.

Fall Broiler Meal

1 c cooked corn 4 thick slices
1/2 c chopped tomatoes
green pepper 1/2 c grated soft
6 bananas 1/2 c cheese
12 slices bacon

Mix the corn and green pepper. Dip the bananas in lemon or grapefruit juice and wrap each banana in 2 slices bacon. Preheat broiler pan and rack for 5 minutes. Brush bottom of pan with butter, add corn and green pepper, season with salt, pepper and paprika. Arrange the bananas on the rack over the corn. Broil 6 minutes, then turn and arrange tomato slices on rack. Dot with butter and when hot, add cheese and broil until nicely browned and melted. Serve on a platter and garnish with cress.

Mixed Grill

1 lb. ground beef 6 small cooked
1/2 lb. salt potatoes
1 c pepper 1/2 c butter
1 c chili powder 2 T. mayonnaise
1/2 lb. cheese 2 T. mayonnaise
12 slices bacon

Household Hints

You can get whole kernels with unimpaird flavor from pecan nuts by boiling the whole nut in water for about 15 minutes, and then draining and cooling them before removing the kernels.

If you've wondered what size cans to buy, you'll want to keep this list:
8-oz. size, 1 cup; picnic, 1 1/4 cups; No. 1, 2 cups; No. 2, 2 1/2 cups; No. 2 1/2, 3 1/2 cups; No. 3, 4 cups; No. 10, 12-13 cups.

Are you in the midst of making a chocolate recipe calling for 2 squares of chocolate and you find you only have cocoa? 2 squares of chocolate equals 4 T. cocoa plus 1 T. fat.

When a cake gets brown too quickly, cover it with a piece of light brown paper and reduce the heat of the oven—thus the cake will be well baked but the top cannot become too brown, or burnt.

Ink spots are readily removed from the fingers with vinegar and salt.

The LINCOLN Stores



Think of Saving \$4.07 on
"Parker-Wilder" Woolen
Plaid Back Tweed Winter
Coats!

Regular \$12.95 Sport

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\$8.88

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NECKWEAR, that should sell for 59c 35c



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Autumn colors of beige, heather, jockey red, dark green, brown and tan. Sizes 34 to 40.

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Wide selection of styles and colors. Sizes 24 to 30.

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36 in. Dustite Cretonne, reg. 29c value 22c yd.
39 in. Unbleached Sheeting, reg. 15c value 12 1/2 yd.
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Capeskin or Pigtex
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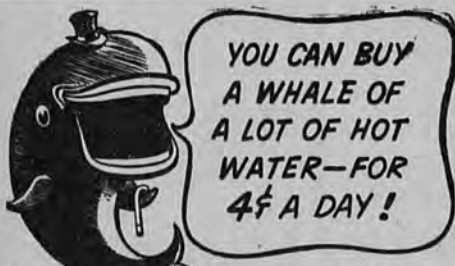
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Movie Guide

All Pictures Listed Now Playing Except As Noted

starts Friday

starts Saturday

ROCHESTER — "Honky Tonk", Clark Gable, Lana Turner, "Tillie The Toiler", Kay Harris, Wm. Tracy.

PALACE — "The Little Foxes", Bette Davis, Herbert Marshall, "Gus Kild", "Minister Devil", Walt Disney Cartoon.

CENTURY — "Law Of The Tropics", Constance Bennett, Jeffrey Lynn, "Parachute Battalion", Robert Preston, Nancy Kelly, Edmund O'Brien.

REGENCY — "Sun Valley Serenade", Sonja Henie, John Payne, Glenn Miller and his Orchestra, "Dressed To Kill", Lloyd Nolan.

CAPITOL — "Aroma of the South Seas", Jon Hall, Dorothy Lamour, "Father Takes A Wife", Adolph Menjou, Gloria Swanson.

TEMPLE — "Under Strange Stars", Gene Autry, Smiley Burnette, Carol Hughes, "Gambling Daughters", Cecilia Parker, Roger Pryor.

RIVIERA — "Wild Geese Calling", Henry Fonda, Joan Bennett, "Whistling In The Dark", Red Skelton.

EDGEMOOR — "Barnacle Bill", Wallace Berry, Virginia Weidler, "Sweetheart Of The Campus", Ruby Keeler, Harriet Hilliard.

STATE LIBERTY — "Manpower", Edward G. Robinson, Marlene Dietrich, "Blondie In Society", Penny Singleton, Arthur Lake.

MADISON — "Blossoms in the Dust", Greer Garson, Walter Pidgeon, "Two Many Blondes", Rudy Vallee, Helen Parrish.

MONROE — "Caught in the Draft", Bob Hope, Dorothy Lamour, "Blondie in Society", Penny Singleton, Arthur Lake.

CAMEO-WEST-END — "Barnacle Bill", Wallace Berry, Virginia Weidler, "Cracked Nuts", Mische Auer, Una Merz.

VERSIFFER — "Barnacle Bill", Wallace Berry, Virginia Weidler, "Cracked Nuts", Mische Auer, Una Merz.

JOHN HOWARD, Binnie Barnes.

GRAND — "In The Navy", Abbott Costello, "Scattergood Pulls Strings", Guy Kibbee.

FLARE — "Blood and Sand", Tyrone Power, Linda Darnell, Rita Hayworth, "The Big Store", Mark Broe.

Vacant Property Survey Undertaken By Defense Group

Registration of all vacant property at the Homes Registration Office in the Fay Building at Spring and Fitzhugh Streets was urged this week by the Rochester Defense Council.

The suggestion to register vacant property, whether for sale or for rent, went out not only to real estate operators but private owners as well. Constant inquiries for all types of dwellings are said to be received at the Homes Registration Office and, consequently, a complete vacancy file is needed.

The office has been established by the Defense Council for the sole purpose of creating a clearing point for those seeking property to rent or buy and those having such property available.

At the request of Harry F. Thomas, president of the Real Estate Board of Rochester and a member of the Defense Housing Committee of the Council, realtors have listed their vacancies. Those applying for rentals and purchases at the Homes Registration Office are simply referred to the realtor handling the property or the individual owner. This arrangement has the approval of the Real Estate Board.

The Homes Registration Office has been established as a defense measure to help provide adequate housing facilities for defense workers and others. Its files contain all types of dwelling places.

To meet the steadily increasing demand, those who have vacancies of any kind are urged to list them immediately. To list these vacancies or inquire about available property call at the Homes Registration Office in the Fay Building at Spring and Fitzhugh Streets, or telephone Main 6761.

WHO IS THE RICHEST MAN IN AMERICA?

Whoever He Is He Cannot Buy Finer Foot Comfort Than You Can Get for 25c at Any Drug Store.

It's a fact—a millionaire with all his millions couldn't buy greater foot comfort than comes in a 25c package of Rest-Eas Colloidal Sulphur Foot Bath.

It's amazing how fast it cools and soothes tired, burning, perspiring feet. How it draws out acids and soreness, softens up corns and calluses—you can peel them off layer after layer. And it's marvelous for "Athlete's Foot"—soothes and heals the raw, burning skin. Get a package today—and put rest in your tired, aching feet. 25c—50c—\$1. Daw and Key Drug Stores.

VERY SPECIAL

Hollander Sable Blended Northern Muskrat Backs Black Persian Lamb Coats Value \$275 Your Choice

\$189

Persian Lamb Paw and Mar-Mink

\$119

Value \$169

CLIFFORD FUR CO. 1283 Clifford Ave. 1 Block East of Portland

The Big Basement SIBLEY, LINDSAY & CURR CO.

Here's Your Coat!

With Plenty of Style and Value at a Price Bound To Please Your Budget. Our Selection? It's Tremendous in Beautiful Dress and Sports Styles!

BASEMENT READY TO WEAR

Styles Taken Right From Fashion Magazines and Brought Down To Your Budget!

Fur Trims \$29.95

Plus Tax

- Beautiful Fur Trims of Mink Dyed Marmot, Squirrel, Fox Paws, Manchurian Wolf, and Others!
- Look for Soft Rounded Shoulders, Careful Styling, Tailoring and Finishing That Belie the Price!

Styles you can wear with pride and sureness! We've dozens of models in fashionable black as well as the fastest selling colors of the season all expertly trimmed with good looking, long wearing furs. Plenty of models in youthful women's sizes, in smart black, too! Reused and reprocessed wool and rayon blends. Dozens of smart high cost details you won't expect for just \$29.95. Sizes range from 12 to 20; from 33½ to 51½.

You're Smart and Comfortable in This 2-IN-1 All Temperature

ZIP-IN LINING COAT \$18.95

Blow warm, blow cold—one coat can keep you happy and warm! It's the coat whose lining zips out—or in with a flick of your wrist. Double or single breasted styles in camel color wool. Rayon interlining. 12 to 20.

OUR CONVENIENT BUDGET PAYMENT PLAN is an excellent way to pay for your coat. No down payment on purchases of \$15 or over.

Superlative Beauty, Superior Warmth in Beautifully Styled Fabric Fur 'Arctic Kurl' Coats \$29.95

- "Neva-Kold" Chamois Fabric Built-in Back, Lends Warmth Without Weight
- Snug Knitted Wristlet In Open Sleeves Keeps Your Arms Warm As Toast

Smartly styled, 1941 boxy or fitted models in fabric of lustrous beauty make these coats a real value at \$29.95. You'll find the finest of tailoring inside and out with extra wide lap-overs for snug comfort. Long wearing rayon satin linings. We have them in black, brown or fashionable grey. Sizes from 12 to 20; 38 to 44.

If Fur Is What You Want See Our Deluxe

SEAL or BEAVER DYED CONEY \$62.95

Soft rounded shoulders and the newer, smaller, more feminine collar mark these coats as distinctly 1941. Straight or bishop sleeves. Every coat is finished with a "Guardian Gloss" process that makes it water repellent. Carefully lined with fine quality rayon satin. Brown or black. Sizes: 12 to 20; 38 to 44.

BASEMENT READY TO WEAR

ABLE 13



If You're Casual-Minded You'll Love Our Exclusive "Jonny"

SPORTS COATS \$12.95

Flash styles you long for at a down-to-earth price! We've dozens of them in plaids, checks and herringbones to delight your heart and bless your budget. Boxy, fitted and Hollywood loose back styles in every color. Reprocessed wool, rayon, new wool and cotton blends. Rayon lined. 38 to 44.



Milk Used For Reducing As Well As Weight Gaining

TESTED RECIPES SUPPLIED

BY R. G. & E. HOME
SERVICE DEPARTMENT

Milk may truthfully be called the "magic" food product. It is prescribed for infants as well as for grandparents. It is probably the only food that is used for both reducing and for putting on weight.

Why is it that we all need milk in our daily diets? First of all, milk is nature's most nearly complete food and no one ever outgrows the need for the vital elements milk contains. The vitamins in milk as A, B and G not one but three of the essential vitamins we need daily. They give us vigor and vitality they help build up our resistance to colds and other infections.

Minerals are of equal importance with vitamins. Calcium and phosphorus are most essential to strong teeth and sturdy bones. Milk contains all these.

Considering the benefits it bestows upon us milk is one of nature's cheapest foods. If your family doesn't care for milk out of a glass, you can combine it with other ingredients to make various delightful and healthful dishes.

Raisin Pie
Temperature: 425 Degrees F.
Time: 30 to 40 Minutes
1 egg
1 c sugar
1 c thick sour
milk
Beat egg, add sugar, then add rest of ingredients. Pour into a pastry lined tin, cover with a top crust and bake in a pre-heated oven.

Vanilla Cream Filling
1/2 c sugar
1/2 c flour
1/2 t salt
2 c hot scalded
milk
2 eggs
1 t butter
1 t vanilla
Mix sugar, flour, salt. Pour the milk over them, stirring constantly. Cook over boiling water 15 minutes, stirring constantly until thickened. Beat

eggs slightly and add 1/2 c of hot mixture to them. Pour into remaining mixture and cook for 2 minutes. Add butter. Cool, add vanilla. Use as a filling for cakes, pies, cream puffs, etc.

BOSTON CREAM PIE
Spread vanilla Cream Filling between layers of standard butter cake. Dust top with confectioners' sugar.

Base For Ice Cream
1 qt. milk
2 c sugar
1/2 t salt
Scald milk in double boiler. Mix sugar, flour and salt, add to the milk and cook 10 to 15 minutes, stirring until mixture thickens. Pour into a jar and store in an automatic refrigerator until needed for use. Makes 5 cups.

To Make Ice Cream From Base
1 c base
1 t vanilla
Fold base and vanilla into thickly beaten cream. Pour into the trays of an automatic refrigerator and freeze 2 to 3 hours.

Peach Ice Cream With Base
1 c peach pulp
2 drops almond
1 c heavy cream
1 c base
1 t vanilla
Force peaches through a sieve to make 1 c peach pulp. Add the almond extract and fold into the base. Fold into the thickly beaten cream and pour into the trays of an automatic refrigerator. Freeze to a firm mush. Beat well, return to freezing compartment and freeze 2 to 3 hours.

To prevent peaches, pears, apples, etc., from discoloring while peeling, drop them into a solution of salt and water (1 tsp. salt to a quart of water).

When scalding milk, rinse the pan out first in hot water. This prevents the milk from sticking to the pan.

Household Hints

Have you ever found a short cut for a certain task and wished you could tell everyone about it? If so, you'll be interested in some of the following hints which should be of some help.

Do you find that brown sugar gets hard? When the box is first opened, wrap sugar in waxed paper and place it in an air-tight container.

If recipe calls for sour milk, and only sweet milk is available, add 1 T. of lemon juice or vinegar to each cup of milk. Stir it in and you have what equals a cup of sour milk or buttermilk.

Chilling pie shells or pastry before baking sets the shortening, which helps to prevent the crust from being soaked, and it

also improves the flakiness and flavor.

If gravy contains those little white lumps, try shaking the mixture of flour and water in a small jar with a tight lid until all lumps disappear. This helps to insure a perfect gravy.

We often want to interchange all-purpose flour and cake flour. One cup of cake flour equals one cup of all-purpose minus 2 T. (1 c. all-purpose flour equals one cup cake flour plus 2 T.).



Now Taste the Finest
GREEN RIVER
in All its Fifty Years!



The Whiskey Without Regrets
GREEN RIVER
America's Smoothest Whiskey
Blended Whiskey, 86 proof, 75% grain neutral spirits, Oldtime Distillers Company, N.Y.C.

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

GET THIS NEW Jibby Knife-Edger
ABSOLUTELY NEW
A NECESSITY IN EVERY HOME
Genuine Rimac Flexstone puts smooth, sharp edge on dullest knife quickly and easily.
Send Only 25c and 3 Ideal Dog Food Labels to
WILSON & CO. Chicago
Box 6170
See Dealer for Order Blank

WEGMANS WEEK END MEAT VALUES



WEGMANS ARE
ROCHESTER'S LARGEST
MEAT RETAILERS...

TENDER JUICY FLAVORFUL ROASTS

**SHOULDER
Beef**

Tender
GENUINE SPRING
**LEGS O'
LAMB**
lb. 27c

21c lb.

HAVE YOU TRIED WEGMANS TASTY NEW

MAYONNAISE . quart 39c

12 OZ. CANS LION BRAND
BEER or ALE . . 3 cans 25c

12 OZ. BOTTLES FRONTIER
BEER or ALE . . 4 bot. 25c

CAMPBELLS TASTY APPETIZING
TOMATO JUICE 4 cans 25c

28 OZ. BOTTLES ASSORTED IMPERIAL
SOFT DRINKS . . 4 bot. 25c

2 OZ. BOTTLE
Baker's VANILLA . . 33c

TASTY SILVER SKILLET CORNED
BEEF HASH . . . 2 cans 27c

CRISP DELICIOUS APPETIZING
DILL PICKLES . . quart 15c



THRIFTY ROCHESTER
HOUSEWIVES SERVE
**Kilbourn Hall
COFFEE**

Try Kilbourn Hall Coffee. If you do not believe it to be the equal or better than any other coffee selling for as much as 10c a pound more, Wegman's will give you double your money back!

Wegmans
HOME OWNED FOOD MARKETS
FREE PARKING FOR CUSTOMERS

**YOUR OLD FURNITURE IS
WORTH MORE CASH NOW**



**MAXIMUM TRADE-IN
ALLOWANCES HERE!**

Make Your Old Furniture Pay for

**COME TO OUR GREATEST FALL
FURNITURE SALE!**

NEW

NO
TAX
On
Furniture
Or Floor
Covering

More Now for Your Money

YOUR old furniture enjoys top Trade-In value at Burke's right now. And you save an additional 15% to 40% due to the lower prices of Burke's Annual Fall Sale which is in full swing.

LOOK AROUND YOUR HOME

Make notes of any of your old furniture that you might like to replace with new. Then come to Burke's... or simply fill in and mail the coupon at the left. Without cost or obligation to you, Burke's will inform you as to how much your old furniture is worth towards the purchase of new.

ACT AT ONCE!

Cash in on this maximum Trade-In allowance offer while Burke is striving to meet the demand for used furniture. When stocked up with Trade-Ins, such large allowances cannot be continued. Time is limited!

OUR HUGE FALL SALE . . .

Annual Fall savings of 15% to 40% should, in themselves, bring you to Burke's for any new furniture needs. If you have any old furniture to Trade-In, there is just that much more reason for coming here now.

Terms To Suit You

Pay as You Earn . . . Burke's Modern Way

Burke's 34 South Ave.

WANTED!

- LIVING ROOM & BEDROOM SUITES • SPRINGS
- MATTRESSES • SECRETARIES • ICE BOXES
- DINING ROOM SUITES • RUGS • BOOKCASES
- ROCKERS • ODD TABLES • STUDIO COUCHES
- RANGES • FOLDING BEDS • ETC.

REWARD!

YOUR old furniture, regardless of its age, make or condition, is worth money to you in trade here. For an appraisal come directly to our store; or, if you can't come in, phone Stone 2004 or mail the coupon below.

NO
TAX
On
Furniture
Or Floor
Covering

BURKE'S, 34 South Ave., Rochester, N. Y.
Without cost or obligation, please send one of your furniture appraisers to my home.

I AM THINKING OF TRADING IN . . .

NAME APT.
ADDRESS PHONE
CITY

Open
Tues.
Thurs.
Fri.
Eves.

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ROCHESTER'S LARGEST POPULAR PRICED STORE

USE EDWARDS CHARGA-PLATE IN THE RED CASE

Shop! Compare! Get Your Share of these Friend-Making Values — Friday and Saturday



Non-Sag Washable HASSOCKS

Reg. 1.29 **\$1.08**

Made of a special Du Pont fabric that will not crack or disfigure. Plain colors of green, red, brown or blue. Others in smart combination colors. Fine value on today's market!

EDWARDS—Second Floor

Bucilla Wondersheen
Ideal for making bedspreads, table cloths or other home needs. Natural color. Reg. 55c. 700 yd. hanks. **44c** Hank

Fleisher's Silver Glow Yarn
This is a jumbo size yarn used for making heavy sweaters on large needles. All colors. Reg. 50c a hank. **39c** Hank

Fleisher's Krinky Crepe
Especially good for making two-piece dresses. All of Fall's newest colors with contrasting nub. Regular 50c! **29c** ball

EDWARDS—Second Floor

Big, Plump, Kapok Filled Living Room PILLOWS

Reg. 1.19 **88c**

Square and oblong styles. In beautiful, long-wearing materials. And such wonderful colors — fall's newest ones. Fringe or cord trims on every pillow!

EDWARDS—Second Floor



Baby Bunting Yarn
A discontinued line that was made to sell for 55c a hank! Soft, silky — just what you want for baby things. **15c** Hank

Pillow Cases to Embroider
Regular \$1 stamped pillow cases to embroider for yourself or for gift-giving. Easy single design. **88c** Pr.

Krink-A-Lane Yarn
No better yarn for making children's sweaters. Have it in Fall's newest, smartest colors. Regularly 50c hank. **29c** Hank

EDWARDS—Second Floor

All Leather Brief Cases



Anniversary Sale Price! **\$1.59**

Each case complete with strong straps, lock, key and 3 roomy pockets. The same style case, in Du Pont's Zaflex, also 1.59. Either is an excellent buy on today's market!

EDWARDS—Street Floor

Leather Covered Desk Pads

59c Pad

8 sizes and five smart colors from which to choose! Ordinarily they'd cost you 69c each. Exciting value!

Edwards Special Writing Papers

50c Box

Selected from close-outs of \$1.50 and \$2 papers by Eaton. Many different patterns. Monogrammed, 15c extra.

No. 2 Lead Personalized PENCILS

29c Box of 12

12 pencils to a box. 3 colors to a box: red, blue or green. Your name in gold—at no additional charge.

Assorted Book Ends

79c Pr.

Assorted figures and styles... carved in wood and fashioned in metal. Regularly \$1. Buy now for Christmas gifts!

5 Pc. Onyx Desk Sets

\$4.95

A leather covered pad is included in this set... and you can choose the pad from regular stocks. Reg. \$5.95!

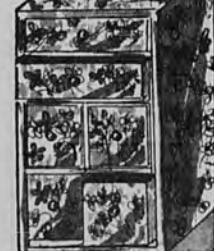
Embossed Paper Napkins

5 Pkgs. 47c

100 napkins in each package. White only. Ordinarily you'd pay 15c for each package. Save 26c on each 5!

Street Floor

6 Drawer Shoe and Lingerie CABINETS



\$1.79

4 drawers for shoes, 2 for lingerie. Covered all over with a washable paper that has a beautiful daisy pattern on it. Seldom priced as low as this!

Rose Navy Wine Green

60-Inch Chintz Garment Bag

\$1.33

Has 30-inch zipper closing. Holds 8 garments easily. Regularly 1.79!

12 Pocket Shoe Bag

53c

Made to match the garment bag above. Regularly 79c.

Pull-Down Hat Stands

3 for 25c

Many colors from which you can choose. Limited quantities at this price!

Women's Shoe Trees

3 prs. 25c

They're best sellers at their regular price... so hurry in at this price!

Velveten Covered Dress Hangers

3 sets \$1

Six hangers to each set. Because they're covered, they leave no creases in clothes.

Ironing Board Pad & Cover

78c

Lengthen the life of your ironing board. Make your ironing easier, too.

Washing Machine Covers

78c

Made of heavy cotton that wears long and well. Inexpensive machine protection.

"Perfect" Pantie & Girdle

59c

Made of rubber. They give wonderful control... yet they're very comfortable.

NAIAD Dress Shields

6 prs. \$1

Regular and crescent shapes. Thrifty way to protect dresses. Regularly much more!

EDWARDS—Notions, Street Floor

3,000 Pounds of "Symphony" Sweet

Double Dipped Chocolates

Worth at Least 49c a Lb.

Reg. Price **29c** lb.



- * Maple Walnut
- * Buttercream
- * Brazil Nut In Cream
- * Coconut
- * Butterscotch
- * Molasses Chews
- * Caramel Cream
- * Raspberry Cream
- * Italian Cream
- * Soft Caramel
- * Honey Cashew Nougat
- * Ginger Cream
- * Orange Cream
- * Pineapple
- * Peanut Cluster
- * Peppermint Patties
- * Raisin Clusters
- * Creme De Mint
- * Snow Balls

Reg. 59c lb.

Pecan Roll

39c lb.

Soft, delicious nougat rolled in creamy caramel and then in fresh roasted pecans. Unusual value!

"Symphony Sweet" Pure

Creamy Fudge

Reg. 40c **29c** lb.

Four tasty flavors—chocolate nuts, vanilla nut, fruit and nut or chocolate marshmallow at this price!

EDWARDS—Street Floor

From Our Own Kitchen

Peanut Clusters

Reg. 30c **29c** lb.

Crisp, freshly roasted peanuts covered with rich dark chocolate. The best you've ever tasted!



EDWARDS DUAL TISSUE

10 Rolls 93c

Super-soft... made of Solka Tissue. Rarely does it sell for this low price... so plan to stock up now while you can save substantially. — 1,000 sheets in each individually wrapped roll.

EDWARDS—Street Floor

Edwards Facial Solka Tissues

2 Boxes 53c

300 large size sheets to a box. White only at this very special Anniversary Sale price!

29c Lenora 2 Bottles 6-Oz. Btl. Shampoo

39c

For just 39c you get a bottle of coconut oil castle soap shampoo and tar oil soap shampoo.

Mary Elizabeth Cold Cream

2 for \$1

A fourteen ounce jar of soothing facial cream. Bought singly, 69c a jar. Or, two jars for \$1!

59c Seamless Rubber Hot Water Bottle

47c

Every home needs a dependable hot water bottle. Here's one that's guaranteed by Edwards!

Regular 69c Fountain Syringe

57c

Made of seamless rubber and guaranteed for one year! Considered good value at regular price!

EDWARDS—Street Floor

Edwards 12 Bars Hardwater Soap

53c

Ordinarily you'd pay 69c for 12 bars. Assorted fragrances in each box. Fine stock-up news!

Un Air Enbaume Bath Powder

59c

A large velour puff is included in each box. This is the same quality that usually costs \$1!

Reg. 59c Trejur Bubble Bath Foam

50c

Four odors—apple blossoms, gardenia, pine or lilac. Have all four at this special price!

Harriet Hubbard Ayers Face Powder & Cream

Both \$1

Fine-textured face powder, plus Ayers famous Luxuria Face Cream. A regular \$2 value!

Big Savings On Compacts

Famous Evans, Houbigant and Rigaud compacts. Buy now for Christmas!

20 Compacts Reg. 1.75... **\$1**
66 Compacts Reg. 2.00... **1.30**
121 Compacts Reg. 1.00... **75c**



Folding Step Stools

\$1.29

The steps fold into the legs easily and compactly. A comfortable stool or a rigid step ladder. Plain wood finish.

EDWARDS—Sixth Floor



Sturdy Bath Hampers

\$2.97

Substantially built as a hamper or bath stool seat. Attractively styled and available in many color combinations.

EDWARDS—Sixth Floor

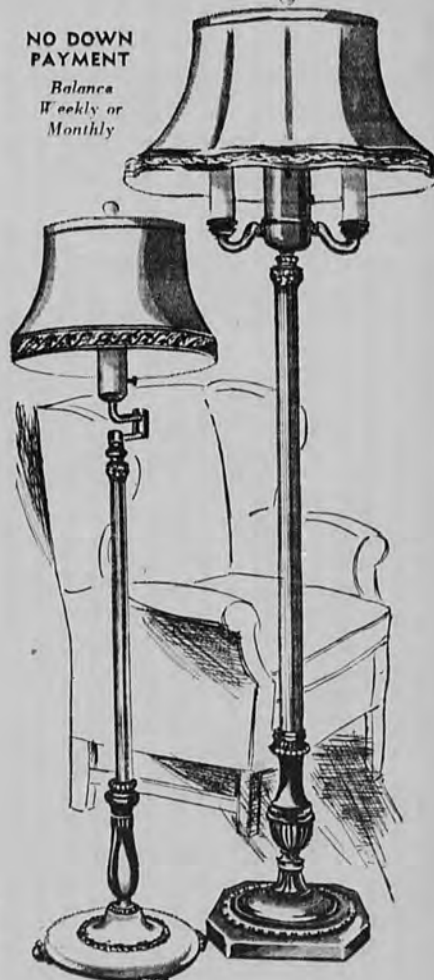


Fine Quality Brooms

73c

All-corn carpet broom... sturdily made to give good and lasting service. Genuine value at this low price!

EDWARDS—Sixth Floor



Reg. \$12.98 Quality **FLOOR LAMPS \$8.89** Each

6-Way Floor and 3-Way Student Bridge

Not skimpy finishes, but heavy bronze or ivory and gold finishes. Not ordinary shades, but beautifully tailored or braid trimmed shades! Wonderful values at anywhere near \$8.89. See them to know their actual beauty!

EDWARDS—Second Floor

ATTENTION ALL WOMEN!

Nina Wilcox Putnam Tells How She Lost 40 Pounds And Shed 20 Years
Dr. Norman Goldsmith Explains His Weight Control Plan That Mrs. Putnam Followed
Every girl and woman who likes to keep a beautiful figure will profit from these articles.
15c Nov. TRUE STORY MAGAZINE Now On Sale

HARRIS NUSBAUM

WE REPEAT
A RECENT RECORD-BREAKING
VALUE EVENT!



GIRLS' COATS AND 3-PIECE COAT SETS

Here they are again—repeated by request! "Buys" you could find only at Nusbaums. Coats are warm, flattering—tailored to keep those smart lines. A huge variety of styles colors—brought to you at a price made possible only by Nusbaum's low-overhead location combined with early purchasing. Fabrics include: fleeces, tweeds, plaids, etc. Colors, Tan, Wine, teal, Navy, etc.

Others \$5.95 to \$19.95

HARRIS NUSBAUM
221-229 JOSEPH AVENUE

WEEKLY BARGAIN SALES

Royalede Shell Paper 3c
J. P. Coats Silk Machine Thread 3c
J. P. Coats Machine Thread 7 1/2c
Fibre Whisk Brooms 10c
Men's Acetate Crepe Ties 16c

COUPON BOX
Big Ball Crochet Cotton 18c
Hair Nets, Double Mesh 2 for 5c
Mechanical Fur Monkeys 12c
Large 9-oz. Can Floral Talc Powder 7c
Choice Any 29c Toy 19c
Adhesive Tape 5c
5% Wool Blanket, 70x80 \$1.09
Ladies Purses 33c

Window Shade Fillers 8c
Window Shades Complete With Roll 22c
Ladies Belts 8c
Large Selection Newly Arrived Toys 88c
Girls' 80 Square Wash Dresses 48c

BILL'S BARGAIN STORE
85 EAST MAIN 100 FEET EAST OF DEMOCRAT & CHRONICLE
Other Bill's Stores at 543 South Ave.-813 Dewey Ave.

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MAGAZINES
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55c PER HUNDRED
MATTRESSES, ALUMINUM, IRON, SCRAP METAL
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Guaranteed Anthracite COAL \$11.60 Ton Delivered
FREE GIFT With Every Order
Guaranteed DUSTLESS COKE \$10.50 Ton Delivered
CLINTON COAL Co. Glenwood 7600

Recovered—Restyled—REBUILT
YOUR LIVING ROOM SUITE
3 PIECE \$34.50
New cotton coverings, new cushions, spring units, new webbing, new fillings, springs tied 8 ways.
Complete Line Nationally Advertised RUGS
WAYNE UPHOLSTERING CO.
74 PARK AVE. MONROE 1404

V. F. W. Monroe Council To Have Smoker At Eagle Hall
First annual smoker of the Veterans of Foreign Wars will be held on Friday, October 17, in Eagle Hall, 22 N. Washington St., beginning at 8:30 p. m. Proceeds from the affair will be used by the council in its youth activities and Americanization work.

Louis B. Goler is general chairman, with Louis Zimmer as his assistant.
Tickets are obtainable from any V. F. W. member, or they can be purchased at the door.

WORLD'S LARGEST SELLER AT 11¢ ALSO IN TABLETS, 3¢ - 100 TABLETS, 30¢ NONE FASTER - NONE SURER
St. JOSEPH ASPIRIN

53 Winters

Yes—for over half a century SIEBERTS installed in aces have breathed comfort and warmth into many, many Rochester homes. We must have what people want—we must give more than satisfactory service—more than ordinary quality. We MUST—or we should not have weathered these 53 years and prospered. For furnace installation or repair drop in and put your problems in our lap—we'll advise you expertly and without obligation.



SIEBERTS
ST. PAUL and ANDREWS ST.
Free Parking Open Evenings
FOR ALL HOME APPLIANCES

IS EPILEPSY INHERITED? WHAT CAUSES IT?
A booklet containing the opinions of famous doctors on this interesting subject will be sent FREE, while they last, to any reader writing to the Educational Division, 525 Fifth Ave., New York, N. Y. Dept. D-151

RUGS 9x12 \$1.00
CLEANED and STEAMED
Rugs, Stairs, Drapes, Washed, Stained, Matted, Damp and Germ-proofed
ELTER CO. Est. 1872
Glenwood 3466—44 Arthur St.

CHAMPION
OPEN TONITE
AND EVERY THURSDAY NITE
'TIL 9 P. M.
FOR THE CONVENIENCE OF THOSE UNABLE TO SHOP DURING THE DAY

REVERSIBLE JACKETS
Men's Poplin And Pile Fabric
\$3.69
Colors: Brown Green

Champion
KNITWEAR CO. 171 ST. PAUL ST.
1/2 Hour Parking at Bill's and Strand Parking Stations

10c Boxes
LUX FLAKES
2 For 15c

1-Lb. Box
EPSOM SALTS
Pure U.S.P.
4c

SAVE on these LOW PRICES

DAW'S
ORIGINAL CUT-RATE DRUGS
OPPOSITE TEMPLE THEATER 56
CORNER AQUeduct 31
1 DOOR FROM 37th ST. 353
CORNER DEWEY 452
AT BULL'S HEAD 880
JUST OFF MAIN 473
NEAR GOODMAN 539
CLINTON AV. S. MAIN ST. E. MAIN ST. N. RIDGE RD. W. MAIN ST. W. N. GOODMAN MONROE AV.

Items in this ad, covered by the New Federal 10% Retail Excise Sales Tax does not include the tax, which, should be added to the advertised price.

DAW'S COUPON
CHOCOLATE MINT PATTIES
FAMOUS PARSONS BRAND
Pound Box 19c
Delicious patties... covered with thick, rich, mild-bitter-sweet chocolate.
(Limit 2-Lbs.)

5c Boxes
Smith Bros. Cough Drops
2 For 5c

30c Size
EDWARDS Olive Tabs.
12c

50c Size
BARBASOL Shave Cream
19c

28c Size
LOVALON Hair Rinse
14c

35c Size
FREEZONE Corn Remedy
16c

TODAY THRU SATURDAY
SEIDLITZ Powders, 12c, 25c Size 16c
BELLARS TABS. 36c
LARGE, 25c Size 49c
HALEY'S M-O 49c
Flum Pin Bottle 39c
PARLUM Mead's, 50c Size 39c
SHOE LACES All Colors 2 pair 5c
MIDOL Tablets, 40c Size 32c
PEROXIDE 4-oz., 10c Value 6c
LAVORIS Mouth Wash, 50c Size 39c
NIPPLES Anti-Colic 5 for 23c
MUM Band-Aids, 10c Size 29c
CASTOR OIL, 2-ounce 6c

DAW'S COUPON
Palmolive SOAP
3 Bars For 13c
(Limit 3)

DAW'S COUPON
FAMOUS P & S FORMULA
Tooth Powder
Lge. 4-oz. Size 16c
Reg. 50c
(Limit of 2)

DAW'S COUPON
SANITARY NAPKINS
25c BOX OF 12 PADS (Limit 2 Boxes)
11c

35c Size
PREP FOR SHAVING Tube or Jar
17c

Scoop!
Single & Double-Edge
RAZOR BLADES
REGULAR \$1.00 PACKAGES
44c
An Extraordinary Value!
Famous DOW Brand—sold everywhere at more than twice this price. Keen, super-bonded blades—made of the finest surgical chrome steel!

DAW'S COUPON
STYPTIC PENCIL For Cuts, Etc., 10c Value 3c
SHAVING SOAP Reg. 5c Cakes 2 for 5c
WILLIAM'S 25c After Shave Talcum 11c
YARDLEY'S Lavender Shave Bowl \$1.00
DURHAM DUPLEX Blades, 50c Pkg. of 5 36c
RAY RIM After-Shave, 50c Size 24c
SHAVE BRUSH Ever-Ready, 25c Value 49c

DAW'S COUPON
FALSE TEETH
FIT LIKE NEW! DENTUR-EZE, the new cushion plastic makes loose plates fit comfortably for weeks. Not a plaster—not a pain. Economical. Thousands of satisfied users. Get a tube of DENTUR-EZE today! Handy-size tube 3¢—New large size 9¢
DENTUR-EZE
Loss weight—Gain vitality
BETENE
A SPECIAL DIETARY SUPPLEMENT
NO DRUGS—NO SEDATIVES
A SURE SAFE WAY TO REDUCE!
BETENE is approved and highly recommended by leading physicians.

DAW'S COUPON
WOODBURY'S Shave Cream
LARGE 35c SIZE (Limit 2)
13c

35c Pint
FLIT Insect Spray
16c

Right Reserved To Limit Quantities
LITTLE LIVER Pills, Apex, 25c Size 8c
MILES ANTI-Pain Pills 21, 83c
PAIN COLD Tabs, 35c Size 22c
HAIR BRUSH Prof. Style, 25c Value 33c
PACKER'S Scalpions, 25c Size 47c
PETROLAGAR All Types, \$1.35 Value 89c
SYRUP OF FIGS 35c, 3-oz. Size 18c
REYON NAIL Polish, All Shades 60c
WHISK BROOMS 35c Quality 21c
PEETO-MANGAN \$1.35 Size 86c
BENEDICT'S Solution, 25c Pint 39c

DAW'S COUPON
Shoe Polish
Black • Tan • Brown • Ox-Blood
Regular Household Size 4c
(Limit of 2)

DAW'S COUPON
FITCH'S TALC
After Shave 9c
For that luxurious after-shave finish, Neutral! Unshave! Show on face.
25c SIZE (Limit of 2)

DAW'S COUPON
WOODBURY'S Shave Cream
LARGE 35c SIZE (Limit 2)
13c

25c Size
CUTICURA Ointment
14c

J. K. POST
Drug Company
Prescriptions
... filled at DAW'S, 51 E. MAIN ST. Near Four Corners

Pt. Bottle
MINERAL OIL Pure U.S.P.
14c

Lge. Size
Lifebuoy Shave Cream
2 For 33c

50c Size
PHILLIP'S Magnesia
19c

Pt. Bottle
WITCH HAZEL
6c

Bottle of 50
ANACIN TABLETS
59c

Department Store Leads Search For Local 'Quiz' Kid

Search for a Rochester child to appear on the nationwide radio program, "The Quiz Kids," has been undertaken here by the producers of the program in cooperation with Sibley, Lindsay & Curr Co.

The boy or girl selected to represent Rochester will receive a free trip to Chicago, accompanied by a parent or guardian, will appear on a regular broadcast as a participant, and will be given a \$100 U. S. Defense Bond, according to the sponsors. In addition, his classroom, as well as those of the other four finalists in the competition to select the representative child, will be given a radio.

To participate in the competition for the trip and the appearance, any boy or girl under the age of 16 may obtain an entry blank at the Quiz Kids schoolhouse of Sibley, Lindsay & Curr Co., or from a salesperson in any of the children's departments there. All entries must be returned by October 18.

The Quiz Kids' New York office will select 125 children from all applications received and these children will be heard in public auditions, like the regular broadcast, which will be conducted in Sibley's the week of October 25-31. Finals in the auditions will be held on the stage of the Palace Theater November 1.

The children will be heard in groups of five, and will be given questions of the same character as those used on the regular radio broadcast. Through process of elimination, the winning children of each group of five meeting each other, the finalists and the child to be designated "Rochester's Quiz Kid" will be selected.

In addition to the first prize, \$50 in U. S. Defense Stamps will be awarded the 25 runners-up and radios will be given the classrooms of the five finalists. The 125 children selected to participate in the auditions will be awarded gold finished Quiz Kids keys.

In connection with the search for Rochester's Quiz Kid, the general public is eligible to submit questions for use in the auditions, for which an additional \$50 in U. S. Defense Stamps will be given, and school classrooms are invited to submit sets of five questions, also to be used in the auditions. For the five best sets of five questions, classrooms will be awarded five additional radios.

The child selected for the appearance will be on the broadcast only once, as a guest. Normally the three highest ranking children of each week's broadcast are invited to participate in the succeeding week's program, but because of the distance of travel involved, the guest child will be eligible for only the one appearance and will not be scored.

Sauerkraut Supper Planned By O. E. S. Chapter

Annual sauerkraut supper and bazaar of the Germania Chapter, Order of the Eastern Star, will be held next Monday evening in the Star Dining Hall of the Masonic Temple.

Supper will be served from 5:30 to 7 p. m., followed by cards. A brief business meeting will be conducted in Room A, with Worlthy Matron Louise McCrossen presiding.

General chairman of the bazaar is Anna Bellem. Included among her assistants are Ida Schipper, Erna Taylor, W. Ruth Maier, Frances Butz, Ethel Brennan, W. Mildred Kuebel, and Lillian Malchow.

Evening High School Music Class Stresses Speech Improvement

"Sing your way to better speech" is the theme of the vocal music classes held weekly at Madison Evening High Schools. Adult beginners and advanced students will find an equal welcome in the class which meets on Tuesday and Thursday, 7:30 to 9 p. m.

Miss Mabel C. Smith is the conductor of the sessions.

SNIFFLER OR ROSE GOLD
PENETRO INHALER 25¢

WAREHOUSE REMOVAL CONTINUES

We've Sold Tons Of Furniture!
Still \$30,000 In Merchandise
Must Move AT ONCE!

Two complete warehouses crammed to the ceilings with brand new merchandise purchased just before the recent price rise! We must vacate one of our warehouses at once...and its full of furniture. We have our choice—sell it in a hurry or lose money by transferring it far away. We've marked prices below the lowest for QUICK action. Help us clear this warehouse and save almost as much as you spend. Don't waste a minute! Events like this don't happen every day!

Look At These Sample 'Buys'!

- LIVING ROOM SUITES . . \$79.95
- BED ROOM SUITES . . . \$39.95
- DINING ROOM SUITES . . \$49.95
- DINETTES \$19.95
- 3-LAMP COMBINATION . \$12.95
- AXMINSTER RUGS (9x12) \$24.95
- TABLE RADIOS : \$ 7.95
- CONSOLE RADIOS 19.95
- OCCASIONAL CHAIRS . . . \$12.95
- ELECTRIC MIXERS \$ 9.95
- WASHING MACHINES . . . \$24.95

Union Values Are The Best In Town
LOWEST TERMS—18 MONTHS TO PAY!

UNION
TIRE COMPANY
MAIN STORE
286 EAST AVENUE

OPEN EVERY EVENING TIL 10
FREE PARKING IN REAR

**Newest and Finest
SUPER
MARKET**

**The Phantom DOORMAN... OR
ELECTRIC EYE AUTOMATICALLY OPENS THE
DOOR WHEN YOU APPROACH IT,
GOING IN OR OUT**

Loblaws are always among the first to bring you the very latest in store convenience to make your shopping more pleasant and profitable.

The customer below has walked through the beam of light—the door is swinging open before her.

AW'S
R ROAD

PRICES IN THIS AD
EFFECTIVE IN ALL
LOBLAW'S ROCHESTER STORES

**DEL MONTE Crushed
PINEAPPLE**

Delicious ripe pineapple crushed for sauce, or use for cake fillings, delicious on ice cream.

2 No. 2 cans 25¢

BEECH-NUT COFFEE

The difference in the Beech-Nut blend comes from a large amount of first-grade, mountain grown beans from the mellow flavor belt.

POUND TIN DRIP OR REGULAR 27¢

**ROYAL GELATIN
DESSERTS**

Strawberry, Cherry, Lemon, Raspberry, Apricot, and Orange.

3 PKGS. 13¢

**PILLSBURY'S
BEST FLOUR**

We carry your baking insurance. Pillsbury flour is tested every hour as it is being milled. Only the finest wheat is used. For real baking economy buy Pillsbury.

24 1/2-LB. SACK 95¢

**VAN CAMP'S
PORK and BEANS**

The Van Camp Recipe for Pork and Beans is Something Special. It's Improved Flavor Will Give You A Real Treat.

PREPARED WITH TOMATO SAUCE 1 lb. can 5¢

Delicious DEL MONTE PEAS

The expert blending of sizes gives this variety an unusual naturalness of appearance and flavor.

2 No. 2 cans 25¢

**GOOD LUCK
DESSERTS**

3 pkgs. 25¢

**CLAPP'S BABY
CEREAL**

Made by the makers of Clapp's Baby Food.

Pkg. 15¢

KRAFT SPREADS American or Pimento 2 5-oz. glasses 25¢

Sauerkraut Orchard Park 3 No. 2 1/2 cans 25¢

Fancy Pea Beans Hand Picked 2 lb. 15¢

Tomato Catsup Blue Label 2 14-oz. btl. 29¢

Duff's Cake Mixes 2 pkgs. 19¢

Pancake Flour Aunt Jemima 2 pkgs. 21¢

Vermont Maid Syrup 12-oz. jug 15¢

Pineapple Juice Royal Manor 46-oz. can 29¢

Junket Rennett Powder 2 pkgs. 19¢

ARMOUR'S TREET 12-oz. tin 25¢

Clapp's Baby Foods 3 cans 19¢

Dutch Mill Margarine pound print 12¢

Pure Print Lard 2 cartons 25¢

Pastry Flour Gold Sheaf 5 lb. sack 19¢

Domino 4X Sugar 3 lb. 23¢

Magic Cup Coffee lb. 19c 3 53¢

Plain or Sugared Donuts doz. 10¢

Salerno Saltine Crackers 1-lb. box 13¢

EDGEBROOK BEANS With Pork 1-lb. can 5¢

GOOD RICH SWEET CREAM U. S. CERTIFIED 92 SCORE

Cherry Valley Print Butter

POUND PRINT 38¢

KRISPY CRACKERS Sunshine box 15¢

Jewel Shortening Swift's 3 lb. can 51¢

Sliced White Bread Mrs. Brown's 2 1-lb. 4-oz. loaves 17¢

Puffed Wheat or Rice Marvin 5¢

Blended Juice Royal Manor Orange and Grapefruit 2 cans 19¢

Mother's Oats Quick or Regular 19¢

Hershey's or Baker's Cocoa 14¢

Campbell's Soups Most Kinds 3 cans 28¢

Pink Salmon Clear Rapids 1 lb. can 18¢

SALAD DRESSING Clover Lane 8 1/2-oz. jar 25¢

Portola Sardines Fillets in Wine Sauce 8 1/2-oz. can 10¢

Pompeian Olive Oil 1 1/2 oz. 10¢

Pure Cider Vinegar Duffy Mott quart btl. 10¢

Edward's French Dressing 6-oz. btl. 10¢

Fresh Prunes Orchard Park 2 No. 2 1/2 cans 29¢

Red Ripe Tomatoes Pine Cone 3 No. 2 cans 22¢

Orchard Park Spinach 2 No. 2 cans 25¢

Cut Wax Beans Yates No. 2 can 10¢

**WOODBURY'S
FACIAL SOAP**

4 bars 24¢

**HOM-WAX
WAX PAPER**

125-ft. Roll 15¢

If Your Name Is Between The Ads, You Win

ATTENTION ALL WOMEN!
Lina Wilcox Putnam Tells How She Lost 40 Pounds And Shed 20 Years
Dr. Norman Goldsmith Explains His Weight Control Plan That Mrs. Putnam Followed
Every girl and woman who likes to keep a beautiful figure will profit from these articles
5c Nov. **TRUE STORY MAGAZINE** Now On Sale

HARRIS NUSBAUM
WE REPEAT
A RECENT RECORD-BREAKING
VALUE EVENT!



GIRLS' COATS AND 3-PIECE COAT SETS

Here they are again—repeated by request! "Buys" you could find only at Nusbaums. Coats are warm, flattering—tailored to keep those smart lines. A huge variety of styles colors—brought to you at a price made possible only by Nusbaum's low-overhead location combined with early purchasing. Fabrics include: fleeces, tweeds, plaids, etc. Colors, Tan, Wine, teal, Navy, etc.

\$9.95
SIZES 1 to 14

Others \$5.95 to \$19.95

HARRIS NUSBAUM
221-229 JOSEPH AVENUE

NEW OR USED AUTO PARTS
Any Part—Any Make—WHEN You Want It!
SCHUBER AUTO PARTS
558-564 LYELL AVE. PHONE: GLEN. 6775
ROCHESTER, N.Y.

SPECIAL OFFER LIMITED TIME ONLY
Guaranteed Anthracite COAL \$11.60 Ton Delivered
FREE GIFT With Every Order
Guaranteed DUSTLESS COKE \$10.50 Ton Delivered
CLINTON COAL Co. Glenwood 7600

Recovered—Restyled—REBUILT
YOUR LIVING ROOM SUITE
3 PIECE \$34.50
New cotton coverings, new cushions, spring units, new webbing, new RHINES, springs tied & ways.
Phone or write. Representatives will call, day or evening.
—NO CARRYING CHARGE—
WAYNE UPHOLSTERING CO.
74 PARK AVE. MONROE 1404

10c Boxes
LUX FLAKES
2 For 15c

1-Lb. Box
EPSOM SALTS Pure U.S.P.
4c

5c Boxes
Smith Bros. Cough Drops
2 For 5c

30c Size
EDWARDS Olive Tabs.
12c

50c Size
BARBASOL Shave Cream
19c

28c Size
LOVALON Hair Rinse
14c

35c Size
FREEZONE Corn Remedy
16c

SAVE 50% ON DA ORIGINAL
OPPOSITE TEMPLE THEATER 56
CORNER AQUEDUCT 31
1 DOOR 35
CLINTON AV. & MAIN ST. E. MAIN

TODAY THRU SATURDAY
REIDLITZ Powders, 12 1/2, 30c Size 16c
RELLANS TABS. Large, 30c Size 36c
HALEY'S M-O 50c Box 49c
FABUM Mead's, 30c Size 39c
SHOE LACES All Colors 2 pair 5c
MIDOL Tablets, 40c Size 32c
PEROXIDE 4-oz. Box 6c
LAVORIS Mouth Wash, 30c Size 39c
NIPPLES Anti-Colic 5 pair 23c
MUM Powder, 30c Size 29c
CASTOR OIL 7-Ounce 6c

Palmolive SOAP
3 Bars 13c

Tooth Pow
Lge. 4-oz. Size Reg. 50c

SANITA NAPKI
25c BOX OF 12 PADS (Limit 2 Boxes)

35c Size
PREP FOR SHAVING
Tube or Jar 17c

V. F. W. Mon To Have Smol At Eagle Hall
First annual Monroe County Veterans of Foreign Wars to be held on Friday in Eagle Hall, 118 State St., beginning at 8 p. m. Proceeds from youth activities

53 W
Yes—for RICHBERT is here! Great warmth in heater for what people give more service—quality. We should be these 33.3 For furnace pair drop problems! Give you 4 obligation.



"THANKS DADDY FOR THE RADIANTFIRE"

The whole family will thank you when you install a gas Radiantfire heater to take the chill of these early Fall mornings and evenings. Makes any room cozy for study or play.



With a Radiantfire you have clean, cheery, glowing heat whenever you want it. Just the thing for those in-between days when you don't want to run the furnace full blast. Wide range of models and prices.

Rochester Gas & Electric
89 East Avenue Main 7070

WANT ADS

ANNOUNCEMENTS
RUMMAGE SALE at 333 Central Ave., today through Saturday, Open Door Church.
ARTICLES FOR SALE
SALE—Ladies' Goldette rayon jersey slips, regular \$1.50, now 40c. Get your supply early while they last. Smith's, 118 State St. Free parking next door.
ANDER ENAMEL RANGE—in excellent condition. Best bargain. 38 Clifford Ave.
EXTRA SPECIAL—Ladies' small size all wool plaid skirts, regular \$1.00 value, reduced for clearance to \$1.19. Smith's, 118 State St. Free parking next door.
LIVING room suite—like new. Will sacrifice. 38 Clifford Ave.
BUSINESS PERSONALS
CHICKEN PIES—delivered by dozen. Myers, 133 Depew. Genesee 424-M. 9104
CHIROPRACTORS
FRANK BROWNELL, 65 Bronson, L. A. Young in attendance Genesee 1402
MUSICAL INSTRUCTION
SWING PIANO—Accordion, other instruments. Harmony and theory, modern orchestration and songwriting. Dr. Newton Muench, 193 East Ave. Monroe 3332-R; Stone 1458.
PERSONALS
REV. MAHEL R. HAMMILL now located at 107 Troup St. Main 2219.
MISS BELLE is free for nursing and massage by hour, week or day. Main 7469.
NRA. McLEAN—31 Manhattan St. Call for appointment. Stone 3861-X.
SITUATION WANTED
COMPANION to child or invalid. Afternoons, evenings. References. Stone 370-L.
WANTED TO BUY
RAGS—2c lb., magazines, papers 35c, mattresses, metal. Stone 3689-R.
RAGS—1c to 3c a pound; magazines, newspapers in bundles; iron, metal, tubes, batteries, mattresses, junk of all kinds—top prices. Try us. Stone 370-L.
SAVE for Defense—Highest prices—magazines, paper, rags, iron, metal, bottles. Main 7588.
G. A. R. GROUP TO MEET
A get-together supper will be held by members of the Wm. McKinley Circle No. 30, Ladies of the G. A. R. tomorrow at City Hall Annex. The supper will be followed by a business session with President Marie Beideck presiding.

DOLANS... Where You Buy THE CUTS CHICKEN YOU PREFER
Breasts 1b. 49c | Livers 1b. 45c | Necks 1b. 12 1/2c
Wings 1b. 23c | Giblets 1b. 15c | Legs 1b. 28c
DOLANS 600 JEFFERSON AVE. cor. Barlett Telephone Genesee 1417

Seagram keeps the **TOUGHNESS OUT**... blends extra **PLEASURE IN**

THE 5 CROWNS
You'll find that our 5 Crown is mellow As notes from the "sax" or the cello And you will be thanking Our blenders for yanking Out TOUGHNESS—that bad little fellow.
Yes, Seagram's gives TOUGHNESS the hook Extra Pleasure you can't overlook—Five Crown, we think Is a marvelous drink—Once tried—it is seldom forsook.

Seagram's 5 Crown
SAY SEAGRAM'S... AND BE SURE!
Seagram's 5 Crown Blended Whiskey, 86.8 Proof. (since Sept. 1), 72 1/2 grain neutral spirits. Seagram-Distillers Corporation, New York.

Where To Play BINGO
WEST AVE. MANOR
165 West Ave.
Mon. Tues., Thurs. — 1:30
Sun. 2:30 P. M.
Wed. and Fri. 8:30 P. M.
FRI.—ALL GAMES \$4

Beeley's Bingo
MON., TUES., FRI., SAT. at 8:15 P.M.
SUNDAY at 2:30 P. M.
WED. at 1:30 P. M.
Extra Board Free with Triple Board
ADMISSION 20c
142 GENESEE ST. IN REAR

THIS WEEK ONLY
We Play For \$1800 IN PRIZES!
WED., THURS., FRI. & SAT. ONLY
Worth Good Only When Pure having a Bank of Specials and a Triple Board.
25c
FREE Defense Bonds Worth \$25
JACKS \$165
POT
HOLLYWOOD BINGO 35 PULLMAN AVE. COME EARLY!

BINGO BENEFIT PARTY
Starting SATURDAY OCT. 4 and every Saturday thereafter at 8:30 p. m.
51 Franklin Square (Near Grashound Bus Terminal)
Admission 25c

A B C PARTIES
Are Being Held As Usual
Tues., and Sat. Nite At 8:30
2011 E. MAIN
2 Jackpots — \$10 - \$100
Jackpot Game \$60
ADMISSION 25c OR 3 FOR 50c
PLYMOUTH CHURCH
Corner of Plymouth and Troup
Every Sat. Nite At 8:30

BINGO
SUNDAY NIGHT 8:15
2 JACK POTS \$70 — \$80
MONDAY NIGHT 8:15
2 JACK POTS \$50 — \$65
REGULAR GAMES SUNDAY & MONDAY NIGHT
\$5 — \$10 — \$25
Wed., Fri. & Sat. Afternoons at 1:30
Wed. & Sat. Afternoon
JACKPOT \$40 ALL GAMES \$3
UNION LEAGUE HALL Gregory at South Ave. TAKE SOUTH AVE. BUS TO DOOR

THURS., FRI. NIGHTS
TOWNER'S HALL \$250 All Games \$5.00
TUES. & SUN NIGHTS
HOLLYWOOD \$500 All Games \$10.00
Tues. Night All Games \$10.00
HUDSON \$475 Sat. Night All Games \$5.00
WED., SAT., SUN. NIGHTS
TOWNER-REXY \$500 All Games \$10.00 (No Sunday Game at Remy)

This Ticket Worth 45c
At Towner, Thursday, Oct. 2, Good only when having a book of specials and triple board.
This Ticket Worth 45c
At Towner Friday, Oct. 3, Good only when having a book of specials and triple board.
This Ticket Worth 45c
At Hudson Theater, Sat., Oct. 4, Good only when having a book of specials and triple board.

DELUXE BINGO
CASH FOR YOU
Bigger Prize List Than Last Season!
EXTRA GREEN STUB PRIZES EXTRA
Every Monday Night
KofC Auditorium, Lawn St.
40—DOOR PRIZES—40

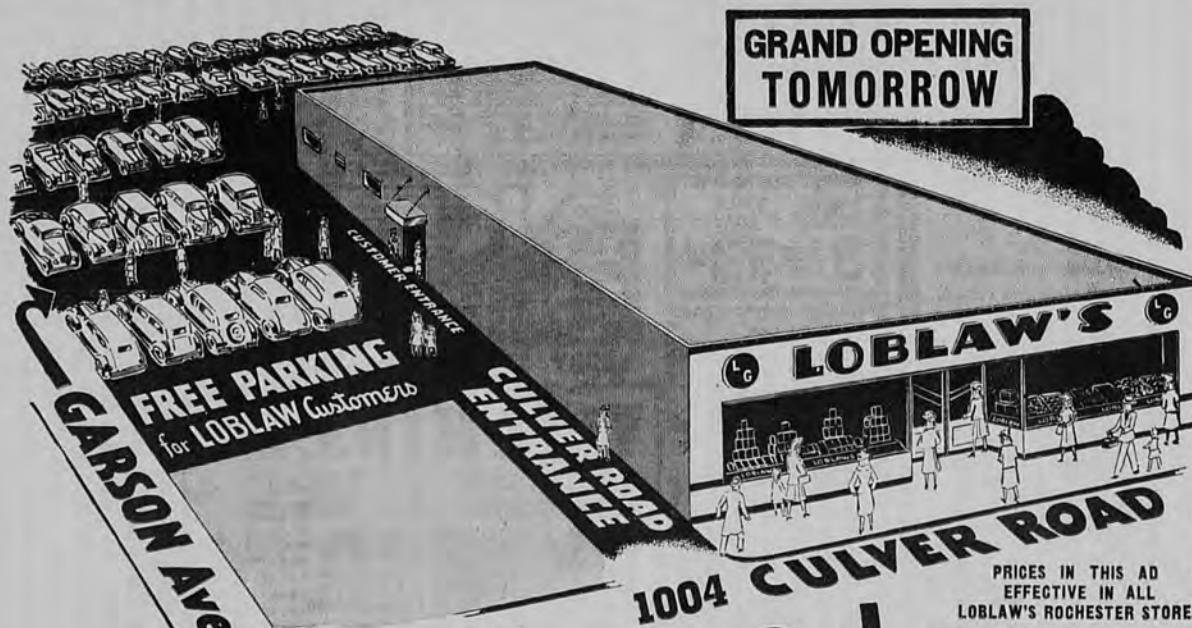
WEEKLY BARGAIN SALES
Royalege Shell Paper 3c
J. P. Coats Silk Machine Thread All Colors Regular 3c
J. P. Coats Machine Thread Big Spool Regular 7 1/2c
Fibre Whisk Brooms Outlet 4 Corn Brooms Regular 10c
Men's Acetate Crepe Ties Regular 30c
COUPON BOX
Big Ball Crochet Cotton Clark's or J. P. Coats Reg. 25c 2 for 5c
Hair Nets, Double Mesh Regular 30c 2 for 12c
Mechanical Fur Monkeys Through Novelty Worth 20c 7c
Large 9-oz. Can Floral Talc Powder Large Selections 19c
Choice Any 29c Toy Half Inch 3 1/2 Yds. Regular 10c 5c
Adhesive Tape Five Double Roll Worth \$1.39 \$1.09
5% Wool Blanket, 70x80 Fur Double Roll Worth \$1.39 \$1.09
Ladies Purses Values 50c to \$1 33c
Window Shade Fillers All Colors Regular 10c 8c
Window Shades Complete With Roll Large Selection Values to 25c Regular 25c 22c
Ladies Belts Large Selection Values to 25c 8c
Large Selection Newly Arrived Toys Values 81 to \$1.25 88c
Girls' 80 Square Wash Dresses Sizes 1 to 14 Regular 25c 48c
Always Chuck-full with hundreds of Big Buys!
BILL'S BARGAIN STORE
85 EAST MAIN 100 FEET EAST OF DEMOCRAT & CHRONICLE
Other Bill's Stores at 543 South Ave.-813 Dewey Ave.
Mrs. Jean Wade, 228 Kenwood Ave.

JUNK 55c PER HUNDRED
MAGAZINES NEWSPAPERS in BUNDLES
MATTRESSES, ALUMINUM, IRON, SCRAP METAL
HIGHEST PRICES
RAGS 2c CALL NOW STONE 3889-R

**GRAND
OPENING
TOMORROW**

Loblaws

Newest
and Finest
**SUPER
MARKET**



PORK LOINS 23¢
FRESH LEAN—PINK MEAT
RIB END Lb.
Swift's BROOKFIELD
PORK SAUSAGE ROLLS
BREAKFAST LINKS
REGULAR DINNER LINKS
Swift's CIRCLE "S" PICNICS
BONELESS ROLLED BEEF POT ROAST
ROUND and SIRLOIN STEAKS
RINDLESS SLICED BACON
MEAT LOAF 3 LBS. 65¢
REPEATED BY REQUEST
LOBLAW'S GRADE "A"
HEN
TURKEYS 29¢
8 TO 10 POUNDS

Abbott's Cream CHEESE 3-oz. pkg. 5¢
Van Camp's MILK 4 cans 29¢
Planters' Peanuts 1 1/2-lb. pkg. 19¢
BOSCO Chocolate 3-oz. pkg. 39¢
GRAHAM'S Sunshine Cereal 1-lb. box 15¢
POTATO CHIPS Blue Ribbon 1-lb. bag 29¢
PUDDING Morning House 2 No. 1 cans 19¢
Bisc-O-Bits Good Cracker 4-oz. pkg. 10¢
MINTS Candy Cralfer 4-oz. pkg. 8¢
MARGARINE Tasty Brand 1-lb. print 17¢
ASTOR RICE 2 pks. 15¢
Chantelle Cheese 1-lb. 8-oz. pkg. 35¢
CHEESE Pabst-ette 1-lb. 8-oz. pkg. 15¢
KIRKMAN'S Green Soap 3 pks. 23¢
Kirkman's Kirkman's Rinso Small 8 1/2 2 pks. 14¢
GOLD DUST KLEK 2 pks. 17¢
OCTAGON Toilet Soap 1-lb. can 5¢
SANI-FLUSH Old Dutch Facial Tissue 3 cans 20¢
CLEANSER KLEENEX Facial Tissue 25¢
SWEETHEART Soap 4 bars 25¢
BORAX Team Cleanse 1-lb. box 25¢
BOWLENE Cleanest Bowls can 19¢
B & M BAKED BEANS B & M BROWN BREAD
TALL CANS EACH 15¢
Pabst-ette Tasty Loaf CHEESE 2 lb. 49¢

U. S. NO. 1
POTATOES 15¢
BRUSHED MUCK lb. Shopping Bag 22¢
Spanish Onions 2 lbs. 9¢
Sweet Potatoes Maryland Golden 4 lbs. 19¢
Iceberg Lettuce Large Solid Heads 2 for 17¢
Red Beets Fancy Home Grown 3 bunches 10¢
Tokay Grapes Fancy Flame Red 2 lbs. 15¢
FANCY, GOLDEN RIPE BANANAS 4 lbs. 25¢
EATMORE CAPE COD (Just Arrived)
CRANBERRIES lb. 15¢
Cooking Onions Fancy Yellow U. S. No. 1 3 lbs. 10¢
McIntosh Apples Fresh 6 lbs. 25¢
Lima Beans Fresh Shelled 1 lb. 15¢
Calif. Oranges Sweet and Juicy (150's) doz. 39¢
Cauliflower Snow White Large Heads each 10¢
WELL BLEACHED FAMILY CELERY Large Bundles ea. 10¢

DEL MONTE Crushed PINEAPPLE
Delicious ripe pineapple crushed for sauce, or use for cake fillings, delicious on ice cream.
2 No. 2 cans 25¢

BEECH-NUT COFFEE
The difference in the Beech-Nut blend comes from a large amount of first-grade, mountain grown beans from the mellow flavor belt.
POUND TIN DRIP OR REGULAR 27¢

ROYAL GELATIN DESSERTS
Strawberry, Cherry, Lemon, Raspberry, Apple, and Orange.
3 PKGS. 13¢

PILLSBURY'S BEST FLOUR
We carry your baking interests. Pillsbury flour is tested every hour as it is being milled. Only the finest wheat is used. For real baking economy buy Pillsbury.
24 1/2-LB. SACK 95¢

VAN CAMP'S PORK and BEANS
The Van Camp Recipe for Pork and Beans is Something Special. It's Improved Flavor Will Give You A Real Treat.
PREPARED WITH TOMATO SAUCE 1 lb. can 5¢

Delicious DEL MONTE PEAS
The expert blending of sizes gives this variety an unusual naturalness of appearance and flavor.
2 No. 2 cans 25¢

KRAFT SPREADS American or Pimento 2 5-oz. glasses 25¢
Sauerkraut Orchard Park 3 No. 2 1/2 cans 25¢
Fancy Pea Beans Hand Picked 2 lb. 15¢
Tomato Catsup Blue Label 2 14-oz. btl. 29¢
Duff's Cake Mixes 1-lb. pkg. 19¢
Pancake Flour Aunt Jemima 2 20-oz. pks. 21¢
Vermont Maid Syrup 12-oz. jug 15¢
Pineapple Juice Royal Manor 46-oz. can 29¢
Junket Rennett Powder 2 pks. 19¢

ARMOUR'S TREET 12-oz. tin 25¢
Clapp's Baby Foods 3 cans 19¢
Dutch Mill Margarine pound print 12¢
Pure Print Lard 1-lb. cartons 25¢
Pastry Flour Gold Shield 5 lb. sack 19¢
Domino 4X Sugar 3 1-lb. boxes 23¢
Magic Cup Coffee 1-lb. 19c 3 53¢
Plain or Sugared Donuts doz. 10¢
Salerno Saltine Crackers 1-lb. box 13¢

EDGEBROOK BEANS With Pork 1-lb. can 5¢
GOOD RICH SWEET CREAM U. S. CERTIFIED 92 SCORE
Cherry Valley Print Butter POUND PRINT 38¢

KRISPY CRACKERS Sunshiny box 15¢
Jewel Shortening Swift's 3 lb. 51¢
Sliced White Bread Mrs. Brown's 2 1-lb. 4-oz. loaves 17¢
Puffed Wheat or Rice Marvin 1 pkg. 5¢
Blended Juice Royal Manor Orange and Grapefruit 2 No. 2 cans 19¢
Mother's Oats Quick or Regular 1-lb. can 19¢
Hershey's or Baker's Cocoa 1-lb. can 14¢
Campbell's Soups Most Kinds 3 cans 28¢
Pink Salmon Clear Rapids 1-lb. can 18¢

SALAD DRESSING Clover Lane 1 qt. 25¢
Portola Sardines Fillets in Wine Sauce 8 1/2-oz. Nn. 10¢
Pompeian Olive Oil 1 1/2 qt. can 10¢
Pure Cider Vinegar Duff's Malt 1 qt. 10¢
Edward's French Dressing 8-oz. btl. 10¢
Fresh Prunes Orchard Park 2 No. 2 1/2 cans 29¢
Red Ripe Tomatoes Pine Cone 3 No. 2 cans 22¢
Orchard Park Spinach 2 No. 2 cans 25¢
Cut Wax Beans Yates 1 can 10¢

KIRKMAN'S SOAP FLAKES Large Package 21¢
SCOTT ABSORBENT TOWELS 3 rolls 25¢
GAUZE LINENIZED TISSUE 3 rolls 10¢
4 Med. Bars SWAN SOAP 2 Large bars 17¢
GOOD LUCK DESSERTS 3 pkgs. 25¢
CLAPP'S BABY CEREAL Made by the makers of Clapp's Baby Food. Pkg. 15¢
WOODBURY'S FACIAL SOAP 4 bars 24¢
HOM-WAX WAX PAPER 125-ft. Roll 15¢

Fried potatoes will have a delicious golden brown finish if they are sprinkled with a little flour before frying.

OPEN TONIGHT AND SAT. TILL 9

LAST 2 DAYS AT THIS PRICE

SMALLS presents
One of America's Greatest
Typewriter Buys!

Perfect for Students, Teachers,
Salesmen, Trainees... Every One!



NEW 1941 MODEL

UNDERWOOD
Leader PORTABLE

JUBILEE OFFER
\$29.75
CARRYING CASE INCLUDED

Easy to Buy!
50¢ DOWN
75¢ WEEKLY

Buy with confidence at
Smalls

28 MAIN STREET, East
Park FREE Rear of Store

\$52,000 Monthly Paid Under Social Security Program

Approximately \$52,000.00 a month is being paid in the area by the Rochester Field Office of the Social Security Board to more than 2,500 beneficiaries under the old-age and survivors insurance program of the Social Security Act, it was announced this week by Kenneth G. Haxtun, manager of the local office.

Haxtun's announcement was based on statistics received from Mrs. Anna M. Rosenberg, Regional Director of the Social Security Board.

The majority of monthly beneficiaries, Haxtun reported, are retired workers. He disclosed that application from this group have dropped below the Board's original actuarial estimates, because of the impact of the defense program on the labor market.

"Many workers who, upon reaching 65, would ordinarily be retiring from employment, are continuing to work because their skills are required in the defense industries," said Haxtun. As a matter of fact, he continued, retired workers over the country who had already begun to receive monthly benefits are returning to employment at the rate of 1,000 to 1,500 a month, the Social Security Board in Washington informs me.

These workers do not lose their entitlement to benefits. Under the provisions of the Social Security Act, their payments are suspended for any month in which they earn \$15 or more, and when they are ready to retire benefits are resumed once more.

The Rochester field office of the Social Security Board serves Monroe, Wayne, Ontario, Yates and Livingston Counties.

Business Session, Officer Installation Planned By Lodge

Venus Rebekah Lodge will meet next Thursday at 11 Clinton Ave. N. at 7:30 p. m. After a business meeting the members will go to Webster for the installation of Loyal Lodge officers.

The following officers have been elected at Venus Lodge and will be installed on Thursday, Oct. 23, by District Deputy President Rhoda Frear and staff. Noble Grand, Margaret Slack; Vice Grand, Elsie Fien; recording secretary, Florence Finlayson; financial secretary, Lois Wahl; treasurer, Margaret Townsend; trustee for 3 years, Florence Palmer.

To peel sweet potatoes with ease and without waste, grease the skins with lard before putting them in the oven.

To remove the burnt taste from scorched milk, put the pan into cold water and add a pinch of salt to the milk.

THE SPORT SHOP

Rochester's Only
Complete Riding Shop



Stocks are now complete
in all sizes and colors.

Fashions for Men and
Women at Rochester's
Lowest Prices.

THE SPORT SHOP

23 CLINTON AVE. S.
(Opp. Hotel Seneca)

Open Every Evening 'Til 7:30
Thursdays 'Til 9

Keep False Teeth Purified Says Dr. Sherwin

The world progresses—now discoveries make history. Now, thanks to Dr. L. W. Sherwin, a well known authority on oral hygiene, false teeth and dental plates can be made to gleam with purity and immaculate cleanliness with just a 10 minute daily bath, with amazing Stera-Kleen.

It's all so easy—just get a 30 cent bottle of Stera-Kleen—put a little in a half glass of lukewarm water—let your dental plate stay in the glass 10 minutes or overnight, as you choose. Take it out, rinse under the cold water faucet—no brushing is needed.

Then you get a plate free from slimy mucus and stains—sparkling with beauty and glittering with purity. No more dull-looking, murky, dental false teeth for you—lasts for weeks—30 cents—all drug stores.

BUSY BEE BARGAINS

Clapp's Strained Baby Foods... 3 for 20c
Clapp's Junior Foods... 3 for 20c
Clapp's Cereal Foods 15c
Clapp's Rennet Desserts (6 Varieties)... 10c

Knitting Instruction Offered In Night School Class

Registrations for knitting and needlework classes are being accepted at Benjamin Franklin Evening High School on Tuesdays and Thursdays from 7:30 to 9:30 p. m. Various types of fancy stitches will be taught in

cluding tatting, crocheting, needlepoint, cut-work, etc. An opportunity to make sweaters and mittens as well as gifts for Christmas is offered registrants.

LODGE TO MEET

Louise McCrossen, Officer's Club of Germania Chapter will meet Friday, Oct. 10, in the third floor dining room of Masonic Temple.

Can a Married Woman Ever Feel Certain?

Many married women today are taking risks that are absolutely unnecessary. They are taking risks with their nerves, place with their health; risks with their very happiness itself. Why do they do this? Generally because the subject of feminine hygiene is considered too personal to be openly discussed. It is because of this deplorable situation that many women use douches of over-strong solutions of acids which can actually burn or scar delicate tissues. Your own doctor will verify this.

To run such a risk today is needless. For science has given woman-kind Zonite. You will find no skull-and-crossbones on Zonite's label, because Zonite is non-poisonous, non-caustic. Yet it kills germs, bacteria on contact. Zonite actually destroys undesirable odors. Protects personal cleanliness. Most important, is safe for delicate tissues.

SLIP COVERS • CUSTOM MADE



SPECIAL
Limited Time Only

MAKE YOUR DAVENPORT
CHAIR LOOK LIKE NEW!
All Work
Guaranteed \$11.59
Zippers Included
CHAIR-\$6.59
Davenport Including Material Labor

VALLIERE 544 COLUMBIA
Just off Genesee Street
GEN. 6338

KEY COUPON
LUX
TOILET SOAP
3 for 13c
Limit 3

KEY COUPON
POT CLEANERS
COPPER
4 for 11c
Limit 4

KEY COUPON
SHOE POLISH
ALL SHADES
Giant 1/2 Size
Limit 2

KEY COUPON
BLADES
Single Edge
Pkg. 5
Reg. 10c
Limit 3

KEY COUPON
MILK OF MAGNESIA
TABLETS
Tin 20
Reg. 25c
Limit 2

KEY COUPON
KOTEX JR.
Box 38
While Supply Lasts

KEY COUPON
MEAD OLEUM
PERCOMORPH
Box 24
\$2.67

KEY COUPON
SUPER D
COD LIVER OIL
Upjohns Pl. Bot.
\$1.39

KEY COUPON
Vitamin B Complex
CAPSULES
Bottle of 100
\$2.98

KEY COUPON
ANACIN
TABLETS
Bot. 30
Reg. 75c
\$5.9c

KEY COUPON
TYPEWRITING
PAPER
200 Sheets
25c Value
\$1.9c

KEY COUPON
KOLYNOS
TOOTH PASTE
Box 50c
\$3.9c

KEY COUPON
LIFEBUOY
SHAVE CREAM
Large Tube
2 for 33c

THIS WEEK'S SPECIALS AT
KEY
ROCHESTER'S MODERN
CUT RATE
DRUG STORES
TODAY THRU NEXT WEDNESDAY

VITAMINS AT LOWEST PRICES
HALIBUT LIVER OIL CAPSULES
Box of 50... 59c
Box of 100... 98c
Box of 250... \$2.19
Box of 500... \$3.98
Box of 1000... \$6.98
A-B-D-G CAPSULES
Box of 50... 89c
Box of 100... \$1.59
Box of 250... \$3.39
Box of 500... \$6.69
Box of 1000... \$11.98

HIGHEST VITAMIN POTENCY

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 a 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.

Sterling 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 ALVITA capsules TODAY and start feeling good with more pep, vim and vigor.

25 Day Supply \$1.79
50 Day Supply \$2.98

CLAPP'S
BABY FOODS
RAINED FOR BABIES
CHOPPED FOR CHILDREN
3 for 19c 3 for 25c

FILMS Developed & Printed
Any 8 or 8 exposure roll.
23c

FREE DELIVERY
Anywhere in the city on orders of 50c or more.

LADY ESTHER
ALL PURPOSE
CREAM
55c SIZE
\$3.9c

THERAPEUTIC LAMP
WITH HANDLE
Cord & Bulb Included
\$1.49
\$2.00 VALUE

FEVER
Thermometer
Oral or Rectal
\$1.00 VALUE
49c

A COLD?
For Quick Relief in Cold Distress... Try
Alka-Seltzer
49c

LUCKIES, Camels, Chesterfields, Raleighs, Pall Mall, Herbert Tareyton, Philip Morris, 2 PKGS.
\$2.9c
Tax Paid

KEY COUPON
WAX PAPER
Extra Heavy
100 Feet
Limit 2
9c

KEY COUPON
WOODBURY
ALMOND-ROSE
Hand Lotion
5c Bottle—Limit 1
19c

KEY COUPON
BANDAGE
2"x10 Yds. Reg. 10c
2 Pkgs. Limit 2
11c

KEY COUPON
TOOTH POWDER
Prophylactic
25c Can
Limit 2
8c

KEY COUPON
TODDY
Lb. can
Limit 1
25c

Upjohn Unicaps
BOTTLE 24
\$1.59

SQUIBB
COD LIVER OIL
18 oz. bottle
98c

HORLICK
MALTED MILK
Lb. can
Reg. \$1
79c

CANNING
JAR RUBBERS
12 In A Box
3 Boxes
11c

CANNING
JAR COVERS
Porcelain Lined
Box of 12
23c

SQUIBB
TOOTH PASTE
Large size
33c

McKESSON
ASPIRIN TABS.
Bot. 100 Tablets
2 for 49c

HYGEIA
Nursing Bottles
Reg. 15c
5-oz. size
8c

Pay As Little As 50c Down... Take Months To Pay!
YOUR CHOICE OF EITHER TABLE OR PORTABLE RADIO



8 BIG SUPER FEATURES
1 Double Purpose Tubes
2 Wave Magnet
3 Big Black Dial
4 Superior Tuning
5 Terneplate Chassis
6 Concert Master Speaker
7 Underwriter Approved
8 Selective Tuned Circuits

ONLY ZENITH HAS THIS!
BUILT-IN MOVABLE
WAVE MAGNET
\$34.95
50c DOWN
THE ONLY PORTABLE RADIO GUARANTEED TO PLAY WHERE OTHER PORTABLES FAIL...
...OR YOUR MONEY BACK!
Six tubes, including heater cathode rectifier tube

Model 3061L. Just the thing for an extra radio! Use it in kitchen, bedroom or den. 5 tubes including rectifier. Brilliant tone quality.

Buy with confidence at

Smalls

28 MAIN STREET, East
ROCHESTER

HOME OF "ATTESTED PERFECT" DIAMONDS

OPEN
TONIGHT
AND
SATURDAY
TILL 9

PARK
FREE
REAR
OF
STORE

News of Fall and Winter Wearing Apparel Values as Well as Outstanding Savings on Housewares and Other Home Necessities are Featured in This Issue. Read Every Page for Complete Shopping Information.

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Delivered Every Thursday

FOURTH YEAR—No. 50.

ROCHESTER, N. Y., THURSDAY, OCTOBER 9, 1941

To 75,200 Rochester Homes

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

WHAT'S IN FASHION?

Smart Design, Flaming Colors, and 'Wearability' Chosen For High School Miss' Wardrobe

High school girls today have definite, smart and practical ideas about what constitutes good taste and design in clothes. Proof of this was shown in a recent contest conducted by a leading New York department store, in which more than 1,400 girls from 70 high schools planned and designed back-to-school wardrobes. So excellent were the prize-winning designs that they have already been duplicated and placed on sale in the store.

The girls like: Sweaters and skirts for classroom wear... reversible coats in striking color combinations, with a small extra "ticket" pocket... long torso dresses of velveteen or soft wool for dress-up occasions... jumpers of velveteen or wool with long sleeved shirts... jersey dresses... suits with distinctive details... extra jackets, the boy cut and the loafer style. For color, they prefer: gold, flaming red and hunter green.

A clever little suit of brown flannel, with blue insets in the three-pleat panels in the skirt center front and back, and blue saddle stitching outlining the jacket lapels, won first prize in the design contest. Another outstanding suit which won honorable mention was a soft blue and brown plaid with tricky leather straps buckling the patch pockets.

Ticket pockets—a tiny pocket placed above the right hand patch pocket—are a necessity on reversible coats, according to the high school designers. Color, too, plays an important role; and they like such combinations as the stop-and-go coat—stop red on one side, go green on the other. On the dressier side is a French blue herringbone box coat, reversible with natural gabardine.

A super-date dress is a long torso dress of black velveteen with dicky and cuffs of white faille. In fact, any long torso dress of wool or velveteen has their approval for a dress-up or date dress. They like the idea of a diminutive waistline, and one young designer contrived a little "measuring" belt which always indicates the waistline to be only 17 inches, like Scarlett O'Hara's.

Jersey is a prime favorite with the teen crowd for classroom wear, football games and dress-up occasions, particularly if its skirt has unpressed pleats. Preferably the pleats are pushed to either side front to give the skirt a straightish line, and the belt a cummerbund.

Jersey colors must be lively, flaming red, autumn gold, green and natural are the best liked.

Exhibits Building Readied For Auto Show Opening

Local automobile dealers and florists are working at fever pitch in preparation for the 34th Annual Auto Show and Fall Flower Show which opens Saturday. Three complete floors of the Civic Exhibits Building will be required for the housing of these queens of Motor-dom.

The Rochester Floral Trades Association will play a more important part in the Auto Show than ever before. So extensive will be the floral displays that they will constitute a complete show in their own right. On every floor of the great display, nodding blooms will vie with the colorful new cars for the attention of Show visitors.

The interior of the building will be hung throughout with festoons of smilax, on walls, pillars and balconies. Hundreds of evergreens will be spotted about the exhibition halls to add to the beauty of the setting. Although there will be numerous floral displays on every floor of the building, the second floor will probably present the most spectacular floral aspect.

Opening Saturday, the Auto Show and Fall Flower Show will continue daily, including Sunday, from 11 a. m. to 10:30 p. m., throughout the following week.

'Glacier Priest' Disputes Ice Age Estimates

Science has missed the date of the last great ice age by several zeros, according to Father Bernard R. Hubbard, S.J., best known as the "Glacier Priest," who will show his newest motion picture, "Moon Craters of Alaska," in the Eastman Theater on Friday, Oct. 17, matinee and evening.

The famous Santa Clara University geologist asserts that his more than 14 years of work among the vast volcanic pits and placiers of the northland have convinced him that there is a relationship between volcanic activity and the advance or retreat of the glacial ice.

His investigation shows that the last great ice age ended its retreat to the Arctic about 9,000 or 10,000 years ago and not the hundreds of thousands of years ago many scientists believe. Father Hubbard's fascinating motion picture and his interesting lectures will be under joint sponsorship of the Rochester Civic Music Association and the Alumnae of Sacred Heart Academy.

The afternoon performance will begin at 3:30 p. m. in time to permit school children, who have always been great followers of the adventurous explorer, to attend.

Another way to thaw out frozen water pipes: Stand an electric iron on end against the pipe and turn it on.

First New York 'Sight' For Suntourists



Destination of scores of Rochesterians this week-end making a Suntour of New York, is Grand Central Station at 42nd St. and Park Ave., in the metropolis. Convenient to the Times Square District, the Hotel Lincoln and other nationally famous spots, Grand Central is known far and wide as the cross roads of America.

Sun Tourists Ready For N. Y. Trips Tomorrow

Everything is in readiness for the departure of the Sun Tourist special tomorrow afternoon from the New York Central Station, New York bound. A few last-minute reservations are looked for at the Sun Travel Department, and accommodations have been provided for them, but most of the tourists have already made their tour purchase.

Another group will leave for New York tomorrow night at 10:25 p. m. with arrival in New York planned for early Saturday morning.

Included in each tour is rail transportation to and from New York in modern air-conditioned coaches of the New York Central railroad; a room with private bath, shower and radio at New York's famous Hotel Lincoln located in the heart of the Times Square district; sightseeing tours by motor coach and steamship; tours of N. B. C. radio and television broadcasting studios and a trip to the Roof promenade of the R. C. A. building in Rockefeller Center.

Cost of Tour No. 1, which leaves tomorrow afternoon at 3:45 p. m. and provides for three days and three nights at the hotel is \$20.95 per person (plus 53c Federal Defense tax) and Tour No. 2 is priced at \$18.95 (plus 53c Federal Defense tax) which provides for (Continued on Page 3)

P.T.A. To Meet At No. 33 School

Audubon Unit P.T.A. No. 33 School will meet next Tuesday at 7:45 p. m. in the school. A panel discussion, "Helping Children Take Advantage of Their Resources," will be led by Miss Florence Winchell. Others on the panel will be the Rev. John Rein, Mrs.

P.T.A. CARD PARTY

The Parent-Teacher Association of No. 49 School will hold its annual card party next Thursday evening in St. Ann's Hall, Brighton Park.

Mrs. Angelo Maggio is general chairman, assisted by a large committee.

A SAVING on Every Purchase or Your Money Back

Open Every Evening 'Til 9 P. M.

MEN'S COMBINATION
LEATHER, WOOL
JACKETS
BONAFIDE \$6 VALUE!
SALE PRICE
\$3.99
Size 36-46
100% Reprocessed Wool. Warm flannel lining. Snug - fitting cuffs and bottom. Zipper closing and pocket.

OTHER WOOL JACKETS
SALE - PRICED TO \$7.98

MEN'S—\$3 VALUE—ZIPPER
Sport SWEATERS **\$1.89**
Two-Tone and Solid Colors.

Men's Heavy Wool—\$6 Value
Melton JACKETS **\$4.48**
Leather elbow, cuffs and pocket trim.

Men's Genuine — \$12 Value
Horsehide JACKETS **\$9.98**
Zipper-style. Warm, flannel lined.

Men's Heavy Wool—\$12 Val.
MELTON COATS **\$7.98**
Checked Rain Coat lining. 4 pockets. Full belt.

Men's 100% Wool—\$4 Value
Coat SWEATERS **\$2.48**
Hard Worned in Oxford, Navy and Brown.

LADIES' AND GIRLS'
PARKER-WILDER FLANNEL
SKIRTS
BONAFIDE \$2.50 VALUE!
SALE PRICE
\$1.39
Choice of striking, new plaids and plain colors. Pleated, swing, and tailored styles. Many colors to choose from.
SIZES 24-32

OTHER WOOL SKIRTS
SALE - PRICED TO \$2.79

Rochester Jobbing House Big 21ST Anniversary SALE

\$125,000 STOCK of WARM WINTER APPAREL at 20 to 30% SAVINGS!

3 Huge Shopping Floors Filled With Bargains! Dont Miss It!

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. The more you compare, the more you'll be convinced that Rochester Jobbing House

Prices can't be beat! • ROCHESTER'S LARGEST SPORTSWEAR STOCK. • CHARGE ANYTHING AT NO EXTRA COST. • SHOP EVENINGS; PLENTY OF FREE PARKING.

Boys' Zipper or Button
Sport SWEATERS **95c**
Slip-on or Coat style. Plain or two-tone.
\$1.39 Value

BOYS' COMBINATION
WOOL LEATHER JACKETS **\$3.79**
Lined-Zipper Closing
\$5.00 VALUE

Boys' or Girls' Garbadine
STATION COATS **\$4.59**
Fully lined. Popular ¾ length, zipper style.

Men's - Ladies'
BOWLING SHOES
Values To \$4.00
Fine, soft leather. Best for comfort and wear. Ladies sizes 3½ to 7. Men's 6 to 12.
\$1.99 TO \$2.89

GIRLS' & LADIES'
Sport SWEATERS **95c**
Beautiful new colors. Smart new styles.
up

Complete Line of Men's and Ladies'
RIDING APPAREL
At The Usual Jobbing House Savings

Men's REVERSIBLE
Finger - Tip Coats **\$5.98**
Corded wool reverses to water-repellent poplin.
\$8 VALUE

Men's Genuine Leather
REVERSIBLE
JACKETS **\$7.98**
Bonafide \$10 Value!
Top quality cape leather, reversed to a water-repellent Garbadine Jacket. Cassack style with pleated back.
SIZES 36-46

OTHER LEATHER JACKETS
SALE PRICED TO \$14.95

Visit Our Large
WORK CLOTHES DEPT.
Lowest Prices On Popular UNION MAKES At Jobbing House Savings
• OSH-KOSH
• DOUBLEWEAR
• CARHART
• CROWN
• HEADLIGHT
• BRAVEMAN
• WOLVERINE
• OVERALLS
• COVERALLS
• DUNGAREES
• JUMPERS
• SHOP COATS
• PANTS
• SHIRTS
• GLOVES

All Rubber—Reg. \$5.00
HUNTING **\$3.98**
PACS
Easy to put on and take off.

Boy's Hooded
MACKINAW
COATS
BONAFIDE \$7 VALUE!
SALE PRICE
\$4.79
Plaid flannel lined. Zipper hood. Leather trimmed pockets. Double-breasted; full belt. Warm, durable plaids.
Sizes 8-18

OTHER WOOL COATS
Gabardine and Wools
SALE-PRICED TO \$14.95

"Red Head" Regular \$5.50
Hunting COATS **\$3.98**
Triple-back. Shell loops and hand warmers.

"Red Head" Regular \$3.25
Duck BREECHES **\$2.29**
While They Last!

"Red Head" Regular 59c
REVERSIBLE DUCK CAP **48c**

Red Plaid Regular \$12.00
WOOL COAT **\$8.98**

Red Plaid Regular \$6.50
Wool BREECHES **\$4.98**
EXTRA HEAVY

Children's
Warm-Woolen
Sno-Suits
BONAFIDE \$6 VALUE!
SALE PRICE
\$4.98
Warmly lined jacket and ski pants. Double-breasted with full belt. Helmet to match included.
Sizes 3-6

OTHER SNOW SUITS
SALE-PRICED TO \$12.95

Complete Stock of
DRESS OR WORK SHOES
HI-CUT SHOES • BOOTS
RUBBERS

At Typical Jobbing House Savings

Boys' Black Rubber
\$3 VALUE
Rain Coats **\$1.85**
Helmets to Match

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

PAGE TWO

Buck Hunters Look For Their Names In The Sun

ROCHESTER SUN, THURSDAY OCTOBER 9, 1941

For whitening concrete walks and stone steps, add one pound of lime and a handful of salt to one gallon of water. Scrub this into the surface with a scrubbing brush or broom.

EASTMAN THEATRE
of University of Rochester

Friday - October 17 - MATINEE and EVENING

FATHER HUBBARD

"Glacier Priest" in Lectures and Film
"MOON CRATERS OF ALASKA"

Seats: 55c, 83c, \$1.10, \$1.38

Ward's SALE!
Pyralin Top
Bath Hampers

Sturdy woven fibre with chrome trimmed Pyralin tops

Choice of Colors

Size 10 x 16 1/2 x 23 1/2 inches . Reg. \$2.95 **\$2.49**
Size 11 x 18 x 27 inches Reg. \$3.95 **\$2.95**
Size 12 x 22 x 30 inches Reg. \$5.50 **\$3.95**

Ward's
15 EXCHANGE ST.
Free City Deliveries
FREE PARKING OPPOSITE

CHARM SHELVES
Graceful chrome-plated brackets with two 20-inch bulb-edge glass shelves. (Plants not included.)

SPECIAL \$1.00

MAIN 7900

Store Hours
8 A. M. to 5:30 P. M.

BUY BULBS NOW!

FREE 100 Watt Mazda with each Kit of 6

100-Watt Mazda FREE
When You Buy KIT (of these Sizes)

FOR

1	100-WATT
1	75-WATT
2	60-WATT
2	40-WATT

82c

ALL 6 FOR 82c and an EXTRA 100 WATT FREE

★ 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 Kit 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 kit of lamp bulbs and received FREE one 100-watt bulb.

YOUR SIGNATURE _____
ADDRESS _____

OFFER EXPIRES NOV. 1, 1941

Rochester Gas & Electric

Veterans Auxiliary Plans Banquet Honoring Past Officers

Annual banquet of the Frank E. Robertshaw Post Auxiliary will be held next Wednesday at 6:30 p. m. at the Powers Hotel.

Guests of honor will include Past President Mrs. Laura Pesch; Mrs. Ethel Schmanke, past department president; Mrs. Gladys Winters, past county chairman, and Mrs. Betty Studley, past district chairman.

Mrs. Erma Karle is in charge of the banquet arrangements, with Mrs. Doris Rohring acting as co-chairman.

Whiten the cellar stairs by washing them with hot water to which a little quantity of kerosene has been added.

Fall Party Listed For 11th Ward Women Democrats

Democratic Women of the Eleventh Ward are completing plans for their annual fall party, to be held Tuesday, Oct. 21, in Carpenter's Hall, 113 Fitzhugh St. N.

Mrs. Minnie E. Rossbach is honorary chairman and has announced the appointment of

arrangements by a large committee.

Brick tiles may be cleaned and polished at the same time if you use vinegar on them.

RBI

Last Chance this Week to Register for Business Administration and

HIGHER ACCOUNTING

In Night School
Semester A (Accounting Principles)
Semester C (Corporation Accounting)
Semester E (Branch and Foreign Accounts)

RBI

REGISTER THIS WEEK FOR RBI

NIGHT SCHOOL COURSES

Course Include:

BOOKKEEPING, Stenography, Advertising, Army Office Administration, Business Organization & Management, Effective Speech, English, Income Tax, Journalism, Credits & Collections, Social Security Tax, Traffic Management, Purchasing, Business Psychology.

ROCHESTER BUSINESS INSTITUTE

172 Clinton Avenue So. **RBI** MAIN 3869

Buy on our Budget Plan

Anything and everything in either Sears store in amounts of \$10 or over. Complete details in department in which you intend to purchase or at Credit Office, Second Floor, Both Stores.

True Story

I'M REDUCING- BUT NO PILLS, CHARTS OR DIET SLAVERY FOR ME

NOT AFTER READING "I LOST 40 POUNDS AND 20 YEARS" BY NINA WILCOX PUTNAM

A FAMOUS physician reveals the whole truth about reducing and reducing rackets. And Nina Wilcox Putnam tells how she followed his advice and lost 40 pounds and 20 years, without threatening her health. Don't miss the scientific truth about "Weight Control - You Can Weigh What You Want" in November TRUE STORY now on sale.

True Story MAGAZINE

AT SMALLS

Get Better Bowling Scores!

ROLL YOUR OWN
BRUNSWICK MINERALITE BALL

\$17.00

Have More Fun! Own Your Own Personalized Ball. Buy It On Small's Easy Terms.

50c DOWN

50c WEEK

Open Tonight and Saturday Till 9

Buy with confidence at

Smalls
26 MAIN STREET, East
ROCHESTER

Both Stores Open Friday and Saturday TIL 9:30 P.M.

Daily 9:30 to 5:30 P.M.

Sears

IN THE FACE OF COST INCREASES THESE LOW PRICES ARE AMAZING!

CARLOAD SALE

Chrome Finished, Stainless Topped Breakfast and Dinette Tables and Chairs!

SAVE MORE THAN 25%

Typical Savings Example!

\$69.95 quality five-piece side extension type table, stainless, Swedish plastic top, and four chromed over copper tubular steel construction chairs, with leatherette covered seat and curved back. Blue trim.

\$45.95

\$45.95 Straight Leg Table	\$34.95
\$34.95 Reinforced Leg Table (White, Blue and Red)	\$26.95
\$26.95 Leg Table (White and Black Trim)	\$19.95
This Type in Five-Piece Set	\$34.95
\$39.95 Bent Leg Tables	\$26.95
\$39.95 Straight Leg Table (Red or Blue Trim)	\$26.95
\$22.95 Restaurant Table 26 x 26	\$14.95
\$44.95 Swedish Plastic Top Tables	\$31.95
\$6.95 Curved Back Chairs (Blue and White Only)	\$4.50
\$6.95 Curved Back Chairs (Red and White)	\$5.00
\$5.50 Curved Back Chairs (Black Only)	\$4.00
\$7.95 Nailhead Decorated Chair	\$6.00

Buy in Sets or as Many Pieces as You Can Use on Our Budget Plan!

Sale Priced, Second Floor, Monroe Store

Sears Roebuck and Co. Monroe Ave. at S. Union - Rochester, N.Y.

EDWARDS BASEMENT

"Dress of the Week!"



"Especially for You"

\$39

Peggy Picks

The Run Around

SIZES 14-20 COLORS: NAVY, COPE, WINE
Edwards-Basement

Mrs. Katherine Rowland, 30 Rockview Ter.

Dramatic Group Plans Comedy Presentation

A business meeting of the P.T.A. Dramatic Group of No. 38 school will be held next Tuesday, after which rehearsals for the group's first presentation of the season will be held. The comedy, "Lovely Ladies," will be given on November 14 and 15 at the school.

Meeting Scheduled For Catholic Hard of Hearing Group

Catholic Auditorial Guild, hard of hearing group, will hold the first meeting of the fall at 8 o'clock tonight, in St. Francis Chapel, 120 Franklin St. Members are urged to be present, as the full program for the year will be discussed at this meeting. Hard of hearing Catholics interested in joining the Guild are invited to attend. Hearing aids will be available. Rev. William A. Doherty, C. S. S. R. Chaplain of the group will conduct the session.



Genuine Water Buffalo 3-Way Brief Cases

\$5.95

Others \$1.95 to \$29.50

LIKLY'S
271 Main St. E.

48 VEND Trainees Placed In Defense Jobs In September

Forty-eight trainees from V.E.N.D. all-night classes were made happier last month by having been placed in defense jobs, according to the September figures of the Vocational Education for National Defense, division of the Board of Education.

Since the start of the V.E.N.D. training program in July of last year, 4,708 men have received vocational skills and technical training in the all-night classes, which are conducted on a 40-hour weekly basis from 10 p. m. to 6:30 a. m. Monday through Friday.

In order to anticipate any probable man shortage, women were admitted for training in machine shop practice, and light assembly work last June. To date more than 650 women have registered for these courses, and 240 have been placed in industry during the past two months.

At present the all-night program is operating with 303 trainees, or at about 75 percent of its average registration of 430.

Additional registrations are now being accepted for sheet metal work, industrial and aircraft welding, aviation mechanics and machine shop practice.

Information regarding time and place of these classes may be had by calling the Board of Education, Main 2800. Registration is made with the State Employment Service, 155 Main St. W.

N. Y. Tours . . .

(Continued From Page 1)

two nights and three days at the hotel. Everything is included at the one low price and that is why Sun tours to New York always have such a wide and popular appeal.

The afternoon departure was planned mainly for teachers and others who will be able to leave the city during the day. Many public school teachers are taking advantage of this opportunity to visit New York's famous educational institutions.

The Sun office, 420 Burke Bldg. will remain open until 6 p. m. tonight and tomorrow night to take care of last-minute reservations. Teachers who would like to make the tour and have not yet secured their tickets are advised to call the Sun office, Stone 6001 and their reservations will be brought to them tomorrow before noon.

All reservations must be made at the Sun office or by calling Stone 6001. If you plan to take advantage of this last opportunity of the season to visit the metropolis the low cost Sun tour way, you'd better hurry, because it's now only a matter of hours before the tours get underway.

Dance To Be Held In Theatre Lobby

A "Thumbs Up" dance to provide funds for a Rolling Kitchen will be held in the lobby of the R.K.O. Palace Theater tomorrow at 10 p. m. under sponsorship of the British War Relief Society, Inc.

The dance is presented as a salute to "A Yank in the R.A.F." current picture at the theater.

Pastor To Address Auxiliary At West Side Church

The October luncheon and business meeting of the Women's Auxiliary of St. Stephen's Church will be held tomorrow at 1 p. m. in the Parish Hall.

The Rev. Frank Fisher will address the group on "Side-lights of the Ministry."

Chapter Five, with Mrs. John K. Steeves as chairman, will serve refreshments.

When Your Eyes Are Tired DO THIS

Eyes tired? Do they smart and burn from overwork, sun, dust, wind, lack of sleep? Then cleanse and soothe them the quick, easy way—use Murine.

WHAT IS MURINE? Murine is a scientific blend of seven ingredients—safe, gentle, and oh, so soothing! Just use two drops in each eye. Right away Murine goes to work to relieve the discomfort of tired, burning eyes. Start using Murine today. TRIAL OFFER! Send for a generous sample bottle of Murine. Address: The Murine Co., Department NQ, Chicago.

MURINE
FOR YOUR EYES

ROPER'S
OPEN THURS.
TIL 9 P. M.

KEEP WARM ON THESE COOL MORNINGS WITH A
ROPER

BUNGALOW RANGE

A Bungalow heating unit with indirect flue for burning either coal, wood or oil. City or bottled gas.



VISIT OUR SHOW ROOMS FOR A COMPLETE DISPLAY OF ROPER RANGES

PYROFAX

GAS-SERVICE
For Homes Beyond the Gas Mains.

ROPER RANGE CO.
America's Finest Gas Ranges
48 ST. PAUL ST. CORNER MORTIMER

In the National's Basement

STORE OPEN TONIGHT UNTIL 9

Men . . . If You Don't Get One

Of These You'll Be Sorry

Brand - New, This - Season

2-TROUSER

Men's Suits

23.95
INCLUDING BOTH PAIRS OF TROUSERS

AT TODAY'S MARKET, THESE WOULD BE MANY, MANY DOLLARS HIGHER

FINE sturdy, substantial worsted suits, plenty of colorful Fall tweeds, cheviots and Shetland weaves . . . single-breasteds and double-breasteds, 3-button collegiate models, 2-button men's styles: Yes! . . . there are longs and shorts and stouts too . . . it's a grand group of suits, all with 2 pairs of trousers: If you want a real swell suit buy, take our advice . . . see these: They represent savings that we know you'll be mighty glad to get . . . and don't forget . . . Every one of them, a brand new Fall suit.

CHARGE YOURS!
PAY 1/3 NOV. 10 . . . 1/3 DEC 10 . . .
FINAL 1/3 JAN. 10.

The **NATIONAL**
EAST MAIN AT STONE

Write your own check



A Checking Account anyone can use

PUT your cash or pay-check in the bank and have your own checking account. The Lincoln-Alliance PAY-BY-CHECK PLAN enables you to have a checking account without maintaining a minimum balance—without varying monthly service charges. You pay only as you use the account—5¢ per item deposited and 5¢ per check drawn.

A personal checking account saves you time—gives you a written record in your check book of where your money goes—helps you manage your money. Your cancelled check gives you a legal receipt for bills paid.

You can open an account with any amount at any of the following Lincoln-Alliance offices:

MAIN OFFICE—183 Main St., E.

LINCOLN OFFICE
33 Exchange St.

EAST END OFFICE
400 N. Goodman St.

DEWEY-STONE OFFICE
2865 Dewey Ave.

LAKE AVE. OFFICE
1495 Lake Ave.

MONROE AVE. OFFICE
560 Monroe Ave.

NEWARK OFFICE
Newark, N. Y.

WEST END OFFICE
886 Main St., W.

PORTLAND-CLIFFORD OFFICE
520 Portland Ave.

BROCKPORT OFFICE
Brockport, N. Y.

TWELVE CORNERS OFFICE
1853 Monroe Ave.

LINCOLN-ALLIANCE
BANK AND TRUST COMPANY

Member Federal Reserve System

Member Federal Deposit Insurance Corporation

Corduroy Reversible Coat

\$5.95

New "Shortie" Length!

The much wanted, smart-looking corduroy reversible shortie coats that are all the rage with boys and students now. Water-repellent gab on reverse side. Comes in three swell shades . . . tan, teal blue and brown. Zipper front. Sizes 12 to 22.

IN THE BASEMENT



Boys' Flannel Shirts

79¢



A real value-scoop in the most-popular boys shirts there are! Heavy, warm flannel shirts in bright plaids or plain shades. Two breast pockets. All generously cut, well made.

IN THE BASEMENT

- Boys' Winter Underwear . 35¢
- Boys' Fall Sweaters . \$1.15
- Boys' Corduroy Slax . \$2.45

LAST 3 DAYS

LEFT'S FIRST ANNIVERSARY SALE

Open Thurs., Fri., and Sat. until 9

GIRL'S
LEGGING
SETS

Regular \$10.95

\$5.95

Sizes 2 To 12. Many
With Hats To Match



GIRL'S
WINTER
COATS

Regular \$10.95

\$5.95

Sizes 7 to 16. Many
Reversibles Included

This gigantic Anniversary Sale ends in 3 days. The amazing specials listed here are a few of many featured during the wind-up of this record-breaking event. Mothers, this is your opportunity to save and save plenty.

BOY'S LEGGING SETS

A remarkable value because they're good looking, sturdy and warm. Made to sell for \$10.95. **\$5.95**

SKIRTS

Just the thing to complete your daughter's wardrobe. This the newest in town, and the greatest values. Values to \$1.95. **75c**

DRESSES

Both your daughter and you will like these dresses. They're the newest in town, and the greatest values. Regular \$2.95. **75c**

Everything . . . From Tots To Teens

You're Right When you Buy at
LEFT'S
126 128 CLINTON AVE. S.
NEXT TO LOEW'S THEATRE . . . FREE PARKING

Mrs. Celia Hummel, 80 Brunswick St.

Lodge Group To Have Business, Social Session

A meeting of the Fellowship Club of the Sons and Daughters of St. George will be held next Wednesday at the home of Mr. and Mrs. Andrew Gebro, 591 Dewey Ave. A short business session will begin at 8 p. m., after which a social evening will be held with Mrs. James Taylor and Mrs. E. Nash assisting Mrs. Gebro as hostesses.

KIENER'S

YOUR NEW COAT . . .

YOU must wear it. YOUR coat should be a PART OF YOU. It must accent your charm as a well chosen picture frame accents the color and beauty of a fine painting. When you see the clever new fall styles at Kiener's you'll recognize at a glance the youthful charm and vivacity in every trim line.

Kiener's bought early and can still offer values truly outstanding. Buy NOW and save substantially!



\$35
Up

Custom creations designed to your own measure — and to suit your slightest fancy slightly higher. Do your figure full justice; request custom-made.

SPORT COATS

ZIP-N-LINING

These coats are suitable for every occasion — all weather! Come early and take advantage of this wonderful value.

\$19.95

Inquire About Our Budget Plan

KIENER'S

599 HUDSON AVE., cor. CLIFFORD
Open 9 A.M. to 9 P.M.—Saturday 'til 10 P.M.

Jerkin Pattern

To Spice Up Your Wardrobe



Size: 3/4 yard for vest; 5/8 yard for button-shoulder version. Hat is included in pattern.

Send fifteen cents (15c), (coin is preferred), for pattern. Write plainly your name, address and style number. Be sure to state size you wish.

Address Pattern Department, Rochester Sun, 420 Burke Bldg., Rochester, N. Y.

If the electric refrigerator is on a separate circuit, light flickering caused by the running of the motor will be minimized.

LINCOLN'S

Main St. at St. Paul

2 for 1 SPECIAL

Use Coupon Below For

PORTRAITS AT HALF PRICE

Take advantage of this special offer and save half. An opportunity to have Christmas portraits for your gift giving. Come in before Saturday, October 18th and get twice as many pictures for your money.



2 8x10 BUFF BORDER
PORTRAITS \$1

* Reg. \$1 Each

(OR 6 FOR \$2.95)

Present This Coupon

— at —
LINCOLN'S PHOTO STUDIO
for

2 for 1 SPECIAL

You must have this coupon to get this special price. Offer good for any member of the family. Good only between October 10, 1941 and October 18, 1941.

48 Expressions Can't Be Wrong! All pictures made with our famous Polyfoto camera, giving you 48 proofs from which to choose. Come a n y t i m e — no appointment necessary.

* Other sizes and finishes specially priced at 2 for the price of 1, or 6 for the price of 3.

Sibley, Lindsay & Curr Co. BASEMENT NEWS

Look How Much You Can Save on Household Needs in this Sale!

Phone Orders to Stone 6500

(Phone Orders Taken as Early as 8 A. M.)

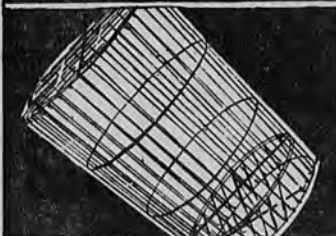
69¢ SALE OF HOUSEWARES



10-Pc. Fruit Juice Set

Regularly 89c **69¢**

Colorful tomato or orange design! Set consists of medium ice-lip jug, 8 fruit juice glasses, one large orange reamer.



Steel Wire Rubbish Burner

Regularly 89c **69¢**

Large size steel wire rubbish burner for private homes or institutions. Complete with wire lid. Sturdily constructed.

ANY ITEM ON THIS PAGE IS 69¢

Refrigerator 12-pc. Set

Regularly 94c **69¢**

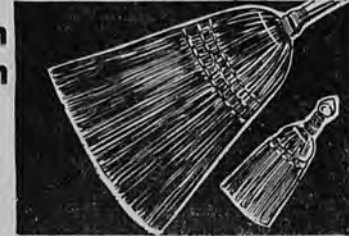
Set consists of butter dish and cover, orange reamer, measuring cup and 1—8x8, 2—4x4; and 1—4x8 covered dishes.



Rainbow Broom & Whisk Broom

Regularly 94c **69¢**

All corn broom, sturdily sewed and made up in many colors. Complete with efficient rainbow colored whisk broom.



10-Qt. Enamel Preserving Kettle

Irreg. of 89c **69¢**
Black trim! Capacious 10-qt. size for preserving.



19-Piece Water Set

Reg. 89c **69¢**
80-oz. ice lip jug & 8 each colored band tumblers, crystal coasters, glass sippers.



17-Qt. Rolled-Edge Dish Pan

Irreg. of \$1.00 **69¢**
Giant 17-quart size with safe rolled edges.



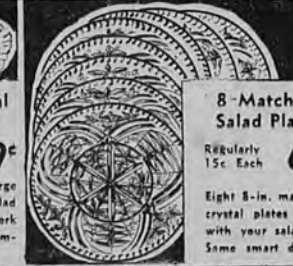
3-Pc. Colored Bowl Set

Irreg. of \$1.00 **69¢**
Ribbed design earthenware colorful, graduated bowls for mixing, storage.



4-Pc. Crystal Salad Set

Regularly \$1.00 **69¢**
Smart design. Large cabaret plate, salad bowl, serving fork and spoon. Complete!



8-Matching Salad Plates

Regularly 15c Each **69¢**
Eight 8-in. matching crystal plates to go with your salad set. Same smart design.



2-Pc. Enamel Bake Set

Irreg. of \$1.00 **69¢**
14" and 16" long. Convenient for making puddings and cakes.



Cake Pan Set

89c Value **69¢**
"Star" cake pan "Mary Ann" measuring spoon set and magic cake pan set.



Triangle Dust Mop

Reg. 98c **69¢**
Sturdy dust mop with rubber ball on handle to protect your furniture from knocks.



"Hang Up" Kitchen Rack

95c Value **69¢**
Holds strainer, spoon, turner, whisker, fork, spatula, can opener. Red, green.



1000-Sheet Toilet Tissue

7c Value 12 for **69¢**
"Kloth Tissue" brand. Extra fine quality. 1000 sheets to roll.



Padded Double Sleeve Board

Regularly 89c **69¢**
You can iron on either side! Elastic slip-on covers are easily removed for laundering.

ROCHESTER'S LARGEST POPULAR PRICED STORE **Edwards 100th Anniversary SALE**

Friday and Saturday! The Final 2 Big Days to Take Advantage of These ANNIVERSARY BARGAINS!



Fur Trimmed COATS

Specially Priced for Our Anniversary

Buy On
Our Budget
Plan **\$48**

Grand chance to realize big savings on coats that radiate elegance. Pick yours with Persian, skunk, mink, cross fox or wolf trims in black, blue, green or beige at this truly unusual price!

Sizes 12 to 20 — 11 to 15 — 35½ to 43½

EDWARDS—Third Floor

For Safer, Faster Shopping Use Edwards Charge-Plate in Red Case



New Fall DRESSES

Priced to Fit Every Purse

Values
to **7.39**
8.95

Wool, wool jersey, corduroy, crepe or velveteen. Peplums, 2-pc. effects, classic and dressy afternoon types. Black, brown, R.A.F. blue, green, wine, beige and the very popular fall shade, black, plum.

Sizes 9 to 15—12 to 20—38 to 52—18½ to 24½.

EDWARDS—Third Floor



1500 Pairs of Fashion Shoes

Every Pair An Exceptional Value

Fall's most-talked-about styles in black suede, brown suede and gabardines. Open and closed toe elasticized pumps, step-ins and ties. Have pairs for all your ensembles at this reduced Anniversary Sale price!

3.90

EDWARDS—Third Floor



Business Chiffon STOCKINGS

Anniversary
Sale
Priced **79c** pair

These stockings, at this price are remarkable today! You'll act wisely if you buy as many pairs as you possibly can at this Anniversary Sale saving! All of them are reinforced with Bemberg garter tops for greater elasticity and comfort. The sooner you get in the better chance you will have of making a complete stock-up at this attractive price!

All Popular Fall Shades
All Sizes 8½ to 10½.
EDWARDS—Street Floor

Girls' Teen Size Winter Coats

Sale Priced

10.88

Limited quantity! Silver Mist Fleece, diagonal tweeds and herringbone tweeds. 3/4-length Surcoats, full length coats with velvet lined detachable hoods, with or without belts. — Also, some reversibles.

Tail — Wine
Tan — Tweeds
Sizes 10 to 16

Girls' Teen Age
FALL DRESSES **5.48**

Regularly priced much higher! Silks, spuns, wool plaids and gabardines. Brand-new fall styles in the season's most wanted colors and color combinations. Unusual at this low price!

Sizes 10 to 16



EDWARDS—Third Floor

Toddlers' 3-Pc. Coat Sets and SNOW SUITS

Reg. 6.98
Values **5.88** each

Coat Sets: Hat, coat and matching leggings. Soft fleece with embroidered touches. Poke hats for girls, helmets for boys. Copen and camel for boys. Rose and copen for girls. Fine values.

Sizes 1 to 4 Yrs.

Children's Snow Suits **5.88**

Regular 6.98 values! Three-piece set in plain tailored style with two pockets, collar, belt, and zipper anklets. Navy, wine and brown. Exceptional value on today's higher market!

Sizes 3 to 6 Yrs.



Reg. 2.39 Babys' Buntings

Made of soft blanket cloth with lined hood. Zipper front style in plain shades of blue, pink or white.

1.88

EDWARDS—Third Floor



30-In. Plastic Wallpaper

The supply is limited. Sun-tested papers for every room in your home!

Reg. 19c
9c Roll

7c Roll 14c Roll 21c Roll 28c Roll

Over 400 patterns in these four groups. Stripes and companion papers, and 30 in. papers included. Outstanding values!

EDWARDS—Fourth Floor

Reg. 2.85 FLOOR and DECK PAINT



1.87 Gal.

Regular 2.85. For outside porches, inside porches, concrete. Six colors.

Reg. 2.85 Coral Interior Gloss



1.87 Gal.

For walls and woodwork. Washable white, ivory, cream, green or buff.

Listless? Dull?



Take Beechams Pills
Tonight for a Change!

For thorough, pleasant relief from temporary constipation, depend on this purely vegetable compound. No calomel (mercury). Millions of packages sold annually throughout the world. Buy today! Only 10¢—also 25¢ and 50¢ sizes.

BEECHAMS
LAXATIVE PILLS

OPENED WEDNESDAY, OCTOBER 8
Rochester's Largest
SILVER DOLLAR
PERMANENT WAVE CENTER
ALL WORK GUARANTEED
Steam Oil Permanents \$1.29
Machines \$1.79
60c—Oil Shampoo, Rinse And Finger Wave—All 60c

BURKE PERMANENT SHOP 303 Burke Bldg.
Open Evenings—All Licensed Operators Main 8541

Recovered—Restyled—REBUILT
YOUR LIVING ROOM SUITE
3 PIECE \$34.50
New cotton coverings, new cushions, spring units, new webbing, new fillings, springs tied 8 ways.
Phone or Write, Representative will call, day or evening.
—NO CARRYING CHARGE—
WAYNE UPHOLSTERING CO.
74 PARK AVE.
MONROE 1404

"Men's Night" Planned
The Parent-Teacher Association of No. 38 School will celebrate Men's Night with a "Fathers and Mothers' dinner,"

WHO IS THE RICHEST MAN IN AMERICA?
Whoever He Is He Cannot Buy Finer Foot Comfort Than You Can Get for 25¢ at Any Drug Store.
It's a fact—a millionaire with all his millions couldn't buy greater foot comfort than comes in a 25¢ package of Rest-Eez Colloidal Sulphur Foot Bath.
It's amazing how fast it cools and soothes tired, burning, perspiring feet, how it draws out aches and soreness, softens up corns and callouses—you can peel them off layer after layer. And it is marvelous for "Athlete's Foot"—soothe and heal the raw, burning skin. Get a package today—and put pep in your tired, aching feet 25¢—50¢—\$1. Daw and Key Drug Stores.

By No. 38 School P.T.A.
to be held at the school next Thursday at 6:30 p. m.
William Pidgeon will talk on "Character Training." Mrs. Archie Carris will be toastmistress. Music will be in charge of Mrs. Leland Stewart.

I DON'T WANT TO DO ANYTHING CROOKED.
KISS ME AND DON'T WORRY. EVERYTHING WILL BE ALL RIGHT.



True Story
MAGAZINE
Mrs. Hannah Grant, 298 Aberdeen St.

AGAIN...Ingersoll LEADS THE WAY!



MY NEW Ingersoll SWEEP-SECOND SAYS...ONLY 10 SECONDS TO GO!

Red Hand Tells Seconds
NEW Ingersoll SWEEP-SECOND POCKET WATCH
Be first in your set with this Ingersoll "first" Sweep-Second hand packs this fine watch with dozens of extra useful Chrome finished case, unbreakable crystal, red second hand, and red numbers every 5 seconds!
Other Ingersoll Sweep-Second pocket and wrist watches to \$5.50. Be sure to see the Ingersoll Sweep-Second Wrist Watch, \$4.50. Other big Ingersoll values from \$1.35 to \$5.50 include Mickey Mouse Wrist Watch \$3.50 and the famous Buck Pocket Watch, \$1.35; Mainliner Wrist Watch, \$4.25 and \$5.25.
Ingersoll-Waterbury Company, Waterbury, Conn.
Prices subject to change without notice.

DON'T GAMBLE—buy Ingersoll
YOUR \$ NEVER BOUGHT A BETTER WATCH

At Marks & Abramson
JEWELERS OPTICIANS
10 State St. Around the Corner From Main Street
Store Open Thursday & Saturday Evenings

BUDGET TERMS AT NO EXTRA CHARGE

KEY COUPON
RINSO 18c
Large Box Limit, 2

KEY COUPON
BLADES 17c
Pkg. 25 Limit, 2

KEY COUPON
WAX PAPER 12c
Extra Heavy 125 Ft. Limit, 2

KEY COUPON
NAIL POLISH REMOVER 7c
3-Oz. Bottle Limit, 2

KEY COUPON
PAPER PLATES 2 for 11c
Pkg. of 12, Reg. 10c Limit, 2

THIS WEEK'S SPECIALS AT
KEY
ROCHESTER'S MODERN CUT RATE DRUG STORES
TODAY THRU NEXT WEDNESDAY

470 N. GOUGHAN MAIN
1861 MONROE NEAR WINTON

724 WINTON ROAD NO. 108 CHESTNUT
457 RIDGE RD. W. NEAR DEWEY

SOAP SALE!
COLGATE Perfumed TOILET SOAP
5¢ EACH (6 FOR 29¢)
Cashmere Bouquet Soap 3 for 25¢ (37¢ PER DOZEN)

Special NEW LOW PRICE!
SQUIBB A-B-D-G
100 Capsules Now 17¢
Gillette TECH RAZOR
With NEW Ebonized Handle

KEY COUPON
Adhesive TAPE 2 for 11c
1/2 yd. x 3 yd.—Reg. 10c Limit, 2

KEY COUPON
MALTED MILK 19c
Lb. Can Limit, 2

KEY COUPON
Clothes Pins 2 for 11c
Reg. 10c Box 40 Limit, 2

KEY COUPON
GARDEN BOUQUET SOAP 3 for 10c
Limit 6

KEY COUPON
MACHINE OIL 6c
4-oz. can 15¢ Value Limit, 2

BUSINESS ENVELOPES 3c
Pkg. 25

PHILLIP Milk of Magnesia 11c
25c Bottle

BORAXO 2 for 21c
Large Size

CALOX TOOTH POWDER 39c
50c Size

HILL'S COLD TABS. 13c
Reg. 50c

LUDEX'S COUGH DROPS 2 for 5c
1/2 oz. Bottle

Honest Square CANDY BARS 2 for 5c
Reg. 5c Limit, 4

Baume Bengay 59c
Reg. 75c

NO DULL DRAB HAIR
4 Purpose Rinse
In one, simple, quick operation, LOVALON will do all of these 4 important things for your hair:
1. Gives lustrous highlights.
2. Takes away shampoo film.
3. Tones the hair as it dries.
4. Helps keep hair neatly in place.
LOVALON does not dye or bleach. It is a pure, odorless hair rinse, in 12 different shades. Try LOVALON.
5 rinses for 19c
100 Capsules Now 17¢

WAS DEAF
NOW HEARS CLOCK TICK
A. M. Southworth, Newark, N. J., writes: "Before using Otonine Ear Drops, I was so deafened that I could not hear the clock tick. After using Otonine, I now hear the clock tick with both ears." Thousands now benefit from Otonine's relief from buzzing, ringing, head noises, clogged-up feeling in ears, or imagined war that blocks ear canals and prevents an accurate earphone from working. Try Otonine Ear Drops as directed. They are safe and contain an ingredient especially recommended for this purpose.

Good Pictures Under All Light Conditions

Six-20 Flash Brownie
Try flash photography with this new, inexpensive camera and flash-holder designed by Eastman Pictures.
Reg. 6.35 \$5.32

MINERAL OIL Heavy American
PINT 25c
QUART 45c
1/2 GALLON 85c
GALLON \$1.49

Postmaster CIGARS 14 for 25c
King Edward Cigars 10 for 21c

NEW FACIAL TYPE TOILET TISSUE
Soft-Weave
A SCOTT PRODUCT
3 for 25c

NOXZEMA 49c
Boudoir Size Cream Reg. 75c

ASPIRIN TABLETS 6c
5 Grain Bot. 100

HINKLE PILLS 9c
Bot. 100

HYGEIA NIPPLES 11c each
Reg. 30c

WILLIAM'S TALC POWDER 9c
Assorted Odors 25c Size

ANACIN TABLETS 59c
Bot. 50 Reg. 75c

SQUIBB COD LIVER OIL 98c
12 oz. Bottle

Bromo Seltzer 49c
60c Size

True Story
MAGAZINE
Mrs. Hannah Grant, 298 Aberdeen St.

LAUER'S OPEN TONIGHT 'TIL 9

Porcelain Extension Leaf
Breakfast Sets
Chromium Legs
72 gleaming porcelain top breakfast sets go on sale today at Lauer's for only \$32.50! Come early... Select your favorite color—red or black—chromium breakfast set. Lauer's will deliver it immediately to your home.

\$32.50
5 PIECES
Table and 4 Chairs

A startling value in the newest chromium kitchen furniture. Note the sturdy hairpin table legs... The chair frames fashioned from the strongest rustless one-inch thick chrome-steel tubing... Thickly padded leatherette chair seats and back... Pull out table leaves to seat 8 easily... Large lined and partitioned drawer for your silver.

Pay Only \$1 Weekly

OPEN THURSDAY NIGHT

Lauer's Quilted INNERSPRING MATTRESS \$16.95
Full, Single, or 3/4 Size

A soft, well made innerspring mattress that Lauer's know will make your nights more restful... more comfortable. Now is the time to buy and save at Lauer's.

- Heavy Ticking • Sisal Padding
- 180 Innersprings • Stitched Border

Lauer's
50 STATE ST.

Bingo Parties Resumed At North Side Church

Opening of the fall series of bingo parties at Our Lady of Perpetual Help will take place tomorrow night at 8 p. m. in the church hall on Joseph Ave. Twenty-one prizes in varying amounts will be offered players.

As a special feature of the opening night session, a Philco radio will be awarded as door prize. The radio has been donated by the Furstoss Appliance Co., Chili Ave.

TOWNSEND MOVIES

Moving pictures of interest to Townsend plan followers will be shown at a meeting of the Prosperity Townsend Club No. 19, to be held next Monday evening at St. Augustine's school hall, Chili Ave.

TAKE OFF UGLY FAT

Many lose 3 to 5 lbs. a Week
yet EAT plenty
No Reducing Drugs—
No Exercises—No Massage

Men and women all over the United States are reporting remarkable results in losing weight. Many tell of reducing 20 pounds a month and more. These people are following the Plan of Dr. Edward Parikh, noted physician, former Health Officer, State of New York, Surgeon-in-Chief, a Medical Staff, U.S. Army; Editor, Lecturer.

Dr. Parikh's Reducing Plan makes reducing a pleasure. A pleasure because it allows you to EAT PLENTY, requires no exercises, no dieting, no reducing drugs, no loss of vitality.

Here is Dr. Parikh's Reducing Plan EXACTLY as given by him over the air in millions of homes. For lunch take 3 spoonfuls of Cal-Pur in a glass of fruit juice, or any beverage. Take nothing else for lunch except a cup of coffee if desired. For breakfast and dinner EAT AS YOU USUALLY DO. Don't cut out fatty, starchy foods—just eat down on them.

Try Dr. Parikh's Reducing Plan for one week. You and your friends will be amazed at the most improvement in your figure. Most overweight people should be helped by Dr. Parikh's Plan.

Cal-Pur is not a reducing drug. It is a special purpose food supplementing the diet with certain essential minerals and vitamins. Get a bottle today, plain or chocolate flavor. Cal-Pur costs only about a few cents a day. Money back if not satisfied.

Health Food Stores and drug stores, including Key and Paw.

"... Fine Foods"



NESTLÉ'S
CHOCOLATE

ECONOMY SIZES
2 for 23¢

MILK or ALMOND

ALSO

SEMI-SWEET

For Making Famous

Coll House COOKIES

TENDER WHITE MEAT
RIB-END ROAST CORN FED

Pork Loin lb. 25¢

WHOLE HAM OR SHANK HALF
LEAN—TENDER—FLAVORFUL

Fresh Ham lb. 25¢

WEGMAN'S ARE ROCHESTER'S LARGEST
MEAT RETAILERS

DOUBLE FREE OFFER REPEATED

To Introduce To More Rochester Housewives

Enriched MOTHER'S FLOUR



The enthusiastic reception given this famous all-purpose flour, by Rochester housewives, quickly exhausted our original supply of samples and premiums. We have now been able to restock and are repeating this sensational free offer. So better hurry...don't miss out this time!

FREE! 2 LB. BAKING SAMPLE
AND 1 PIECE FAMOUS
BAKE-KING BAKE WARE WITH
PURCHASE EACH 24½ LB. SACK

24½ lb. sack 99¢

Check These Weekend Grocery Savings!

46 OZ. CAN GILBERTS APPETIZING
TOMATO JUICE can 15¢

LARGE CAN ARMOURS FLAVORFUL
PORK & BEANS can 10¢

12 OZ. CANS LION BRAND
BEER or ALE . 3 cans 25¢

2 LB. PAIL SMOOTH SPREADABLE
PEANUT BUTTER . 25¢

Wegman's
HOME OWNED FOOD MARKETS
FREE PARKING FOR CUSTOMERS

**DOLANS... Where You Buy
THE CUTS CHICKEN YOU
OF PREFER**

roasts lb. 48¢ | Livers lb. 45¢ | Necks lb. 12½¢
ings lb. 23¢ | Giblets lb. 19¢ | Legs . lb. 39¢

DOLANS 600 JEFFERSON AVE.
cor. Bartlett
Telephone Genesee 1417

BEAUTY...
In Home Appliances, Too!

Some of us spend a great deal of money on personal beauty care. This SHOULD be. A world of beauty is a pleasant place. So, too, will you find your own kitchen a happier, happier place when fitted with beautiful, modern appliances. Keep your home attractive and up to the minute—at Sieberts, where customers have found complete satisfaction for over 53 years.

SINCE 1888
SIEBERTS
ST. PAUL and ANDREWS ST.
Free Parking Open Evenings
FOR ALL HOME APPLIANCES

Something special
in wear and
warmth

RUGBY Flintkist Sweaters

Yes, a special method of triple-knit knitting cable-knit yarns found only in "FLINTKIST" Sweaters, that makes them the world's best in wear and warmth.

That's why men who work outdoors in cold weather, wear them and enjoy their warmth and record-long years of service. Zipper or Button styles in all popular colors. Try one and then try to wear it out.

Knitted and fully guaranteed by
RUGBY KNITTING MILLS, Inc.

RUGBY SWEATERS SOLD EXCLUSIVELY AT
Champion
KNITWEAR CO., 171 ST. PAUL ST.
½ Hours Parking at Bill's and Strand Parking Stations

BELMONT
Pennsylvania HARD COAL

Dependable Fuel
At Economy Prices!
Try a Ton TOMORROW

PHONE
GLENWOOD 700

**BELMONT
COAL CO.**
594 Brown St.

AMERICA'S LEADING VACUUM CLEANER CHAINS
BEAUTIFULLY REBUILT
HOOVER
complete with Attachments

built by Penn Craftsmen with
Guaranteed Penn Parts

\$14.95 FULL CASH PRICE
EASY Terms

Liberal Allowance On Your Old Cleaner
FULLY GUARANTEED
For Some Length of Time as a
New HOOVER

If You Can't
Come In...
PHONE or Write
for a FREE HOME
DEMONSTRATION

Please Bring This Ad

VACUUM STORES
E. OPEN EVENINGS
UNTIL 9 P. M.

STONE 6747

OUT THE THREE ADVANTAGES OF BUYING
SPECIALISTS! WE SELL NOTHING ELSE!

ANNIVERSARY SALE

Year around, Berghash gives you outstanding buys, but to celebrate our 8th anniversary... we really go to town! The items listed here are a few of the hundreds of unusual bargains featured during this anniversary sale. Prices are guaranteed only as long as our present supply lasts. Remember... prices are going up.

ANNIVERSARY SPECIAL!

FAMOUS KERRIGAN'S

\$3 Value Only \$2.39
Full Quart

Rich, smooth, mellow. This private stock blended whiskey is an exceptional value because of its smooth flavor and fine bouquet.

2 QUARTS FOR \$4.60
And Still Less by the Case

3-MASTS CORDIALS

A marvelous after-dinner drink. Try it chilled and you'll appreciate its smooth rich flavor. Apricot... Blackberry... and Creme de Cacao, try a bottle of each.

Full 4/5 QUART \$1.59

3 BOTTLES FOR \$4.00

AND STILL LESS BY THE CASE
A BERGHASH ANNIVERSARY SPECIAL!

ANNIVERSARY SPECIAL!

FROM CALIFORNIA

Rochester's most popular wine... and it's 100% pure California wine! Made from sweet well-ripened grapes which produce an unusual fine taste. 12 varieties from which to choose. Gal. \$1.59

2 GALLONS FOR \$3.00

OLD OAKDALE BRAND

A straight whiskey that's famous for its smooth, mellow qualities. This unusual value is typical of the outstanding buys you'll find during this anniversary Sale. Full Quart \$1.79

3 QUARTS \$5.25

STILL LESS BY THE CASE
A BERGHASH ANNIVERSARY SPECIAL

ANNIVERSARY SPECIAL!

BEST GIN VALUE!

Distilled according to an old English recipe... popular "London Inn" gin is perfect to use "straight" and it makes delicious cocktails.

4/5 QUART \$1.59

2 FOR \$3
STILL LESS BY THE CASE

AND REMEMBER

Get our prices on G & W, Schenleys, Seagrams, Calverts, Hiram Walker, and all the other nationally known brands. We can supply you with the greatest variety... and our prices are the lowest in town.

BERGHASH
WINES LIQUORS

124 CLINTON AVE. SOUTH
NEXT TO LOEW'S
Phone... MAIN 786

Free Parking Opposite Our Store

DAVIS
BAKING
POWDER

NOW
8 oz 10¢
12 oz 15¢

**"MIDDLE-AGE"
WOMEN (38-52)**
HEED THIS ADVICE!!

If you're cross, nervous, suffer hot flashes, dizziness—caused by this period in a woman's life—try Lydia E. Pinkham's Compound Tablets (with added iron). Made especially for women. Thousands upon thousands remarkably helped. Follow label directions. Worth trying!

**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

FOR
BRISK
FALL
APPETITES

**CAIN'S
HORSE RADISH**

GET THIS NEW
**Jibby Knife-
Edger**

ABSOLUTELY
NEW

A NECESSITY IN EVERY HOME

Genuine Rimac Flexstone puts smooth, sharp edge on duldest knife quickly and easily

Send Only 25¢
and 3 Ideal Dog
Food Labels to

WILSON & CO.
Box 8170 Chicago

See Dealer for Order Blank

PAGE SIX

Listless? Dull?
Take Beechams Pills Tonight for a Change!
For thorough relief from temporary constipation, depend on this purely vegetable compound. No cathartics (mercury). Millions of packages sold annually throughout the world. Buy today! Only 10c—also 25c and 50c sizes.
BEECHAMS LAXATIVE PILLS

OPENED WEDNESDAY, OCTOBER 8
Rochester's Largest
SILVER DOLLAR
PERMANENT WAVE CENTER
ALL WORK GUARANTEED
Steam Oil Permanents \$1.29 WAVE-ART \$1.79
60c—Oil Shampoo, Rinse And Finger Wave—All 60c
BURKE PERMANENT SHOP 303 Burke Bldg.
Open Evenings—All Licensed Operators Main 8541

Recovered—Restyled—REBUILT
YOUR LIVING ROOM SUITE
3 PIECE \$34.50
New cotton coverings, new cushions, spring units, new webbing, new pillows, springs tied 8 ways.
Phone or write, Representative will call, day or evening.
—NO CARRYING CHARGE—
WAYNE UPHOLSTERING CO.
74 PARK AVE.
MONROE 1404

Buck Hunters Look For Their
"Men's Night" Planned
The Parent-Teacher Association of No. 38 School will celebrate Men's Night with a "Fathers' and Mothers' dinner."
WHO IS THE RICHEST MAN IN AMERICA?
Whoever He Is He Cannot Buy Finer Foot Comfort Than You Can Get for 25c at Any Drug Store.
It's a fact—a millionaire with all his millions couldn't buy greater foot comfort than comes in a 25c package of Rest-Eez Colloidal Sulphur Foot Bath.
It's amazing how fast it cools and soothes tired, burning, perspiring feet, how it draws out aches and soreness, softens up corns and callouses, you can peel them off layer after layer. And it is marvelous for "Athletes Foot"—soothes and heals the raw, burning skin. Get a package today—and put pep in your tired, aching feet 25c—30c—\$1. Daw and Key Drug Stores.

PAGE EIGHT

Lodge Group To See Installation At Webster
A business meeting of the Ave. N., beginning at 7:30. This Venus Rebekah Lodge will be followed by a journey held tonight at 11 Clinton to Webster to witness the installation of Loyal Lodge officers.

THE BEST COAL-VALUE IN THE CITY
BLACK MAGIC
Long Burning—Low Ash
QUALITY
COAL \$11.85
Eggs Stove Nut
Buckwheat \$8.25 Ton
Pea Coal \$9.55 Ton
Established Over 35 Years
SEMET-SOLVAY COKE \$10.70
GEN. 586
PAYNE & DUNHAM

YOU MAY LOOK FAR & WIDE, — YOU'LL FIND
Best Furniture Value AT RIVERS
YOU CAN SAVE 20% TO 25%
on finest Grand Rapids or Jamestown furniture ANY DAY at Rivers. This is no empty statement—just come look at our values, then TRY TO EQUAL THEM!
Store Open 7 to 9:30 Each Tues., Thurs. and Sat. Nites
FRANK A. RIVERS CO.
226 SOUTH AVENUE
Mrs. Lena Klass, 314 Avenue D

"Finest of them All"
say those who taste this 50th Anniversary
GREEN RIVER
The Whiskey Without Regrets
GREEN RIVER
America's Smoothest Whiskey
Blended Whiskey 75% "proof" 75% "grain neutral spirits." Oldtime Distillers Corp., N.Y.C.

Exposed water pipes will not freeze if coated with a mixture of equal parts of melted paraffin and glycerine.

Andy Says . . .
SEE FURSTOSS FIRST
LOWEST PRICES
IN TOWN
18 MONTHS TO PAY
— ON —
FRIGIDAIRE — PHILCO
RADIOS — QUALITY RANGES
Glenwood Ranges, Zenith Radios and Other Electrical Appliances
OPEN EVENINGS FOR YOUR CONVENIENCE
FURSTOSS APPLIANCES INC.
409 Chili Avenue Gen. 2070

I'M GOING TO BEAT IT! AND I'M NOT TAKIN' YOU WITH ME!
STOP KIDDING, MIKE. WHY— I THOUGHT WE WERE GOING TO BE MARRIED.
CAN a girl ever stifle her longing for the man who first possessed her—even though he jilted and humiliated her afterward? This question is answered, dramatically, in "Honey-moon Trousseau," a revelation in romance that might happen to you. In November TRUE STORY.
True Story
MAGAZINE

KEY COUPON
RINSO 18c
Large Box Limit, 2
KEY COUPON
BLADES 17c
Pkg. 25 Limit, 2
KEY COUPON
WAX PAPER 12c
Extra Heavy 125 Ft. Limit, 2
KEY COUPON
NAIL POLISH REMOVER 7c
3-Oz. Bottle Limit, 2
KEY COUPON
PAPER PLATES 2 for 11c
Pkg. of 12, Reg. 10c Limit, 2

THIS WEEK'S SPECIALS AT
KEY
ROCHESTER'S MODERN CUT RATE DRUG STORES
TODAY THRU NEXT WEDNESDAY
SOAP SALE! COLGATE Perfumed TOILET SOAP 5c EACH (6 FOR 29c)
Cashmere Bouquet Soap 3 for 25c (97c. per box)
Special NEW LOW PRICE! SQUIBB A-B-D-G 49c
World Series Special 5 Gillette BLUE BLADES 49c
Gillette TECH RAZOR With NEW Ebonized Handle

KEY COUPON
Adhesive TAPE 2 for 11c
1/2 yd. x 5 yd.—Reg. 10c Limit, 2
KEY COUPON
Malted MILK 19c
Lb. Can Limit, 2
KEY COUPON
Clothes Pins 2 for 11c
Reg. 10c Box 40 Limit, 2
KEY COUPON
SOAP 3 for 10c
Limit 6
KEY COUPON
MACHINE OIL 6c
4-oz. can 1c. Value Limit, 2

BUSINESS ENVELOPES 3c
Pkg. 25
PHILLIP Milk of Magnesia 11c
25c Bottle

NO DULL DRAB HAIR
4 Purpose Rinse
In one, simple, quick application, LOVALON will do all of these 4 important things for your hair:
1. Gives lustrous highlights.
2. Removes every shampoo film.
3. Tones the hair as it rinses.
4. Helps keep hair mostly in place.
LOVALON does not dye or bleach. It is a pure, colorless hair rinse, in 12 different shades. Try LOVALON.
5 rinses for 19c
Good Pictures Under All Light Conditions

NOXZEMA
Baudouin Size Cream
Reg. 75c 49c
ASPIRIN TABLETS 6c
A Grain Bot. 100

BORAXO 2 for 21c
Large Size
CALOX TOOTH POWDER 39c
36c Size
HILL'S COLD TABS. 13c
Reg. 30c

WAS DEAF and NOW HEARS CLOCK TICK
A. M. Beelchman, Newark, N. J., writes: "Before using Osteon Ear Drops, I was so deafened that I could not hear the clock tick. After using Osteon, I can now hear the clock tick with both ears."
Thousands now hear! Osteon would hear clearly and distinctly again, and also get relief from buzzing, ringing, head aches, ringing up feeling in ears, if impacted wax that blocks ear canals and prevents an sensitive ear drum was removed. Try Osteon Ear Drops as directed. They are safe and contain an ingredient especially recommended for ear purposes.
Six-20 Flash Brownie
Try Dash photograph with this new inexpensive camera and flash-holder designed by Eastman. Pictures 21x24c. Reg. 6.25 \$5.32
MINERAL OIL
Heavy American
PINT 25c
QUART 45c
1/2 GALLON 85c
GALLON \$1.49

HINKLE PILLS 9c
Bot. 100
HYGEIA NIPPLES 11c each
Reg. 20c
WILLIAM'S TALC POWDER 9c
Assorted Odors 25c Size

LUDEX'S COUGH DROPS 2 for 5c
3c Size
Honest Square CANDY BARS 2 for 5c
Reg. 3c Limit 4
Baume Bengay 59c
Reg. 75c

Postmaster CIGARS 14 for 25c
King Edward Cigars 10 for 21c
NEW FACIAL TYPE TOILET TISSUE
Soft-Weave
A SCOTT PRODUCT
3 for 25c

ANACIN TABLETS 59c
Bot. 50 Reg. 75c
SQUIBB COD LIVER OIL 98c
12 oz. Bottle
Bromo Seltzer 49c
8oz. Size

WHERE TO PLAY BINGO
ABC PARTIES
Are Being Held As Usual
Tues., and Sat. Nite At 8:30
2011 E. MAIN
2 Jackpots—\$20-\$110
BINGO
19th WARD CLUB HOUSE
237 HAWLEY ST.
Thurs., Fri. and Sat. Eve. 8:15
Fri. 145 — Admission 20c
Extra Board (FREE)
With Triple Board
\$25 Defense Bond Given
Sat. Nite For Door Prize
WEST AVE. MANOR
165 West Ave.
Mon., Tues., Thurs. — 1:30
Sat. 2:30 P. M.
Wed. and Fri. 8:30 P. M.
FRI.—ALL GAMES \$4
Beeley's Bingo
MON., TUES., FRI., SAT. at 8:15 P. M.
SUNDAY at 2:30 P. M.
WED. at 1:30 P. M.
Extra Board Free with Triple Board
ADMISSION 20c
142 GENESEE ST. in REAR
SUNDAY NIGHT 8:15
2 JACK POTS \$75 — \$85
MONDAY NIGHT 8:15
2 JACK POTS \$55 — \$70
REGULAR GAMES SUNDAY & MONDAY NIGHT
\$5 — \$10 — \$25
Wed., Fri. & Sat. Afternoons at 1:30
Wed. & Sat. Afternoon Wed. Fri. Sat. Afternoon
JACKPOT \$40 ALL GAMES \$3
UNION LEAGUE HALL Gregory at South Ave.
TAKE SOUTH AVE. BUS TO DOOR
CASH FOR YOU
Bigger Prize List Than Last Season!
Plus Green Stub Prizes
Advance Sale Starts Next Monday For Our
DOUBLE PARTY—Nov. 3
ALL PRIZES DOUBLED!!!
EVERY MONDAY NIGHT
KofC Auditorium, Lawn St.
40—DOOR PRIZES—40
Admission 99c Including Tax
NO MORE TO SEND

THIS WEEK ONLY
We Play \$1800 IN PRIZES!
For **\$1800**
WED., THURS., FRI. & SAT. ONLY
Worth 25c Good Only When Playing a Bank of Specials and a Triple Board.
FREE Defense Bonds Worth \$25
JACKS POT \$205
HOLLYWOOD BINGO 35 PULLMAN AVE.
Come Early—See The Entertainment—Beat The Crowd
THURS., FRI. NIGHTS TOWNER'S HALL \$250 All Games \$5.00
SAT., SUN., WED. NIGHTS TOWNER-REXY \$500 All Games \$10.00
(No Sunday Game at Remy)
TUES. & SUN NIGHTS HOLLYWOOD \$500 All Games \$10.00
Tues. Night All Games \$10.00 HUDSON \$475 Sat. Night All Games \$5.00
This Ticket Worth 45c At Towner Thursday, Oct. 9. Good only when buying a bank of specials and triple board.
This Ticket Worth 45c At Towner Friday, Oct. 10. Good only when buying a bank of specials and triple board.
This Ticket Worth 45c At Hudson Theatre, Sat. Oct. 11. Good only when buying a bank of specials and triple board.

ER 9, 1941

ROCHESTER SUN, THURSDAY, OCTOBER 9, 1941

Look For Your Name Between The Ads—Win a Dollar

PAGE NINE

War Relief Group To Have Benefit Card Party

First of a series of card parties to raise funds for the British War Relief Society will be held Saturday evening at the home of Mr. and Mrs. Reuben Heffer, 95 Olean St., under sponsorship of the Fellowship Club of the Sons and Daughters of St. George.

FRIDAY AND SATURDAY SPECIALS

FRESH COOKED SHRIMP MEAT 30c Half
FRESH HADDOCK 15c Pound
FLOUNDERS 12c Pound
LAKE TROUT 32c Pound

Special Prices On All Sea Foods For Clambakes and Shore Dinners

Prices
FISH MARKET
385 EAST MAIN ST. STONE 163
Fancy Fresh Caught Sea Foods — Next to Turners

BUT CAN WE
LOVE HIM LIKE
OUR OWN?

WONDER IF HE'S
JUST A SUBSTITUTE
FOR THE REAL
THING?



DOES love for children really start before they are born or does it come afterward? Are adopted children ever like your own flesh and blood? Read the poignant, beautiful truth in "My Son"—a truly great human document—also a primer of sex education which no parent can afford to miss. In November TRUE STORY.

True Story
MAGAZINE

TIRES

DE SOTO FIRST QUALITY 1-YEAR GUARANTEE
50c DOWN—50c WEEK. Prices include Old Tires
Other sizes at proportionately low prices

OIL HEATERS

\$4.95
up
For those rooms you can't quite heat — and for extra cold weather. Very inexpensive operation.

1942 MODEL RADIOS

RCA ZENITH CROSLY
\$9.95
6 Cu. Ft. 41 GIBSON REFRIGERATOR
Just a Few **\$89.95** Left



LIVING ROOM
\$59.95
Reg. \$95.55 Suite

CHROME BREAKFAST SETS **\$34.95**
REFLECTORY TABLE AND CHAIRS

KOMINZ TIRE CO., Inc.
182-184 MONROE AVE. 417 MONROE AVE.
At Savannah St. At Averill

OPEN 9 A. M. TO 9 P. M.

WANT ADS

ARTICLES FOR SALE

ANTIQUE carved walnut gentleman's chair, upholstered in petit point. Perfect condition. Price \$37.50. Call Monroe 6951.

CRAFTSMAN'S tools and chest. Baby crib and office chair. Stone 1008-R.

BUSINESS PERSONALS

CHICKEN FIES — delivered by down. Myers, 133 Dewey, Genesee 424-M. 967-04

CHIROPRACTORS

FRANK BROWNELL, 65 Bronson, L. A. Young in attendance Genesee 1492

PERSONALS

MRS. MORROW, at 55 Hubbell Park. Daily. Call personally or write for interview.

REV. MABEL R. HAMMEL, now located at 107 Troup St. Main 2219

MISS BELLE is free for nursing and massage by hour, week or day. Main 7460

MRS. McLEAN—31 Manhattan St. Call for appointment. Stone 2081-X.

SERVICES OFFERED

PLAIN sewing and general repair work wanted at 483 South Ave. Basement.

WANTED TO BUY

RAGS—2c lb. magazines, papers, 5c, mattresses, metal. Stone 3689-R.

RAGS — 1c to 3c lb. magazines, 5c, newspapers in bundles 50c, iron, metal, rubber, batteries, mattresses, junk of all kinds—top prices. Try us. Stone 370-L.

19th Ward Democratic Women's Club To Hear Fund Drive Report

Returns to the Campaign Fund of the 19th Ward Women's Democratic Club will be received at a business meeting of the group next Monday evening at 904 Main St., W.

Syracuse Conference Attracts Local Townsend Followers

A state-wide conference of the Townsend movement will be held in Syracuse Saturday and Sunday, according to word received by officials of the groups here.

Dr. Francis E. Townsend, founder and president of the movement, will address a mass meeting in the Mirphal Auditorium on Sunday at 1:45 p. m.

BUY YOUR FUR WHERE QUALITY IS HIGH AND PRICE IS LOW!

Clifford Fur Co.
1283 Clifford Ave.
1 block off Portland
CLIFFORD FUR
SELLS FOR LESS

Keep False Teeth Purified Says Dr. Sherwin

The world progresses—new discoveries make history. Now, thanks to Dr. L. W. Sherwin, a well known authority on oral hygiene, false teeth and dental plates can be made to glister with purity and immaculate cleanliness with just a 10 minute daily bath, with amazing Steri-Kleen.

It's all so easy—just get a 30 new bottle of Steri-Kleen—put a little in a half glass of lukewarm water—let your dental plate stay in the glass 10 minutes or overnight, as you choose. Toss it out, time under the cold water faucet—no brushing is needed.

Then you get a plate free from silvery moccin and stains—a plate sparkling with beauty and glittering with purity. No more dull-looking, murky, distasteful teeth for you—lasts for weeks—30 cents all drug stores.

"Lindbergh—The Most Dangerous Man In America!"

Read this remarkable editorial about Lindbergh — once famous and illustrious — now called America's No. 1 Nazi.

In This Week's **5c** LIBERTY WEEKLY At All News Stands

Betty:
Auto Show—
plus Fall Flower
Exhibition opens
in Rochester's Big
Civic Exhibits
Bldg. Saturday.
Let's make it a date!
John
PS Open thru
Oct 19th
Incl. Sunday

Blessed Relief...
FOR DIFFICULT DAYS
CHI-CHES-TERS PILLS are helping thousands of women escape from "The Long-Of-The-Night" Cramps! Why don't you try them to relieve immediate, periodic pain and discomfort. Take one 50¢ tablet safe to take as 50¢ directed. Contains no habit-forming drugs or narcotics. Used beneficially for over 55 years.

CHI-CHES-TERS DIAMOND PILLS

Short Cuts In Preparing Vegetables

Tested Recipes furnished by Home Service Department of Rochester Gas and Electric.

Fall is upon us, and with it has come the first rumblings of organizations girding themselves for a season of great activity. This means busy days for homemakers; and, occasionally, it's a life-saver to have a few tricks up the proverbial sleeve when it comes to getting meals ready.

Have you ever noticed how your fingers turn to thumbs when you're peeling vegetables in a hurry? Beets, onions, and winter squash may all be cooked right in their skins.

Baked Beets

Temp.: 400 F.—Time: 1½ Hrs.

Place unpeeled beets in greased baking dish. Bake uncovered until tender. Peel, slice, season and serve. N. B. The flavor is unusually good this way and potatoes will bake at same time and temperature.

Baked Onions

Temp.: 375 F.—Time: 1 Hour

Place unpeeled onions in baking dish. Bake uncovered until tender. Peel, dot with butter, season and serve.

Hubbard Squash

Temp.: 400 F.—Time: 1 Hour

Cut in half and scrape out seeds. Brush generously with fat, sprinkle with salt and pepper and bake in preheated oven. When tender, scrape out of shell, mash and season or cut in pieces for serving, remove seeds, brush with fat, season with salt, pepper and a bit of brown sugar. Bake and serve in shell.

Often it would mean a lot to be able to whisk vegetables from the pot to the table without any last-minute attention — no liquid to drain off, no seasoning to fret over. And so, we give you:

Vegetables Cooked In Butter

FOR 4 CUPS

1. Turnips 4. Green beans, peas, lima beans, carrots

2. Beets 5. Cabbage

3. Cauliflower 6. Carrots

Vegetable may be sliced, diced or shredded.

Melt 3 T. butter in saucepan, having a tight-fitting cover.

Add vegetables and ¾ t salt, pepper to taste.

Cover and turn burner on full for 3-5 minutes.

When steam comes from around cover turn burner to simmer or low position for 18-25 minutes, depending on the degree of doneness desired.

Beets will take 35-40 minutes.

Ever make Creamed Potatoes in the oven? Think of it! You use left-overs or even raw ones.

Add potatoes to a medium cream sauce, place in a covered, greased casserole and bake for 1 hour at 350 F. They're smooth as velvet and have that unmistakable baked flavor, without one minute of watchful stirring on your part.

DOLANS... Where You Buy THE CUTS CHICKEN YOU PREFER

Breasts 1b. 45c | Livers 1b. 45c | Necks 1b. 12½c
Wings 1b. 25c | Giblets 1b. 15c | Legs 1b. 35c

DOLANS 600 JEFFERSON AVE.
cor. Bartlett Telephone Genesee 1417

BEAUTY... In Home Appliances, Too!

Some of us spend a great deal of money on personal beauty care. This SHOULD be. A world of beauty is a pleasant place. So, too, will you find your own kitchen a happier place when fitted with beautiful, modern appliances. Keep your home attractive and up to the minute—at Sieberts, where customers have found complete satisfaction for over 53 years.

SINCE 1888

SIEBERTS
ST. PAUL and ANDREWS ST.
Free Parking Open Evenings
FOR ALL HOME APPLIANCES

Mrs. Vivian Decker, 223 Eugene Ave.

SIEBERTS
ST. PAUL and ANDREWS ST.
Free Parking Open Evenings
FOR ALL HOME APPLIANCES

Something special in wear and warmth

RUGBY Flintkist Sweaters

Yes, a special method of triple-knit knitting cable-knit yarns found only in "FLINTKIST" sweaters, that makes them the world's best in wear and warmth.

That's why men who work outdoors in cold weather, wear them and enjoy their warmth and record-long years of service. Zipper or Button styles in all popular colors. Try one and then try to wear it out.

Knitted and fully guaranteed by

RUGBY KNITTING MILLS, Inc.

RUGBY SWEATERS SOLD EXCLUSIVELY AT

Champion
KNITWEAR CO., 171 ST. PAUL ST.
½ Hours Parking at Bill's and Strand Parking Stations

BELMONT Pennsylvania HARD COAL

Dependable Fuel
At Economy Prices!
Try a Ton TOMORROW

PHONE GLENWOOD 700

BELMONT COAL CO.
594 Brown St.

EGG-NUT STOVE
\$10.95 TON
PEA \$9.25
BUCKWHEAT \$7.85
RICE \$6.85

ANNIVERSARY SALE

Year around, Berghash gives you outstanding buys, but to celebrate our 8th anniversary... we really go to town! The items listed here are a few of the hundreds of unusual bargains featured during this anniversary sale. Prices are guaranteed only as long as our present supply lasts. Remember... prices are going up.

ANNIVERSARY SPECIAL!

FAMOUS KERRIGAN'S

\$3 Value... Only **\$2.39**
Full Quart

Rich, smooth, mellow. This private stock blended whiskey is an exceptional value because of its smooth flavor and fine bouquet.

2 QUARTS FOR \$4.60
And Still Less by the Case

3-MASTS CORDIALS

A marvelous after-dinner drink. Try it chilled and you'll appreciate its smooth rich flavor. Apricot... Blackberry... and Creme de Cacao, try a bottle of each.

Full 4/5 QUART... **\$1.59**

3 BOTTLES FOR \$4.00

AND STILL LESS BY THE CASE
A BERGHASH ANNIVERSARY SPECIAL!

ANNIVERSARY SPECIAL!

FROM CALIFORNIA

Rochester's most popular wine... and it's 100% pure California wine! Made from sweet well-ripened grapes which produce an unusual fine taste. 12 varieties from which to choose, Gal. **\$1.59**

2 GALLONS FOR \$3.00

OLD OAKDALE BRAND

A straight whiskey that's famous for its smooth, mellow qualities. This unusual value is typical of the outstanding buys you'll find during this anniversary Sale. Full Quart... **\$1.79**

3 QUARTS \$5.25

STILL LESS BY THE CASE
A BERGHASH ANNIVERSARY SPECIAL

ANNIVERSARY SPECIAL!

BEST GIN VALUE!

Distilled according to an old English recipe... popular "London Inn" gin is perfect to use "straight" and it makes delicious cocktails. **\$1.59**

4/5 QUART... **\$1.59**

2 FOR \$3
STILL LESS BY THE CASE

AND REMEMBER
Get our prices on G & W, Schenleys, Seagrams, Calverts, Hiram Walker, and all the other nationally known brands. We can supply you with the greatest variety... and our prices are the lowest in town.

BERGHASH WINES LIQUORS

124 CLINTON AVE. SOUTH
NEXT TO LOEW'S
Phone... MAIN 786
Free Parking Opposite Our Store

PENN VACUUM STORES—ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

BEAUTIFULLY REBUILT HOOVER
Complete with Attachments
Rebuilt by Penn Craftsmen with Guaranteed Penn Parts

\$14.95 FULL CASH PRICE
EASY Terms

Liberal Allowance On Your Old Cleaner
FULLY GUARANTEED For Same Length of Time as a New HOOVER

If You Can't Come In... PHONE or Write for a FREE HOME DEMONSTRATION

10 DAY TRIAL PLAN

Please Bring This Ad

PENN VACUUM STORES
30 SOUTH AVE. OPEN EVENINGS UNTIL 9 P. M. STONE 6747

IMPORTANT! ASK US ABOUT THE THREE ADVANTAGES OF BUYING FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

Your Daughter Has a Right to Know

No matter how you may long to evade the subject, it is every mother's sacred duty to tell her daughter about physical facts. And how much better it is to give your daughter this vital information, rather than to let her acquire it from girls of her own age.

In regard to feminine hygiene, she may receive entirely the wrong impression from others. Facts may be distorted, or wholly untrue. Due to lack of knowledge, many brides use douches of over-strong solutions of acids which can actually burn or scar delicate tissues.

Today, there is no need to use such deadly solutions for the douche. Science has given us Zonite. You will find no skull-and-crossbones on Zonite's label. Zonite is non-toxic, non-caustic.

Yet, Zonite kills germs, bacteria on contact. Zonite actually destroys undesirable odors. Protects personal cleanliness. Most important, is safe for delicate tissues.

So enthusiastically have women accepted this safe hygienic protection Zonite offers that over 20,000,000 bottles of Zonite have already been bought.

Free Book Tells Intimate Facts

If you hesitate to discuss feminine hygiene with your daughter, yet want her to be fully informed of the facts, give her this frankly written booklet, "Feminine Hygiene Today"—FREE—sent to you postpaid in plain wrapper. Send name and address to Zonite Products Corporation, Dept. 340A, 376 Lexington Ave., New York, N. Y.

THRIFTY HOUSEWIVES
RECOMMEND—

High Quality
Long Burning
Anthracite

Every Ton
Guaranteed
To Give
100%
Satisfaction

KNOW
Your Coal
DEALER

ORDER
NOW
AND
SAVE

**MILLER'S
SPECIAL
COAL**

STOVE, EGG OR NUT
\$11.95
PEA \$9.95

ARDEAN R. MILLER
500 WEST AVE. GEN. 20

IMAGINE
BEING
MARRIED TO
JACK BENNY!

THAT'S EASY.
MARY LIVINGSTONE
TELLS ABOUT HER "LIFE
WITH BENNY" IN THIS
MONTH'S TRUE STORY

WHAT are the marriage problems of the wife of a great radio star? Are they different from those of the average woman? Read Mary Livingstone's own story—how she met Jack Benny—his courtship—what she has to face in her daily life with the world-famous comedian. In November TRUE STORY now on sale.

True Story
MAGAZINE

COUPON SALE!

CLIP AND SAVE WITH THIS AD.

LARGE SELECTION LADIES BELTS	Value 10c to 25c	7c
SHELF LINING PAPER	26 Ft. Roll	6c
DAWN KNITTING WORSTED	2 oz. Skein	29c
NOVELTY HULA DOLL	Worth 25c	6c
CHILDREN'S E-Z UNION SUITS	Sizes 2-14	21c
BABY CASTILE SOAP	Worth 10c	2 for 5c
Men's Plain & Braided Leather Belts	Val. to 50c	19c
CUSTODIAN FACE POWDER	Large Box	8c
GIANT CAN SHINOLA SHOE POLISH	Reg. 10c	6c
SMALL, ALL METAL DOLL SET	Reg. 25c	7c
LADIES' RAYON TURBANS	Assorted Colors	8c
CHOICE OF ANY 10c NOVELTY IN STORE		7c
ADHESIVE TAPE	Half Inch by 3 Ft.	5c
BELFAIR SANITARY NAPKINS	Pkg. 50	42c
Ironing Board Covers: Elastic Sides	Reg. 29c	19c
8-INCH CANDLES: ALL COLORS	Reg. 6c	4c
100-YD. SPOOL TATTLING THREAD	Worth 7c 3/4	

Above prices good from October 9 to Oct. 16, with this ad.

Always Chuck-full of Numerous Specials

BILL'S BARGAIN STORE
85 EAST MAIN 100 FEET EAST OF
DEMOCRAT & CHRONICLE

Other Bill's
Stores at 543 South Ave.-813 Dewey Ave.

RE-ROOF THIS FALL SAVE 20%

WITH BIRD THICK BUTT SHINGLES

Why pay more next spring? Roofing prices have advanced 3 TIMES IN 3 MONTHS! Our roofing prices—are still LOW. This is because we still have material bought at lowest prices. At Kemp, EASY TERMS means: NO DOWN PAYMENT—18 MONTHS TO PAY!

ROOF COST DURING LAST WAR \$250 | SAME ROOF COSTS NOW \$150

OTHER ROOFS \$95 AND UP

GARAGE ROOFS \$25 UP

DON'T WAIT! Phone for free estimate without obligation

KEMP ROOFING 331 W. MAIN
Phone Main 1786

RUGS 9x12 \$1.00
CLEANED AND STEAMED
KES. Steamed, Cleaned, Washed,
Sized, Moth, Damp and
Germ-proofed \$3.00
ELTER CO. Est. 1872
Glenwood 3466 — 44 Arthur St.

**ST. JOSEPH'S
ASPIRIN**
WORLD'S LARGEST SELLER AT 10¢

**CHAMPION
OPEN TONITE
AND EVERY THURSDAY NITE
'TIL 9 P.M.**
FOR THE CONVENIENCE OF THOSE
UNABLE TO SHOP DURING THE DAY

SPECIAL TONITE—6 TO 9 P. M. ONLY
**BOY'S TWO TONE
SPORT JACKET 79¢**

**Champion
KNITWEAR CO. 171 ST. PAUL ST.**
1 Hour Parking At Bill's and Strand Parking Stations

HOMO
FIVE STAR BRAND
EFFECTIVE!

RELIEF FOR COUGHS
DUE TO COLDS

PLEASANT TO TAKE • QUICK ACTING

HOMO FIVE STAR BRAND
★★★★★
COUGH MEDICINE

Don't let the sniffles get you! Don't lose time due to coughs and colds! At the first sign of a cold use HOMO Cough and Cold preventatives. Pleasant, safe, quick-acting, effective.

HOMO Cough Medicine is a scientifically compounded remedy for coughs due to colds and minor throat irritations. Relieves your cough and soothes the membranes of your throat quickly and effectively. Contains no habit forming narcotics. Is pleasant to take, mild and thorough. Insist on Genuine HOMO Five-Star Brand Cough Medicine for best results.

PRICE 60c AND \$1.00

Other HOMO Five Star Brand products for the relief of colds are: HOMO Nose Drops, 35c; HOMO Vapor Salve, 35c; HOMO Pain Tablets, 25c-75c; and HOMO Mouth Wash and Gargle, 35c and 75c.

On Sale At Your Druggist

or write direct to
HOMO DISTRIBUTING CO.
380 South Park Ave. Buffalo, N. Y.



DAW'S COUPON
Chocolate Covered
**MARASCHINO
CHERRIES**
Valencia
Big luscious whiff
cream cordials,
covered with rich
dark chocolate.
Lb. Box
25¢
(Limit of 2)

These Prices...
Today Thru Saturday

LISTERINE
Antiseptic
Large
75c Size
59¢

Pacquin's
HAND CREAM
50c SIZE
39¢

Sal Hepatica
Laxative
SALTS
60c Size
49¢

Feen-a-mint
Laxative
GUM
25c Size
19¢

PHILLIP'S
Magnesia
50c Size
19¢

BROMO
Quinine
35c Size
27¢

NOSE DROPS
VICK'S
30c Size
24¢

NOXZEMA
CREAM
75c Jar
49¢

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. E.	MAIN ST. E.	MAIN ST. W.	RIDGE RD. W.	MAIN ST. W.	N. GOODMAN	MONROE AV.

Nationally Advertised Brands

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 COUPON
LEHN & FINKS
**HAND
LOTION**
Made by the makers of HIND'S ROSE and ALMOND CREAM
(Limit of 2) **11¢**

DAW'S COUPON
**CLEANSING
TISSUES**
Box of 500 Sheets
(Limit 2 Boxes) **12¢**

DAW'S COUPON
COLD CREAM
Famous LADY JEAN
Large 50c Size
(Limit 2 Jars) **19¢**

ASPIRIN TABLETS
Bottles of 100's
2 for **49¢**

Antiseptic No. 59
MOUTH WASH
Germicide and Antiseptic
Reg. 60c
Pint Size **39¢**

Lillian Russell
Humidor-Fresh PERFECTO
CIGARS
Made by the Makers of MURIELS
Box of 50 **10 for 19¢**
94c

RINSO
Large Boxes 2 for **33¢**

ASPIRIN TABLETS
Genuine 5 Grain
Pkg. of 100 **6c**

ZINC OINTMENT
25c Size **11c**

CUTEX NAIL POLISH
Reg. 10c
Disc. Pkg. 2 for **13c**

HALO SHAMPOO
Reg. 50c
Size 2 for **51c**

IRONIZED YEAST
\$1.00 Size **49c**

BOOK MATCHES
Boxes of 50 Pads 2 for **13c**

DOG FOOD
Reg. 10c
1-Lb. Cans 3 for **13c**

DAW'S COUPON
DR. LYONS
Tooth Powder
50c Size
(Limit of 1) **19c**

DAW'S COUPON
Genuine CANNON
Wash Cloths
Full Size
Pastel Colors
Colors guaranteed fast.
2 for **9c**
(Limit of 4)

DAW'S COUPON
WOODBURY'S
SHAMPOO
Choice of 3 Types
Cocoanut Oil,
Tar or Castile
Large 50c
Size
(Limit of 2) **21c**

CALOX
Tooth Powder
30c Size **21c** 50c Size **39c**

RUBBING ALCOHOL
Reg. 50c
Pint Size **29c**

MAYFLOWER PIPES
Reg. \$3.50
\$1.29
A pipe for the man who wants a Masterpiece in Quality and Workmanship, and the best in smoking pleasure. MAYFLOWER PIPES are hand cut from the finest Algerian Briar and fitted with the Famous Twister-Stem Tonn which prevents sticking and protects the shank from breaking.

DAW'S COUPON
**APPLE BLOSSOM
TOILET SOAP**
Reg. 10c Bars
Box of Six
23¢
(Limit 2 Boxes)

Right Reserved To
Limit Quantities

BAYER'S
ASPIRIN
Bottle of 100
59¢

LIFEBUOY
SHAVE CREAM
Large Size
2 for **33c**

VAPO-RUB
VICK'S
35c Size
27¢

CASTORIA
Fletcher's
40c Size
31¢

KLEENEX
Tissues
200 Sheets
2 for **25c**

BROMO
Seltzer
25c
49c - 95c

DRENE
Shampoo
60c Size
49¢

ZONITE
Antiseptic
6-ozs.
47¢

This is a Good Week to Buy and Save on Wearing Apparel, Rugs, Jewelry, Home Needs and Furniture. Read the Ads in this Issue for Complete Shopping Information

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Delivered Every Thursday

FOURTH YEAR—No. 51

ROCHESTER, N. Y., THURSDAY, OCTOBER 16, 1941

To 75,200 Rochester Homes

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

Why Girls, Look Who's Here!



The apparently infuriated gentleman depicted above is not Boris Karloff or one of the barber shop trio as the plumage on the upper lip would indicate. It's our own Louis Calhern, hiding behind the character trappings of the leading role of "Life With Father," which begins its run on the stage (not a movie) at the Temple Theater, Wednesday, Nov. 5th.

Yes, it's Calhern of the stock era, the romantic and handsome Calhern, who "laid 'em in the aisles" night after night at the old Lyceum. It's the Calhern of the broad shoulders and wasp-like waist who had the girls agog for season after season. Don't you matinee girls remember him in those silk tights he wore as the fencing master in "The Swan"? Well it's the same Calhern, and now doing one of the finest dramatic parts of his distinguished career.

Elaborate Showing Of New Radios Arranged By Dealer

The most elaborate showing of the new season's radios ever undertaken by Rudolph's in all their 14 years of radio merchandising is now being presented daily at their local store, Main St. E. cor. South Ave.

Gilbert A. Devendorf, general manager and Mayer Ullman, heading the radio department have arranged complete and separate displays of new 1942 models of most of the nation's leading radio brands.

A recording machine, which accurately reproduces voice has been installed and an opportunity to get a recording of one's voice is offered to all visitors for a small sum.

Rudolph's is said to be one of Rochester's pioneer radio dealers and claim several innovations for their firm. They are said to be the first dealer to extensively advertise radios on easy credit terms, back in 1927, shortly after the crystal set era.

Included in the displays are the complete lines of the following manufacturers: Philco, RCA Victor, Phonola, Wilcox-Gay, Zenith, Admiral, Emerson, Crosley and Tom Thumb.

Manufacturers' representatives are on hand to give complete and thorough information regarding the new sets, most of which feature radio-phonograph combination models in their lines.

You Need Patience to Grow Three Inch Fingernails

By BARBARA LEE BOYD.

A new type of forum to analyze your hands instead of your clothes is being featured this week at Sibley, Lindsay & Curr Co., conducted by Juliette, Hollywood hand stylist, and sponsored by a leading nail preparation and lipstick manufacturer. Juliette is something of a rarity in her own right, for aside from being an expert manicurist, she once crashed the news columns throughout the country as possessor of the longest fingernails in the world—three and a half inches to be exact. Even now she has, to put it mildly, nails of unusual length.

Now, of course, Juliette thrives on publicity, but it does distress her to have the public call her "helpless" because of her long nails. She does it for business, and since she makes her living that way, we can well understand that she has made few sacrifices. Her fingernails did not grow overnight, and therefore she has become accustomed to doing routine tasks. When we interviewed her this week at her Sagamore Hotel suite, she had a lot to say about fingernail and hand grooming and proved her graciousness in answering the question uppermost in our minds.

For instance, we wanted to know if she wasn't afraid to pull on her precious-as-gold thread silk stockings, conditions being what they are. It seems that Juliette's nail polish does double duty. It acts as protection as well as decoration. Then, too, the question gave her an opportunity to speak of Seal-Fast, a new product of her sponsor's. Of course, she attributes her lovely nails to the use of her firm's products. And despite their length, they really are very charming. What happened to the three-and-one-half inches? Well, one was blown off by a firecracker which exploded in her hand last Fourth of July. So the other nails were trimmed down to a mere one-inch length for demonstration purposes on her nation-wide tour.

Can you imagine pulling on your girdle without using your (Continued on Page 4)

JULIETTE



Ice Review of '42 To Show At Sports Arena Next Month

The Ice Revue of 1942, billed as the "fastest show on earth," will come to the Edgerton Park Sports Arena, November 3 to 8, under the sponsorship of the Monroe County Council Army and Navy Union, U. S. A., an organization of men who have served, or are serving in the armed forces of the United States. Funds raised by the Ice Revue will be used for the organization's national program of advancing legislation for the benefit of servicemen, according to Charles A. Smith, commander of the Monroe County Council.

The Revue has already opened ticket offices at 101 East Ave. in the Sagamore Hotel in response to an early, brisk demand for reserved seats at the event. The Army and Navy Union's Ice Revue ticket committee consists of the following: A. Tomberelli, chairman; Earl Beman, Benjamin Harrison, Ewald Weyrauch, James Davidson, Arthur Benedict, Albert Lochte and Darwin Sherman.

Church Group Plans Sauerkraut Supper

Annual sauerkraut supper of the South Presbyterian Church, East Henrietta Rd. at Fort Hill Ter., will be held next Wednesday, starting at 5:30 p. m. Mrs. W. Woodworth is chairman, with Mrs. A. Muzzle and Mrs. F. Miller assisting.

Sure, They're Proud of Mom



Joseph (left) and William, sons of Mrs. Rachel T. Lee, are apparently very pleased at their mother's recent nomination as one of the three Republican candidates for Commissioner of Schools. They were photographed recently as the two boys were preparing to return to school. "These two boys," said Mrs. Lee, "are the two best reasons I have for wanting to carry on my active interest in the educational welfare of all our boys and girls."

"Glacier Priest" To Explain Moon Craters Here

Some interesting new theories concerning the famous craters of the moon, the origin of which has disturbed astronomers ever since telescopes have been available through which they could be examined in comparative detail, are offered by Father Bernard R. Hubbard, noted Jesuit, volcanologist, Alaskan explorer and head of the Geology Department of Santa Clara University, who will present his newest film "Moon Craters of Alaska" at the

Eastman Theatre tomorrow afternoon and evening, sponsored by the Alumnae of Sacred Heart Academy and the Civic Music Association.

It is Father Hubbard's conviction that the amazing craters of the earth's satellite are the result of explosion, and not the result of collision or the impact of huge meteors, as some scientists hold. Father Hubbard's theory is based on the astonishing similarity between the

NUSBAUM'S SMASHING VALUE EVENT!

BOYS' and GIRLS' ALL WOOL

SNO-SUITS

Specially Priced for Advance Selling

\$5⁹⁵ \$7⁹⁵ \$9⁹⁵

Mother, this sale is your golden opportunity to dress your girl or boy in high fashion this winter at much less than the price you would ordinarily pay. Princess styles, swing models and smart "nipped-in" waistline effects and box styles. Here are the finest of new, fleecy woolsens, tweeds and other beautiful fabrics. And right now, selections are complete in all sizes, styles and colors which is an advantage. So don't waste another moment. Shop tonight... and save! Sizes 1 to 6½, 7 to 12, 11 to 16.



SELECT NOW AND SAVE! A SMALL DEPOSIT WILL HOLD YOUR PURCHASE 'TIL WANTED!



Girls' COATS and COAT SETS

3 Sensationally Low Priced Groups

\$10⁹⁵ \$12⁹⁵ \$15⁹⁵

You wouldn't suspect that this fine quality could be bought for so little, even at Nusbaum's. These are the newest styles... quality made, in Neva-Wet, all wool fabrics. Completely lined for greater warmth. Zipper anklets in leggings. Your choice of hooded or detachable hood styles. Colors: Navy, Wine, Brown and Green. Sizes: 3 to 6½, 7 to 19, 8 to 16.

HARRIS NUSBAUM

OPEN EVENINGS

• 221-229 JOSEPH AVENUE •

FREE PARKING

McFarlin's Open Tonight 'til 9 O'clock

FREE PARKING (Rear of Store)



Planned and Purchased Far In Advance

for This Annual Sweater Classic of McFarlin's

Special Sale! Men's Fall Sweaters

Certified \$5 to \$6 Values!

\$3⁹⁷

ALL OF 100% WOOL! Beautiful hand-fashioned Scotch heathers! Australian zephyr wool and mohair! Luxurious Dorset Shetlands! Kali-Kuna knits with deep, soft brush finish! Plain weaves and ribs!

FALL'S 3 BEST MODELS! Sporty crew neck pull-overs! The very popular V-neck pullovers! And dressy button cardigans! Small, medium, large and extra large sizes!

FALL'S NEWEST COLORS! Terra cotta, heather green, light heather blue, cadet blue, camel, brown, and tan! All colors in each model! Pick out several for yourself or gift-giving. We can't repeat on this offer!

McFarlin Clothing Co.

195 MAIN STREET EAST

"WHERE THE GOOD CLOTHES COME FROM"



ATTENTION, MOTHERS!

LEFT'S REDUCED PRICES FOR THURSDAY, FRIDAY and SATURDAY

Open Until 9 P. M.

5 outstanding specials are listed here but there are hundreds more in this special week-end sale. Thousands of mothers are buying now at Left's... taking advantage of heretofore unknown values. OPEN THURS., FRI. AND SAT. UNTIL 9.

BOYS' LEGGING SETS

A remarkable value during these days of higher prices. These legging sets are good looking rugged and warm. Buy now and save real money.

VALUES TO \$10.95

\$5.95

GIRLS' POCKET BOOKS

\$1 VALUES

50c



GLOVES AND MITTENS

\$1 VALUES

50c

GIRLS' LEGGING SETS

Regular \$10.95

\$5.95

Sizes 3 to 12. Many With Hats to Match.

GIRLS' WINTER COATS

Regular \$10.95

\$5.95

Sizes 7 to 16. Many Reversible Included.

Everything From Tots To Teens

You're Right When you Buy at
LEFT'S
126-128 CLINTON AVE. S.
NEXT TO LOEW'S THEATRE --- FREE PARKING

Mrs. Alice Bin, 124 Thomas St.

Rudolph's Presents the New
1942

Emersons
WITH "MIRACLE TONE"

You can find the kind of Emerson radio or phonoradio to suit you in our complete selection of new 1942 styles — at all price ranges. Come in and hear them . . . see their new features.



MODEL 413
Foreign - American reception. Six-tube Superheterodyne; inclosed Super-Loop, handsome two-toned bakelite cabinet.

24⁹⁵

1.00 WEEKLY



MODEL 336
Amazing performance — AC - DC Superheterodyne. Electric Dynamic Speaker, automatic volume control; inclosed Super-Loop.

16⁹⁵

1.00 WEEKLY



MODEL 423
Performance perfection in both radio and phonograph. Superheterodyne with 3-point tone control. Plays all size records with lid closed.

44⁹⁵

1.50 WEEKLY

Other Emerson Models for Every Purpose, Every Purse—At

RUDOLPH'S
CORNER EAST MAIN AT SOUTH AVE.
Open Evenings During Radio Show

Stuff pre-cooked egg plant halves with a mixture of sausage meat and bread crumbs. For a flavorful dinner or luncheon dish add grated parmesan or nippy longhorn cheese to the filling.

Mince meat now takes its place in the muffin parade. A half-cup of spicy mince meat added to a standard muffin batter is all that is necessary to put a Fall, 1941, touch into the menu.

Stop gas pipes leaking by pressing ordinary moist soap over the leak.

Mix lemon juice and powdered chalk for another good brass polish.

Andy Says . . .

SEE FURSTOSS FIRST

LOWEST PRICES

IN TOWN
18 MONTHS TO PAY
— ON —



ANDY FURSTOSS

FRIGIDAIRE — PHILCO RADIOS —
QUALITY RANGES, GLENWOOD RANGES
ZENITH RADIOS — VACUUM CLEANERS
AND OTHER ELECTRICAL APPLIANCES

OPEN EVENINGS FOR YOUR CONVENIENCE

FURSTOSS

APPLIANCES INC.

409 Chili Avenue

Gen. 2070

HEATING BUY
OF THE
YEAR!

DUO-THERM
RADIANT-CIRCULATING
HEATER

HERE'S NEWS! This beautiful, entirely new and different Radiant-Circulating heater is yours for only \$49.95. This 1942 Duo-Therm fuel-oil heater has extra features that make it unique . . . such as handy dial control, front opening door with Pyrex glass window, famous Dual-Chamber Burner with complete flame control, large capacity fuel tank . . . listed as standard by Underwriters' Laboratories. It's the perfect answer to your room heating problem . . . giving you ideal heating comfort at minimum cost . . . for it radiates AND circulates. COME IN . . . INSPECT IT . . . GET ONE FOR YOUR HOME. Only \$49.95.

Telephone Main 238
SINCE 1888

SIEBERTS

ST. PAUL and ANDREWS ST.

Free Parking

Open Evenings



LAUER'S OPEN TONIGHT

Come! Write! Phone! Immediate Delivery!

LAUER'S KNITTED SLIPCOVERS

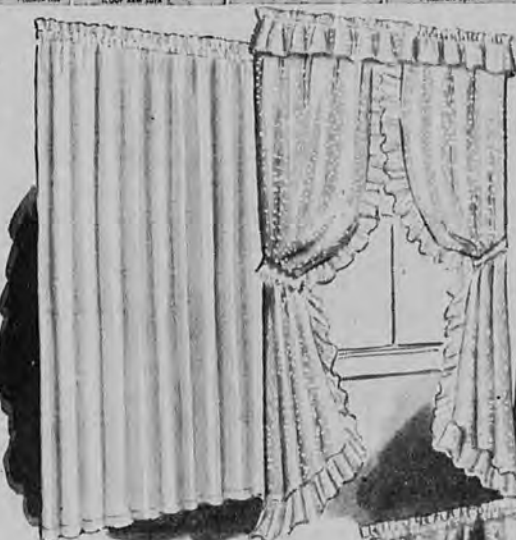
They Fit Perfectly . . . Find Your Style Here

Easy to put on! Easy to take off! And what's more—They're easy to buy! Because these extra heavy striped floral pattern slip covers come ready made to fit any of the sofa and chair styles pictured here. Wine, blue, rust or green colors ready for immediate delivery. Extra chair \$3.69.

9.69

SOFA & CHAIR

Phone Lauer's—Main 7250—Just Say "Charge It"



Sale! Regular \$3.98 Dotted
RUFFLED CURTAINS
\$2.49
Pair

The very finest ruffled marquisette curtains Lauer's have ever sold. Choice of pin or cushion dots . . . Choice of front and bottom or frame ruffles. 2 sizes—96" x 2 1/6 yards or 102"x2 1/6 yards.

Sale! Ready To Hang
VENETIAN BLINDS

\$2.29

COMPLETE

Durably constructed wood reinforced boxboard slats. Washable . . . Removable slats . . . Ready-to-Hang. 14 sizes—23" to 36" wide. Cash . . . charge . . . or budget.

Sale! Washable Marquisette
Tailored CURTAINS

\$2.25

Pair

Shimmering sheer beauties! Just dip them in Lux suds . . . they wash, dry, and iron beautifully! 68" wide by 2 yds. long . . . Eggshell color. Just say — "Charge it."

Sale! Regular \$12 Floral
DRAPERIES

\$9.98

Pair

Green or yellow contrasting tone floral designs on natural, blue or woodrose backgrounds. 50" wide x 2 1/2 yds. long. Printed rayon and cotton. Saten lined.

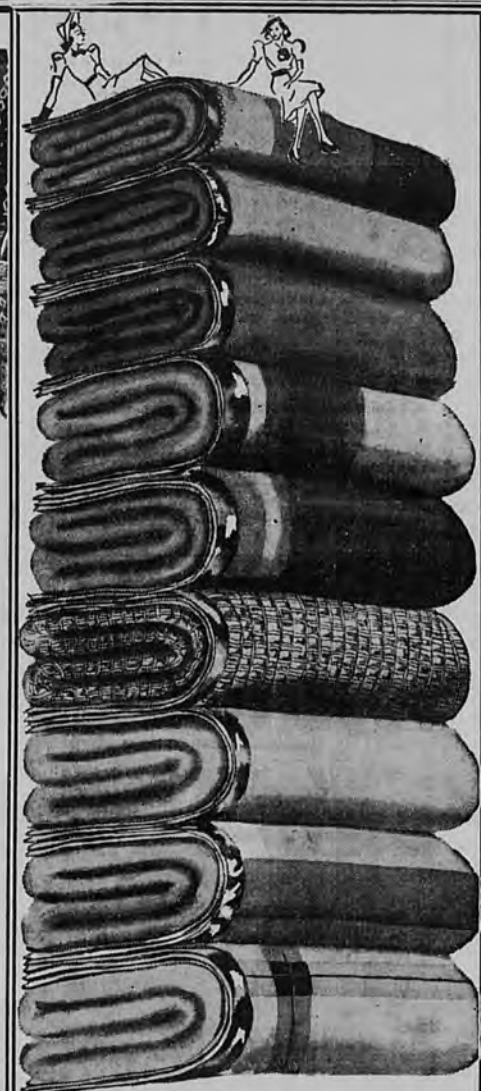
"IDEAL" AIRMAN ONCE A SKINNY BOY



REMEMBER "SKINNY"? Well, even a scrawny little fellow can grow up to be a top notch flyer, and you know how strict air service requirements are. Fortunately for their future careers, many youngsters take Scott's Emulsion to supplement a deficient diet. This world-known tonic is recommended by many doctors because it is rich in vital elements every child needs—Vitamins A and D—that aid in promoting proper growth, strong bones and sound teeth. Scott's Emulsion also helps build resistance to colds and other minor winter ills if a child is deficient in Vitamins A and D. Good-tasting, economical, and 4 times easier to digest than plain cod liver oil. Buy today at your druggist!

SCOTT'S EMULSION

A Great Year-Round Tonic For All Ages



Just Arrived!

MARIPOSA BLANKETS

100% Virgin Wool

Soft, light and fluffy as a cloud . . . Yet warm and toasty on the shiveriest nights. These 72"x84" blankets come in Wine, Brown or Green colors. 3" triple stitched taffeta binding.

\$7.98

Phone Main 7250

We'll Deliver

Lauer's

50 STATE ST.

Lauer's Open Tonight

Save In Our Great October Festival of DRUGS & TOILETRIES

Hospital and Sanitary Supplies

39c Size Hospital
Cotton 3 for \$1.00
Reg. 89c Fountain
Syringe or Water
Bottle 69c
Reg. \$1 Fountain
Syringe or Water
Bottle 79c
Reg. \$1.25 Fountain
Syringe or Water
Bottle 89c
Reg. \$1.50 Fountain
Syringe or Water
Bottle \$1.09
Reg. \$3.25 Marvel
Whirling Spray... \$2.95

Bandages
5c, 1-inch
bandage 3 for 10c
8c 1 1/2-inch
bandage 3 for 15c
10c, 2-inch
bandage 3 for 20c

Adhesive Tape
10c, 1/2"x5" 3 for 19c
20c, 1x5" 3 for 35c
35c, 3x5" 3 for 60c
20c, 1/2"x10" 3 for 35c

Kleenex
4 packages 200 sheets
1 package 500 sheets
1,300 sheets 78c

Kleenex
2 pkgs. 500 sheets
2 pkgs. 200 sheets
1,400 sheets 80c

Kleenex
3 pkgs. 500 sheets
1,700 sheets 96c

Kleenex
2 pkgs. 200 sheets
3 pkgs. 500 sheets
1,900 sheets \$1.08

Kleenex
8 pkgs. 200 sheets
2 pkgs. 500 sheets
2,600 sheets \$1.53

Pond's Tissues
3 pkgs. 500 sheets
2 pkgs. 230 sheets
1,960 sheets 91c

Pond's Tissues
2 pkgs. 500 sheets
2 pkgs. 230 sheets
1,460 sheets 68c

Pond's Tissues
4 pkgs. 500 sheets
2 pkgs. 230 sheets
2,460 sheets \$1.12

Modess
68 Pads \$1.19

**Velvet
Cleansing
Tissues**
3 boxes 50c

Fine quality tissues for use
as handkerchiefs, cleansing,
etc. White only. 300 to box.

**Elmo Beauty
Kit \$1**

Generous sizes of Margo
Face Powder, Cleansing
Cream, Ralo Lotion
(Powder Foundation)
and Skin Freshener—all
very beautifully boxed.

20% Off! On ALL

**Primrose House Beauty Preparations
During This Sale!**

Save 20% on each and every purchase
of any and all of Famous and Lovely
Primrose House Beauty Preparations.

\$1 Powders, Rouges, Lipsticks 80c
\$5 Beauty Kits \$4
\$1 Creams 80c
\$2 Throat and Neck Cream \$1.50
\$1.75 Chiffon Cream \$1.40
\$1.50 Petal Bloom Lotion \$1.20
\$1.50 Eye Cream \$1.20

Plus Tax

TOILETRIES MAIN FLOOR

SOAPS

**2 cakes Roger & Gal-
let Toilet Soap and
Boutonniere Carna-
tion, Santal**
box \$1

**"4711" Bath Soap —
Rose Geranium,
L'Offrande, Laven-
der**
box \$1.49

**\$1.35 Value "4711"
White Rose Glyce-
rine Soap**
5 cakes \$1

America Toilet Soap
6 cakes 95c

America Bath Soap
6 cakes \$1.85

Conti Castile Soap
bar \$1.29

Lifebuoy Soap
17 for \$1

Lux Toilet Soap
17 for \$1

Camay Soap
17 for \$1

Palmolive Soap
17 for \$1

**Colgate's Big Bath
Soap**
19 for \$1

**Cashmere Bouquet
Soap 12 for 78c**

**Jergen's DeLorme
Soap 12 for 69c**

Lux Flakes
4 for 90c

Ivory Flakes
4 for 90c

**Sibley's Magnesia
Soap, doz. 35c**

Guest Ivory Soap
12 for 49c

**Colgate Assorted
Soap 10 for \$1**

**Kirk's Hardwater
Soap 12 for \$1**

Woodbury Soap
12 for 58c

**\$1 Whisley Apple
Blossom Toilet Soap**
doz. 79c

**35c Size Roger &
Gallet Bath Soap**
6 cakes \$1.35

Stork Castile Soap
doz. 95c

Sayman Soap
doz. 89c

DRUGS

30c size Celery
King 21c
\$1.25 size Absorbine,
Jr. 69c

75c size Doan's Kidney
Pills 43c

30c size Hill's Cold
Tablets 16c

\$1 size Ironized
Yeast 59c

35c size Vapo Rub. 27c

\$1.50 size
Pinkham's Vegetable
Compound 71c

Sirotar for Coughs,
8-oz. bottle 37c

35c size Corega 23c

\$1 size Corega 67c

50c size Phillips
Magnesia 23c

Witch Hazel, Pint
Bottle 19c

Witch Hazel, Quart
Bottle 33c

Witch Hazel,
Gallon \$1.19

Epsom Salts,
5-lb. bag 19c

Borden's Malted Milk,
5-lb. can \$1.09

\$1.09 size Wampole's
Preparation 98c

Rock Candy, White
or Brown lb. 21c

Mineral Oil, Pint. 26c

Qt. 47c, Gallon \$1.39

Wheat Germ lb. 29c

..... 4 lbs. 95c

BRUSHES

\$1.50 Professional Style,
crystal Hair Brush, Nylon
Bristles \$1

\$3 Hair Brushes in
Satinwood and
Ebony \$1.89

\$2 Hair Brushes in
Natural Ebony \$1.50

\$1 3-pc. Military Set,
Chrome trim 89c

\$2 Shaving Brush 98c

Nail Brushes—Reg. 25c
Style, Wood Back 19c

Dr. West Tooth Brushes,
Nylon Bristles 25c

Prophylactic Tooth
Brushes 23c, 2 for 43c

Tek Tooth Brushes
..... 23c, 2 for 43c

39c Majestic Tooth
Brushes 29c

29c Olympic Tooth
Brushes 19c

23c Assorted Tooth
Brushes 17c, 3 for 45c

50c Prophylactic Tooth
Brush and 40c can Pro-
phylactic Tooth Powder
..... Both for 47c

Two 25c Tubes McKesson
Tooth Paste, both for 29c

20c Colgate Tooth
Powder and 40c Colgate
Tooth Powder
..... Both for 41c

Tooth Paste

50c Prophylactic Tooth
Brush and 40c can Pro-
phylactic Tooth Powder
..... Both for 47c

Two 25c Tubes McKesson
Tooth Paste, both for 29c

20c Colgate Tooth
Powder and 40c Colgate
Tooth Powder
..... Both for 41c

**Coty
Beauty Kits**
\$1.50 plus tax

Attractive kit containing
trial sizes of Face Pow-
der, Rouge, Lipstick,
Sub-Tint Foundation,
Cleansing and Night
Cream, Skin Freshener.

Weight Control Plan Revealed In Current Magazine

Featured in the November
issue of True Story Magazine is
the weight control plan of Dr.
Norman Goldsmith. Endorsed in
the same issue by Nina Wilcox
Putnam, Dr. Goldsmith's plan
is said to enable every woman
to weigh exactly what she
wants.

Mary Livingston writes en-
tertainingly of her life with
Jack Benny. Many hitherto un-
known facts about the romance
and life of this popular pair are
recorded in this amusing article.
Eddie Cantor contributes an
interesting love story about two
people which could only hap-
pen in New York or Hollywood.
"Girl Bait" is the story of a
girl who acted as advance agent
to recruit members of the in-

famous Murder, Inc. Austin
MacCormick, Commissioner of
Correction of New York City,
calls this story a challenge to
our educators, our social wel-
fare workers, our churches, our
government and to every indi-
vidual citizen.

Style hints, True Story Home-
maker and many other features
are included in the November
True Story Magazine.

For damp and musty cellars,
a few large lumps of unslaked
lime, or charcoal, with absorb
moisture and sweeten the air
when spread about the cellar
on plates or trays. Whitewash-
ing the walls is, of course a
great help.

Note the address
30 Clinton Avenue North

ROCHESTER TRUST'S First Industrial
Branch is in the heart of the shopping district
... a handy place to carry your regular or
Budget Checking Account ... a real aid to
thrift, too, because you can stop in on pay day
and deposit a few dollars in a Special Interest
Account before you go shopping.

This is the sure way to build up a worth while
bank reserve.

Rochester Trust
AND SAFE DEPOSIT COMPANY
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION
MAIN OFFICE FIRST INDUSTRIAL BRANCH
MAIN ST. WEST & EXCHANGE 30 CLINTON AVENUE NORTH

in the National's Basement

A Money-Saving Boys'
Shop For Thrifty Families

New Shortie Length!

Corduroy Reversible Coat

\$5.95

In The Basement

The much wanted, smart-
looking corduroy reversible
shortie coats that are all the
rage with boys and students
now. Water-repellent gab
on reverse side. Comes in
three swell shades ... tan,
teal, blue and brown. Boys'
sizes 12 to 22.



• New Fleece Shortie Coats \$8.65
Heather shade. Zipper front style. Sizes 12 to 22.

Boys' New Fall Slacks

\$2.95

Bright new tweeds and herringbones. Good sturdy wear-tested
fabrics that are built to take plenty of use and abuse. Smartly
tailored with zipper closure, pleated fronts.

• Boys' Winter Underwear ... 35c
• Cotton Flannel Shirts 89c

**CELEBRATING
OUR
5th Anniversary**

EXTRA SPECIAL!
50-INCH WIDE
LININIZED
CRASH
39c Yd.
Regular 69c

**SALE NEW FALL
FABRICS
FOR
SLIP-COVERS — DRAPERIES
UPHOLSTERING**

Lowest prices and largest selection in
Western New York! Make clever decorat-
ing changes with these exciting, specially
anniversary priced fabrics. Hundreds of
styles from which to choose. From 29c to
\$9.00 per yard.

DRAPERY FABRICS

HOMESPUN	50 Inches Wide Regular 89c	59c yd.
HOMESPUN	36 Inches Wide Regular 69c	39c yd.
MAMASK	5 Inch Wide Regular 89c	59c yd.
SAIL CLOTH	Variety of colors and patterns Regular \$1.19	69c yd.
JACQUARD DAMASK	30 Inches Wide Regular \$1.19	79c yd.
FLORAL RUF-TEX	30 Inches Wide Regular \$1.09	69c yd.

UPHOLSTERING FABRICS

UPHOLSTERING TAPESTRY	54 Inches Wide Regular \$1.39	\$1.09 yd.
BROCADED STRIPES	54 Inches Wide Regular \$2.19	\$1.59 yd.
Genuine MOHAIR VELOURS	54 Inches Wide Regular \$2.49	\$1.59 yd.

VERY SPECIAL
Reg. \$1.19
Fabrics
Used For
Covers

**Save 30 to 50%
On Custom Made
SLIP
COVERS**

DAVENPORT \$14.28
Reg. \$21.98 Val.

CHAIR Reg. \$18.98 \$8.14
All new fall materials. These spe-
cial low prices include guaranteed
labor and materials.

The Mill End Shops
EVERYTHING IN YARD GOODS
IMPORTED AND DOMESTIC
69 Clinton Ave. S. — Stone 4787

in the National's Basement

STORE OPEN TONIGHT UNTIL 9 P. M.

**Keeping The Quality Up
And The Prices Sensible**

That's Our Job In The Basement ... And When You
See The Quality Of These Clothes (At Last Year's
Prices) You'll See That We're Doing It Well

JUST for the fun of it, forget
that we told you the price,
then the next time you're in The
National have a look at these
Savings - Shop clothes ... see
for yourself if they don't look the
part of dollars more than their
price tickets tell you they are!
We're ready right now to show you
suits and topcoats, at \$18.95, that
we think are the best that you'll
find anywhere, near this price.
Coverts, tweeds and fine service-
able worsted suits ... and in top-
coats, every wanted new style you
call for.



Basement

Topcoats AND Suits

\$18.95

* Other Topcoats & Suits
\$21.95 & \$23.95

The NATIONAL
EAST MAIN AT STONE

CHARGE YOURS!
PAY 1/3 NOV. 10, 1/3 DEC. 10,
FINAL 1/3 JAN. 10.

'Glacier Priest' . . .

(Continued from Page 1)

craters of the moon and those of the great volcanoes of the Alaska Peninsula and of the Aleutian Islands, a vast line of lofty peaks extending 2,000 miles in a curve toward Asia.

For fourteen years Father Hubbard annually has explored the hearts of these fire mountains. He has pronounced the crater Aniakhak the world's largest active volcano. Others has said the volcano was dead.

But the "Glacier Priest" was proved correct a few years ago when Aniakhak blew up with a series of blasts heard and felt

for a distance of 200 miles. At Chignik, 60 miles away, ashes from the crater fell at the rate of a pound per hour to the square foot.

Today, Father Hubbard's pictures show, this volcano is the abomination of desolation—a blackened pit 21 miles in circumference, 3,000 feet deep, with another mountain 2,200 feet high rising from the center of this great bowl of rock.

Another way to clean wallpaper is to make a paste of three cupfuls of flour, three tablespoons of ammonia and a cup and a half of water. Roll into balls and rub over the paper.

Juliette . . .

(Continued from Page 1)

finger-nails? Juliette does. She says she uses her knuckles. Also when she applies makeup she uses the knuckle side of her hand.

Biggest handicap to overcome, says Juliette, was her habit of biting her nails (imagine biting three and a half inches of nail!) to little stubby surfaces that were as thin as tissue paper. Getting the finger-nail to grow over the fingertip was hardest for her and took the longest time. Once she got that far, the rest was easy sailing.

Well, let's see, long finger-

nails are quite an advantage at that. Think of having three-and-a-half inches the next time you have an itch in the middle of your back. Some fun, eh?



CAIN'S SANDWICH SPREAD

THE BEST COAL-VALUE IN THE CITY
BLACK MAGIC
Long Burning — Low Ash
QUALITY
COAL \$11.85
Egg Stove Nut
Buckwheat \$8.25 Ton
Pecan Coal \$9.85 Ton
Established Over 25 Years
SEMET-SOLVAY COKE \$11.00
GEN. 586
PAYNE & DUNHAM

PRIZES!
That's what you'll say about the exclusive crystal stemware that we have in our stock. If you really enjoy fine glassware do stop in and look around. You'll be perfectly welcome, and not bothered by salespeople until you wish them. By the way... we have many unusual gifts suitable for bridge or party prizes, too.
SMITH CERAMIC STUDIOS
903 MONROE AVENUE

DARLING SHOP 190 MAIN ST. E.

All One Low Price

\$29.99

REPEAT SALE OF POPULAR
DEMAND

LUXURY FURRED
COATS

JUST 189

Our buyer has combed the market to bring you fashions and values almost unbelievable... Separate fur bolero jackets, small fur collars, plastron fronts, collar and cuff treatments, soft large collars, and some even have hats and muffs to match. Sizes include 9 to 17 for juniors—12 to 20 for misses, and a special group for women—regular sizes 38 to 44—half sizes 18½ to 24½. The very coat you want is at the Darling Shop's NEW SECOND FLOOR.

At Right:
French Beaver
plastron front
on new belted
silhouette coat.



Above:
Small Marmink bow
collar on new tucked
stitched fitted coat.



At Left:
Beautiful fitted coat
with separate fur Bolero
jacket... featuring
the new loose sleeve.
Jackets in black or
brown or black coats.



Very Special . . .

JUST 281 NEW
REVERSIBLE
COATS

All One
Low Price
All Styles **\$6.90**

A large selection . . . made especially for us and made to sell at much higher prices . . . this is your opportunity to be thrifty and still get what you want . . . we have plaids, tweeds, camel-shades and solid colors in fitted and swaggy models!



Above:
Fox collar. Deep and
warm boxy coat or fitted.

THE NEW AND GREATER
Darling Shop
190 MAIN STREET E.

1942 AUTO SHOW
Oct. 11-18
FINANCE YOUR NEW CAR
AT LOW COST BANK RATES

If you're buying a new car this fall you'll visit the Auto Show this week at the Civic Exhibits Building and look over the different models pretty carefully before making your final selection. It will pay you to be equally careful in choosing a financing plan for your new car.

The present Federal Regulation of installment financing permits you to finance up to two-thirds of the delivered price of a new car and limits the period for financing to eighteen months.

In financing your car with a Lincoln-Alliance Auto Loan you will find the expense reasonable and the requirements for insurance sensible. You can place insurance with your own agent who is best qualified to look after your interests. You will find one of the Lincoln-Alliance Offices conveniently near your home or place of business. Any officer will be glad to discuss your requirements with you.

LINCOLN-ALLIANCE BANK AND TRUST COMPANY

MAIN OFFICE—183 Main St., E.

LINCOLN OFFICE
33 Exchange St.

LAKE AVE. OFFICE
1495 Lake Ave.

WEST END OFFICE
386 Main St., W.

EAST END OFFICE
460 N. Goodman St.
MONROE AVE. OFFICE
360 Monroe Ave.

PORTLAND-CLIFFORD OFFICE
520 Portland Ave.

TWELVE CORNERS OFFICE
1833 Monroe Ave.

DEWEY-STONE OFFICE
2865 Dewey Ave.

NEWARK OFFICE
Newark, N. Y.

BROCKPORT OFFICE
Brockport, N. Y.

Member Federal Reserve System

Member Federal Deposit Insurance Corporation

For Quicker—Safer
Shopping Use
Edwards
Charge-Plate
In the Red
Leather Case



Outstanding Coat Values for the Entire Family!

Buy Your Coat on Our
BUDGET PLAN. Make A
Small Deposit Pay Bal-
ance Weekly!

Coat Week

It's no secret. Everyone knows how costs have been zooming of late. That's why we're especially proud of this year's Coat Week values. In spite of a steadily rising market, we've managed to gather good values for every member of the family. Come... Judge for yourself!



Fitted or Boxy
Reversibles
12.98

All purpose coats that will see you through every kind of weather with the same degree of smartness. Cavalry twills and natural camel hair, plaids and tweeds. Sizes 12 to 18. Yours for 12.98 only during Edwards "Coat Week"!

EDWARDS—Sportswear,
Third Floor



Girls' Kitten Ear
Fleece Coats
17.95

Many more styles besides the one we've sketched! Woven of wool and mohair on a base of long staple cotton. Moisture-repellent! Crease-resistant! Tan, Burma blue and wine. Sizes 10 to 16.

EDWARDS—Third Floor



Brother & Sister
Coat Sets
8.98

The same construction in a double breasted style with belted back, plus a separate and detachable front belt. A symphony of fine fit in Burma blue, tan and wine. Sizes 10 to 16. Outstanding!

EDWARDS—Third Floor



Tots' 3-Piece
Coat Sets
10.98

Made of "Glo-Down"... soft and warm as a bear rug! Girls' set in fitted or princess styles. Boys sets with pleated backs and belts. Camel and blue for boys. Rose, blue, camel and raspberry for girls. All with matching hats.



For Junior Misses and Women!
Fur Trimmed Coats
59.75

Tailored tweeds and plain colored sheilands with velvet trimmed collars and pockets... matching poke hats... zipper anklets... trimmed leggings. (Rose, powder blue and teal, sizes 2 to 4 years. Rose, teal, blue and wine, 3 to 6x.

EDWARDS—Third Floor



Above, just one from a "Coat Week" collection that bubbles with coat distinction you'd never associate with such low price! Sketched: black coat with dyed squirrel running rampant from collar to the hem. "Scoop" for sizes 9 to 15.

Styles for half sizes... not done by "halves", but wholeheartedly flattering! Sketched black coat with mink dyed fitch collar and strip down the center of the coat to the waistline. One of many equally good looking styles. 35 1/2 to 43 1/2.

SAVE on "Symphony Sweet" Quality "Homestyle" PRESERVES and JELLIES



EDWARDS—Street Floor

Six Ounce Size
Regular 19c Jar
5 Jars 60c

One Pound Size Jar
Regular 29c lb.
4 Jars 99c

Made just as you would make them at home... with just pure fruit and sugar. NO PRESERVATIVES USED! At our special low prices you can stock up for a whole season. This supply was contracted for months ago to save you money!

Choose From This Large Selection of Flavors:

Preserves:

- Strawberry
- Cherry
- Pineapple
- Seeded Blackberry
- Apricot
- Peach
- Blackberry
- Damson Plum
- Grape

Jellies:

- Pure Currant
- Blackberry
- Raspberry
- Pure Grape
- Pure Quince
- Pure Crabapple
- Pineapple
- Pure Apple

Extra Special

Reg. 29c Pure Orange
MARMALADE 19c

Made with a flavor you'd expect only in homemade marmalade. Priced to let you buy generously.



PAN-DROP COOKIES
IN DECORATED TINS

3 lb. Tin **99c**

10 varieties, prepared according to famous Cape Cod recipes! A friendly-eyed terrier pup or kitten, lithographed from life, appeals to you in playful mood on the cover. Other covers with Colonial or Rose scenes.

The No. 1 Fur of the Season SABLE or MINK BLENDED MUSKRAT \$198

Because it's durable... Because it's luxurious looking... Because Edwards has kept its price so hospitably low in the face of a mounting market, Muskrat has earned itself the title of "1941's No. 1. Fur"! We sincerely believe that no fur can offer so much for so little this season. See it in fitted or swagger styles at Edwards soon.

Others from \$178 to \$298

EDWARDS—Third Floor



Students' Finger Tip Coats

We needn't tell you how high they rate with students. Ours are exceptionally nice. Fly front boxy coats with triple stitched cuffs and bottoms, in natural, tan, green and covert shades. Sizes 16 to 20.

Many Other Styles!

11.95

Boys' Coat—Hat & Legging Sets

The double breasted coats have half belts and full linings. The caps are made in a snug-fitting helmet style. The snow pants have zipper closings and zipper cuffs. Herringbones and overplaid. 5 to 8.

9.95

EDWARDS—Street Floor



For A Limited Time Only! Sensational Demonstration Offer Sparkling Simulated Jewels

RINGS 69c each

2 for \$1.25

- Wedding Rings
- Birthstone Rings
- Cameo Type Rings
- Friendship Bands
- Novelty Rings
- Costume Rings

FOR MEN, WOMEN AND CHILDREN

Beautifully designed rings with setting cut to give the simulated diamonds and other stones the lustrous sparkle and flashing fire of a real stone.

\$1.00
LUCITES
69c

Beautiful Novelty
RINGS
89c to 1.49

Jewelry—Street Floor

Sale! 7,200 SHIRTS

Irregulars of \$1.65 to \$3.50 Quality

Men, If You're Thrifty But Like Good Clothes
Get in on This Long-to-be-Remembered Event!

- White Neck Bands!
- White Collar Attached Styles!
- Fancy Madrasses!
- Gleaming Chambrays!
- Oxford Cloths!
- Slub Broadcloths!
- Plain Color Rayons!
- Whites-on-Whites!
- Hundreds of Smart Patterns!
- Sizes 13½ to 17.

\$1.19

You can have your cake and eat it too when you buy shirts in this sale! You can have all the shirts you need and give your bank account a rest because you need only pay \$1.19 for the topnotchers you like in shirts. All were made by top-rung manufacturers with infinitesimal irregularities that will not impair the wearing quality. Lay away your supply now for your personal use and for very worthwhile Christmas gifts.

AISLES 2 to 5

Worth Rushing for!
Irregulars of \$2.00 to \$3.50
MEN'S PAJAMAS

\$1.44



- Middy or ¾ Length, Coat Styles!
- Beautiful Broadcloths!
- Gleaming Sateens!
- Fine Quality Madras!
- Sturdy Twills!
- Comfortable Flannelettes!
- Even longs for tall men!
- Sizes A to D!

Both the flash and the fit you look for in pajamas are in these fine pajamas—plus tailoring that stands up under repeated laundering. We've plenty of sizes, types and colors for every one, and plenty to lay away for gifts later on.

AISLES 2 to 5

WHAT A SALE! Regular \$17.95

Men's Suits, Topcoats, Zip-in Lining Coats



All Offered at One Great
Sensationally Low Price!

\$14⁹⁵

THE SUITS:

Double breasted models! 2 or 3-button single breasted styles for young men! Plain or pleated trousers! Every one expertly made of tweed, herringbones, stripes and the new plaids in superb blends of new, reused or reprocessed wool and rayon. Sizes for stouts, sizes for shorts, sizes for tall or regulars.

ZIP-IN LINING COATS

The lining zips-in zips-out with a flick of the wrist and you thereby have a coat for every temperature! Smart plaids and herringbones in superior blended rayons, new, reused and reprocessed wools. Styles for men, young men.

THE TOPCOATS:

You can have that coat now—of covert—the season's fashion leader—or of sturdy twill. See our plaids and herringbones, too! Sturdy blends of new, reused and reprocessed wool and rayon. Grand selection of styles in blue, green, teal, gray or brown. Sizes and types for every man — for every occasion.

AISLE 2



Sibley, Lindsay & Curr Co.
BASEMENT NEWS

D CARLOAD SALE! DINNERWARE

Phone
Stone 6500

**Manufacturer's Closeout! 24,022 Pieces of
18c to \$1.00 Values in Gold Band Dinnerware**

16c
Each

Here's a dinnerware value that's a humdinger! You not only get fine quality porcelain but a simple, beautiful design as well. It's fine enough for company and costs so little you can afford that "extra" set for the cottage or the kitchen. It's a value you'll go far to beat if you're buying for churches or institutions, too! The purchase plan is "open stock"—that means, you can make up a charming breakfast set or a deluxe dinnerware set that meets your individual needs. Remember, some quantities are limited. Better be an early bird shopper tomorrow!

aisle #

**Make Up Your Set From
These Beautiful Pieces!**

(Please Note Quantities Are Limited)

ITEM	QUANTITY
Tea Cups and Saucers	231 Dozen
Coffee Cups and Saucers	16 Dozen
4" Plates	110 Dozen
5" Plates	87 Dozen
6" Plates	21 Dozen
7" Plates	141 Dozen
8" Plates	100 Dozen
Soups	142 Dozen
Oatmeals	33 Dozen
4" Fruits	185 Dozen
5" Fruits	58 Dozen
6" Bakers	26 Dozen
7" Vegetable Dish	28 Dozen
6" and 7" Round Vegetables	39 Dozen
Pickle Dishes	9 Dozen
7" Platters	40 Dozen
8" Platters	10 Dozen
10" Platters	14 Dozen
Bowls	63 Dozen
Individual Butters	30 Dozen
Creamers	25 Dozen
Sugars	25 Dozen

And Dozens of Other Items
Not Listed Here



Look!

Special Purchase of
Gold-Color Band

Open Stock STEMWARE

Extra
Special at

10c

- 9-oz. Water Goblets
- 3" Tall Sherbets
- 3" Cocktails
- 4 1/2" Footed Juice Tumblers
- 14-oz. Footed Beverage Tumblers

You can have the table setting you dream of! See this sparkling stemware with a wide gold-color band for real beauty on your table. See how much value it is possible for you to get in this sale at a next-to-nothing price . . . just 10c each. Check your stemware needs today . . . buy early tomorrow in this fast moving sale event.



aisle #
basement

**85-ounce Ice
Lipped Jug 39c**



The Big Basement
SIBLEY, LINDSAY & CURR CO.

Career of Crook Caught Here Told In Magazine

Details which led to the arrest here of Robert Boltz, embezzler of money from citizens of Philadelphia, are recalled in the current issue of Master Detective, a nationally circulated magazine.

The story relates how Boltz, well-bred, church-going Philadelphia lawyer, decided to be-

come an investment counselor in 1927. He posed as an intimate of George F. Baker, J. P. Morgan, Herbert Hoover and Otto H. Kahn and extracted approximately \$2,250,000 from Philadelphia socialites in the 13 years.

His cash assets amounted to

\$3,000 at the end of that time, and he knew he was through. He came to Rochester and obtained a job as an insurance salesman where he was recognized by a former client.

His arrest here last year caused a flurry of excitement and Rochesterians followed the

case carefully when he was returned to Philadelphia to stand trial. He was found guilty and sentenced to a long prison term.

When mixing plaster of paris if immediate hardening is not desirable, use glycerine or vinegar instead of water and it will not harden for 20 or 30 minutes. Use more or less according to the time desired.

Just before baking a plain waffle place strips of nottoo-

crisp, pan-broiled bacon on top of the batter. Your waffle will

come off the griddle with the bacon nesting in its goodness.

JOSEPH HERGESHEIMER'S NEWEST STORY "THE ROSE OF LIMA"

The famous author has contributed an epic story about the Spanish-American War.

"THE TEN BEST GAGS OF EDDIE CANTOR"

Your favorite radio star relates the favorite stories that his audiences have enjoyed.

LOOK FOR THE V FOR VICTORY COVER ON

5c — OCTOBER 25TH LIBERTY WEEKLY On Your Newsstand

"WOMEN!"

RELIEVE NEEDLESS SUFFERING

If functional periodic complaints 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 habit-forming drugs. Sold 50c at all druggists. In business over fifty-five years.

SAVE FROM 30 TO 40% ON FUR COATS AND JACKETS AT

Clifford Fur Co.
1243 Clifford Ave.
1 Block off Portland
CLIFFORD FUR
SELLS FOR LESS

Outstanding Bargains

**15-JEWEL
BULOVA WATCHES**



AT GREAT SAVINGS!
Your Choice **\$24.75**

Sturdy, dependable, 15-jewel Bulovas in the charm and color of natural gold. All three are smart masculine designs and exceptional Bulova values.

50c Down • 50c Weekly

SMALL'S 22nd ANNIVERSARY

GIGANTIC STORE WIDE CELEBRATION SALE!

Shown here are just a few of the amazing values you'll find at Small's during this sale. Here are bargains that seem greater each day . . . bargains that you won't see again for many a day. It's not too early now to think about Xmas. A month from now you'll wish you had bought during this sale. Don't put it off! Buy what you need for today . . . and for Xmas . . . NOW . . . at these sensationally low prices!

Easy-to-Buy
Sale Terms!
**12 TO 18
MONTHS
TO PAY!**

Bargains in "Carefully Selected" Diamonds! Each One Specially Priced for This Event!

\$8.95



Natural Gold Color

The men's . . . handsome, curved to fit the wrist with smart leather strap. The ladies' . . . a smart new design and shape, delicately engraved. Both exceptional values.

25c Down • 25c Weekly

\$12.95



Hard-to-Beat Bargains

17-Jewel man's watch . . . an outstanding model in the charm and color of natural gold. The other . . . a beautiful nurse's watch with sweep second hand. Both are worth much more.

50c Down • 50c Weekly

 "BRIDAL PAIR" \$39.75 An unusually attractive bridal ensemble. Specially priced! Choice of yellow or white gold. An unusual value. 75c DOWN • 75c WEEKLY	 "DIANA" \$49.50 Exclusively styled diamond engagement ring. Two brilliant side diamonds. Choice of white or yellow gold. 75c DOWN • 75c WEEKLY	 "TWINITE" \$89.50 Brilliant diamond creation. Perfectly matched set has 10 gorgeous diamonds. Choice of yellow or white gold. \$1 DOWN • \$150 WEEKLY	 "FAIRFAX" \$110.00 Diamond engagement ring creation of exceptional brilliancy with six side diamonds. A rare value. \$2 DOWN • \$2 WEEKLY	 "DUETTE" \$129.50 Modern Fishtail designed bridal set. Both rings in perfect match. Your choice of yellow or white gold. EASY WEEKLY TERMS
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\$8.95



2 Outstanding Values

The men's . . . a perfect physician's watch with sweep second hand. The ladies' . . . a new style heart shaped watch that is a "sweetheart." Both are way underpriced!

50c Down • 50c Weekly

**14-K SOLID GOLD
15 JEWELS**



\$16.95

A outstanding Sale feature. This watch should sell for \$25. Never before have you seen a solid gold, 15-jewel ladies' watch at this amazing low price.

50c Down • 50c Weekly

SENSATIONAL SAVINGS • EASY TO BUY • EASY TO PAY FOR!

 CAMEO RING AND PENDANT SET \$10.95 Hand carved genuine Cornelian cameo, attractively mounted in solid gold. Ring and pendant perfectly matched. 50c DOWN • 50c WEEKLY	 DIAMOND SET LOCKET and CHAIN \$3.95 An unheard-of value! A fiery diamond is set in this beautifully engraved heart-shaped locket. 25c DOWN • 25c WEEKLY	 NEW EXPANSION BRACELET \$3.95 Season's newest and smartest style bracelet. Makes one of the loveliest gifts that anyone can give. 25c DOWN • 25c WEEKLY	 LATEST DESIGN CAMEO LOCKET \$3.95 This charming delicate locket is the season's newest hit. This sale brings it to you at an exceptionally low price. 25c DOWN • 25c WEEKLY	 SWEETHEART BIRTH STONE RING \$4.95 New, smart! You have your choice of birthstones, artistically heart shaped, beautifully set. 25c DOWN • 25c WEEKLY
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12-HIT PARADE Recordings
with this fine
Portable Phonograph

ONLY \$9.95

50c DOWN
50c WEEKLY



**3-Pc. Silver Plate
Child's Set**
29c

Practical, stunning, with beautifully engraved design. Set includes napkin ring, spoon and fork.

You get 12 brand new recordings by Decca or RCA Victor Bluebird with this portable phonograph which plays 10" or 12" records . . . has quality tone chamber . . . weighs only 3 1/2 lbs. . . with handsome leatherette case.

 Wide-Style Wedding Bands 14K SOLID GOLD Beautifully Engraved \$9.95 A real bargain for this gorgeous ring . . . beautifully engraved with floral designs. 50c DOWN 50c WEEKLY	 Expansion Bracelet with Matching Pendant Priced at Specially \$5.95 Exceptional gift value. These two charming pieces of jewelry in a matching set, make one of the loveliest of all gifts. 25c DOWN • 25c WEEKLY	 NEW! DIFFERENT! 2 RINGS IN ONE \$7.95 Solid gold rings with 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 CAMEO STYLE RING \$7.95 Solid yellow gold mounting with a Hema-Steel Cameo that shines with a deep lustre of rare beauty. 25c DOWN • 25c WEEKLY
--	---	---	---

Open Thursday and Saturday 'Til 9 P. M.

Buy with confidence at

Smalls

28 MAIN STREET, East
FREE PARKING REAR OF STORE

HOME OF "ATTESTED PERFECT" DIAMONDS

Famous Automatic Electric Iron

Regularly \$4.50
\$3.39

Sale priced! Complete adjustable and automatic—with clothes saving fabric dial. Beautifully chrome plated.

25c DOWN • 25c WEEKLY



**2-SLICE AUTOMATIC
POP-UP TOASTER**

Not \$16 but Only **\$8.95**

Takes two slices at once. Toast pops up when done. Current automatically shuts off. Complete with cord and plug.

25c DOWN • 25c WEEKLY



O.E.S. Chapter To Celebrate 'Robert Macoy' Night

"Robert Macoy" night will be celebrated by the Germania Chapter, O. E. S., next Monday in Room A, Masonic Temple. This meeting will also mark the

homecoming of the Worthy Matron and Associate Matron, who, this week are attending sessions of the Grand Chapter in New York.

Worthy Matron Louise McCrossen will preside.

To clean wallpaper, just rub with a large piece of bread soaked in ammonia.

New Ingersoll Watch Model Wins Universal Popularity

Seldom has an improvement in an established necessity met with such wide-spread enthusiasm as is claimed for the addition of the sweep-second feature to the famous Ingersoll watches. Especially since this "luxury watch" convenience has been provided on a pocket model which puts little strain on even the most modest purse.

Housed in an attractive chrome-finished case, the movement of the Ingersoll Sweep-Second Pocket Watch embodies traditional Ingersoll sturdiness and dependability. A colorful

extra satisfaction of owning a watch offering the last word in convenience and exceptional dependability.

Church Dramatic Group Readies Comedy For Presentation

Dramatically inclined members of the Holy Redeemer Youth Association are preparing for their first production of the season, scheduled for October 26 and 27 in the parish auditorium when the three-act comedy hit, "The Whole Town's Talking," will be presented.

Included in the cast are: The Misses Evelyn Pallott, Gertrude Cornelius, Marion Noll, Jeanne Michaud, Marie Leinberger, Evelyn Weber, Amelia Weber and Mary Louise Bopp. Also Wilford Scott, Clarence Flass, Joseph Pacious, Jack Fedigan and Charles Mueller.

Dancing will follow each performance in the HRYA Club Rooms, Hudson Ave., cor. Clifford.

BRITISH LEGION MEET

A meeting of the Women's Section of the British Legion, will be held on Saturday at 8 p. m. in the Union League Hall on Gregory St.

LAST 2 DAYS

FRIDAY! SATURDAY!

2 for 1 PHOTO SPECIAL

Don't miss this opportunity to save half on your Christmas Gift portraits. Choose from 48 proofs. All sittings made with our famous Polyfoto camera. Offer ends Saturday at 6 P. M. Come in any time. No appointment necessary.

2 8x10 Buff Border \$1 OR **6 FOR \$2.95**

2 PORTRAITS

LINCOLN'S PHOTO STUDIO
MAIN FLOOR

Beautify Your Living Room With a COMPLETELY EQUIPPED **FIREPLACE**



Made of heavy fibreboard in simulated walnut finish and wood trim front. It will add charm and beauty to your room this Winter. Complete outfit consists of mantel, electric log and pair of andirons.

Rochester's Largest Selection of Fireplace Equipment

MAIN 7900

Werder's

15 EXCHANGE ST.

Free City Deliveries

FREE PARKING OPPOSITE

Store Hours: 8 A. M. to 5:30 P. M.

The LINCOLN Stores

Ringless Chiffon or Service

"AUDREY"

Full Fashioned

SILK HOSE

69c pr.

Ringless **SILK HOSE**

89c pr.

First quality full fashioned 2 and 3 thread ringless crepes. Also, longer wearing 4 thread ringless chiffons. Reg. \$1.

100% Wool

Sweaters

\$1.98

Long or short sleeves—alpaca or cardigans, boy, fitted and torso styles. All colors, sizes 32 to 40.

Flannel and Plaid

SKIRTS \$1.98

Wide selection of styles in popular newswear flannels and clan plaids. Sizes 24 to 32.

White Sharkskin

Dickey Collars 29c

"Bend or Dip...It Cannot Rip"



Famous

SNUG HUG SLIPS

69c

The Slip That's Guaranteed!

Slips that fit perfectly without a ripple or wrinkle. Just one diagonal Nylon seam. Dull finish rayon taffeta in tailored and lace trimmed styles. Sizes 32 to 44.

THERE'S ONLY ONE DIAGONAL SEAM!

A New Slip Free If It Rips

Where warmth and wear are needed...

RUGBY FLINTWIST

Sweaters

Taxi and truck drivers, police, firemen and all outdoor workers, agree on "FLINTWIST" sweaters for warmth and unequalled long wear.

They fit snug and smooth, without weight or bulk and their cable-constructed yarns, triple-knit, keep the garment in permanent shape. Made in Button or Zipper styles and all popular colors.

Knitted and fully guaranteed by

RUGBY KNITTING MILLS, Inc.

Men's Blazer Striped

SHIN SOX 17c pr.

Famous "Delmar" ingrain knit blazer striped shin sox. Guaranteed fast color. Sizes 10 to 12. 3 pairs for 50c.

Men's 6x1 Rib Plain Color

FABRICORD HOSE 20c pr.

5 Pairs Guaranteed To Wear 6 Months. Assorted plain colors. Sizes 10 to 12.

Men's 10% Wool

UNION SUITS \$1.

Choice of long or short sleeves and ankle length. Gray random in sizes 36 to 46.

BOYS' UNION SUITS . . . 59c

CHILDREN'S 10% WOOL WAIST UNION SUITS 79c

Plaids

Dashing New

Sport Coats \$10.95

• Fitted • Boxy

Plaids are tops this season and we've plenty of them! Many other styles in tweeds and flannels at this sale price. Sizes 32 to 40 and 38 to 52.

Novelty RAYON UNDIES . . 29c Val. . . 24c

3 to 6 Legging Sets

7 to 12 Double Duty Sets

7 to 16 Girls' Coats

A \$10 VALUE ANYWHERE

\$7.98

Fine fabrics for long wear, with excellent styling and workmanship.

Latest styles and colors. Legging sets have matching hoods or helmets.

RUGBY SWEATERS SOLD EXCLUSIVELY AT

Champion

KNITWEAR CO. 71 ST. PAUL ST.

1/2 Hour Parking at Bill's and Strand Parking Stations

Mrs. Clara Upson, 176 Rosewood Ter.

A Shirt Ironed in 3 MINUTES on an **Ironrite** with 2 usable open ends

SEE THIS WOMAN-SAVER



Why wear yourself out with old fashioned methods? Sit down while you iron the family clothes. An Ironrite will iron everything including dresses with puffed sleeves and plaits, ruffled curtains and slacks suits. You'll finish them "professionally" in less than half the time, and with half the effort.

DAILY Demonstration at R. G. & E. Salesrooms 89 East Avenue

EASY TERMS

Rochester Gas & Electric

Men's Fast Color Fancy Pattern and White Broadcloth

SHIRTS \$1.

Famous Sir Richard collar attached shirts in novelty fancy patterns and plain whites. Sizes 14 to 17. 32 to 35 inch sleeve lengths.

Hand Tailored TIES . . . 50c

All With Puffed Collars

Sale! REMNANTS

36 in. Medium Wale Corduroy, \$1.00 Value 69c yd.

36 in. Dusty Cretonnes, Reg. 29c 22c yd.

36 in. Weston Chevron 39c Value 29c yd.

36 in. 80 sq. Supreme Percal, . . . 25c Value 21c yd.

36 in. Fine Quality Broadcloth, . . . Reg. 19c 15c yd.

36 in. Striped Flannel Worth 15 12 1/2c yd.

36 in. Fine Quality Cretonnes, . . . 19c Value 15c yd.

39 in. 80 sq. Unbleached Cotton, Worth 15c 12 1/2 yd.

Infants Size 1 to 4 Fleece

LEGGING SETS

2 and 3 piece styles including famous "Beacon" Polaire Cloth. All with matching hats or helmets.

\$2.98

Other Styles In Better Quality **\$5.98**

Special Purchase!

Boys' 2 to 6, Reg. 89c

COAT SWEATERS 59c

90 Inches Wide! Marquisette

PIN DOT RUFFLES 88c

Available in cream or ecru. Each side 45 inches wide. 2 yards long. A regular \$1.19 value.

Check Voile and Puffy Dot

COTTAGE SETS 88c

Percal trimmed cottage sets in red, blue and green. Regular price \$1.00.

Novelty Colored Tailored

NET CURTAINS \$1.19

Colorful tailored nets, 2 yards long, in wine, blue, green, and rust.

Colorful Percal Top

DINETTE SETS \$1.

Colorful combination of cottage and dinette set in tulip pattern. Colors: Red, blue and green.

Lincoln's Famous Delmar 5 YEAR

SHEETS

SIZE **\$1**

72 x 99

OTHER SIZES

63x99 . . . 94c

81x99 . . . \$1.09

81x108 . . . \$1.19

PILLOW CASES

42x36 . . . 25c

45x36 . . . 29c

This is one sheet that thousands of women know is a better value. They've tried it, like it, and continue to buy it. The best sheet value for the money anywhere.



You'll find it always **PAYS** to buy

From

LIVADAS

ROCHESTER'S VALUABLE LIQUOR STORE

Sale!...

NOW! More Than Ever Before... You Should Buy Your Wines and Liquors Where Most Rochesterians Buy Theirs...

Largest Stocks • Finest Quality • Lowest Prices

Introducing...

The Renowned
Vintage of 1935

ROMA
CALIFORNIA
WINES

To those who have always preferred imported wines, here is a domestic brand that we will highly recommend as superior to many foreign imports at a price you can afford to pay.

• Claret
• Burgundy
• Haut
• Sauterne
• Rhine
• Sauterne

85c

A Rock-Bottom Price
4 5 Quart Bottle

A Statement by the Vintners...
VINTAGE WINES — We, the undersigned, do hereby state that the vintage date appearing on the label of this container of wine, is a true and correct statement and can be substantiated by records in our main office.
This bottle of wine was bottled at the Fresno, Calif., plant of the Roma Wine Company, Inc., under the most sanitary conditions known to modern winery science.
We pride ourselves in having two of the World's Largest Wineries and we believe them to be the cleanest and most modern plants of their kind in the world.

Roma Wine Company, Inc.
LODI, CALIF.

Our Lowest Price!

CHECK THIS LAVADAS
BONDED BOURBON

V FULL QUART
V BOTTLED IN BOND
V 4 YEARS OLD
V MADE BY A

Famous DISTILLER
DOWLING

Kentucky Straight
Bourbon

\$2.25

Quart

Compare!
\$3.75 Value!

Our Lowest Price!

ING GEORGE IV
SCOTCH

\$3.19

Compare! \$4.25 Value

Fifth
56 Proof

Superb Scottish Blend
With an enchanting
matchless bouquet, 100%
Scotch whisky, dis-
tilled and bottled
by one of Scot-
land's greatest
distillers. Re-
markably low price.

5
YEARS
OLD

WHITNEY
CLUB

RYE

\$1.90

85 Proof

Our Lowest Price! Compare! \$2.65 Value!

No Finer Quality!

LIVBRO
GIN

100% Grain
Neutral Alcohol

\$1.90

Full Quart
90 Proof

Compare
\$2.65 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

90 Proof

\$2.50

Full Quart

Compare
\$3.75 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.

SPECIAL THURS.-FRI.-SAT. ONLY
Here's Your Chance To Save On These Famous **BALBOA WINES**

DRY

• BURGUNDY
• ZINFANDEL
• CLARET
• BARBERA
• CHINE
• SAUTERNE

99c

Gal.

Muscadel
Sherry

Port
Tokay

3 Full
Quarts

\$1.10

Compare!
\$3.50 Value!

GOLD SEAL RON RUM \$1.89

Here's a Rum That We Highly Recommend. 85 Proof. 4 5 Quart

LIVADAS

OPEN
EVERY
NITE TILL
MIDNIGHT

A NAME YOU CAN TRUST
183 MONROE AVE.

N. Y. STATE LICENSE L-4229

FREE
DELIVERY
STONE
5549

To retrieve small articles which have fallen into some hard-to-get-at place, use chewing gum stuck on the end of a wire netting over the tops just below the grill.

To prevent rings and other small objects from falling down heating registers, place a fine wire netting over the tops just below the grill.

"CONFIDENTIALLY..."

You Can Save To 25%
on NEW FURNITURE
ANY TIME at RIVERS'

"Yes, Irene—I didn't believe it myself at first—but I checked up. The very same furniture at other stores costs LOTS more! And it's that famous what-y-call-it kind, too. Grand Rapids and Jamestown. That's it. Can y' IMAGINE? Go and see for yourself; go on—take John down tonight. He'll be SOLD!"



Store Hours: Tues.,
Thurs., and Sat.
Eves. 7 'til 9:30

30 Years on South Avenue—There Must Be a Reason!

FRANK A. RIVERS Co.

226 SOUTH AVE.

Mrs. Marguerite Rittenhouse, 202 Roosevelt Rd.

EGG
STOVE
NUT **\$1.175**
TON

PEA COAL \$9.95

RICE COAL \$7.10

BUCKWEAT \$8.10

Fill Up Your Bins
Before Cold Weather

ROCHESTER FUEL

AND FEED COMPANY

OFFICE & YARD - 1525 CLINTON AVENUE NORTH

GLIO-BRITE
ANTHRACITE

Pennsylvania HARD

COAL

A FUEL

VALUE

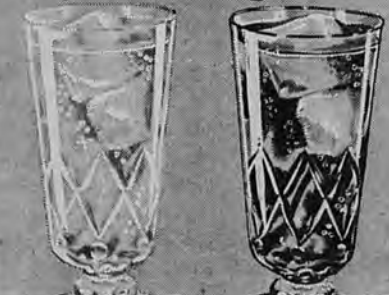
Unexcelled



CITY TYPEWRITER

160 Clinton Ave. So. Near Court—Stone 3424

Shyball or Highball?



FADED FLAVOR
Whiskey flavor that fades away to a pale pretense of its former self makes any Highball "shy" on enjoyment.

FULL FLAVOR
A Three Feathers Highball proves Three Feathers can "take it". Its flavor stands fast because it's Flavor-Protected!

Taste the big difference today.
Three Feathers makes immeasurably finer drinks. It's "Flavor-Protected".



THREE FEATHERS

THE WHISKY THAT'S FLAVOR-PROTECTED

Blended Whiskey, 86.8 Proof, 72 1/2 % Grain Neutral Spirits - Oldtime Distillers Corp., N.Y.

BETTER HURRY...



Just 2 More Days TO SHOP AND SAVE DURING

WEGMANS BIG HARVEST SALE

OF FINE FOODS

SAVE in the face of RISING FOOD COSTS. Long famous for high quality foods at LOWEST PRICES, Wegmans more than live up to their reputation during this value-packed HARVEST SALE! Here are a few samples of SAVINGS awaiting you at your nearby Wegmans Market. Tender genuine Spring Legs O' LAMB, lb. 25c... Campbells Pork and BEANS, 4 cans 25c... Delicious Del Monte COFFEE, lb. 26c... Tasty Pink Beauty SALMON, 2 cans 33c. Watch your daily papers for more weekend bargains!

Wegmans
HOME OWNED FOOD MARKETS

FREE PARKING FOR CUSTOMERS

Right Reserved To Limit Quantities

DAVIS BAKING POWDER
Double-Acting
NOW
8 oz 10¢
12 oz 15¢
24 oz 25¢

Before painting a plastered wall surface, an extra painting coat may be saved by sizing the surface. Sizing partially seals up the pores of the surface. A satisfactory preparation of sizing plaster may be purchased from a paint dealer, or a coat of first-class interior (tung oil) varnish, thinned with turpentine and colored with a little wall paint will serve the

Opening FRIDAY, October 17th
EDWARD'S GRILL
CHICKEN On The ROUGH
SERVED DAILY
SPECIAL FOR FRIDAY ONLY
Real Fish Dinner, Also Scallops and Oysters.
All Legal Beverages
1160 Jay St. Formerly Punk Rows
For Reservation Call GEN. 7875

DOLANS... Where You Buy THE CUTS OF CHICKEN YOU PREFER
Breasts lb. 49c | Livers lb. 45c | Necks lb. 12½c
Wings lb. 23c | Giblets lb. 15c | Legs lb. 39c
DOLANS 600 JEFFERSON AVE.
cor. Bartlett Telephone Genesee 1417

PENN VACUUM STORES—ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS
Rebuilt HOOVER
BY PENN CRAFTSMEN USING GUARANTEED PENN PARTS!
It Sucks As It Sweeps As It Cleans With the Famous BEATER BRUSH!
Plus This Brand New Famous Make HAND CLEANER
10-DAY TRIAL PLAN! Both \$14.95 FULL CASH PRICE
EASY TERMS Mail Order Filled SEND \$1.00 DEPOSIT
FULLY GUARANTEED For Same Length of Time As New Hoover
IF YOU CAN'T COME IN... PHONE or Write For FREE Home Demonstration!
PENN VACUUM STORES 30 SOUTH AVE. OPEN EVENINGS UNTIL 9 P. M. **STONE 6747**
IMPORTANT! ASK US ABOUT THE THREE ADVANTAGES OF BUYING FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

Not a "Fish Story" by MISS BREAST-O'-CHICKEN TUNA FISH
I don't find BREAST-O'-CHICKEN BRAND TUNA FISH, Mr. Smith. Did you move it?
I'm out of stock today, Mrs. Jones. You see, the Government dieticians put tuna in some of the army menus and that takes an awful lot of TUNA!
You mean to say that the army is going to serve tuna meals like we do at home?
Sure thing! And the tuna catch has been smaller this year. That's Mother Nature playing a little trick on the fishermen.
Well, we certainly want the army to have the best. I'm not blaming you, Mr. Smith, for my disappointment today.
That's very considerate, Mrs. Jones. This is just temporary, I'm sure. We're certainly going to take good care of our many BREAST-O'-CHICKEN TUNA customers.
The growing importance of tuna fish in our national diet should prompt you to send for this FREE RECIPE BOOK today. The quantity left for distribution is strictly limited.
Send for this COOKBOOK today!
WESTGATE SEA PRODUCTS CO., Dept. 10-B, San Diego, Calif.
Also Package Of Alamo, Cortez And Alliance Brands of Tuna Fish
NAME _____
CITY _____
STATE _____

—WANT ADS—

ARTICLES FOR SALE

CLARK'S O.N.T. crocheted cotton, White, ecru, and pastel colors. All numbers. 6c ball. Smith's, 118 State St. Free parking next door.
RED BLANKETS, full size, 5½ wood, slightly irregular. All colors, bound and plain edged 50c. \$1.25. Heavy Jacquard blankets \$1.50, \$1.80. Smith's, 118 State St. Free parking next door.

1940 BENGAL RANGES. Three left, new price \$239, closing out at \$169.50. Hurry! Krover, 458 Joseph Ave.

STERLING combination range, gray enamel, good condition. Bargain. 38 Clifford Ave.

LIVING room suite. Used four months, velvet cover, almost new, must sell. 38 Clifford Ave.

TWO-PIECE Prieze living room suite. Cheap. Call 5053-M.

MACHINIST'S tools and chest, office chair, baby bed. Stone 1069-R.

BUSINESS PERSONALS
CHICKEN PIES — delivered by dozen. Myers, 125 Depeu, Genesee 424-M. 50c

CHIROPRACTORS
FRANK BROWNELL, 45 Bronson L. A. Young in attendance. Genesee 1426

PERSONALS
MRS. MORROW, at 35 Hubbell Park. Daily. Call personally or write for interview.

MISS BELLE is free for nursing and massage by hour, week or day. Main 7460.

REV. MAHEL R. HAMMILL now located at 107 Troup St. Main 2219.

PERSONALS

MRS. BESSIE MCLEAN, 31 Manhattan St. Call for appointment. Stone 3881-X.

SERVICES OFFERED
PLAIN sewing and general repair work wanted at 483 South Ave. Basement.

WANTED TO BUY
RAGS—2c lb., magazines, papers, 55c. mattresses, metal. Stone 2509-R.

RAGS — 1c to 3c lb.; magazines, 55c. newspapers in bundles 50c; iron, metal, tubes, batteries, mattresses, junk of all kinds—top prices. Try us. Stone 370-L.

On a brisk, cold day serve stuffed ham rolls for dinner.

they are made by stuffing slices of ham with savory bread filling and simmering the rolls in an oven casserole with a little water or gravy until tender.

Prizes will be awarded for the most elaborate, the most patriotic, the most original and the most comic costumes.

August M. Maier of Commandery Uo. 40 and Mrs. Jacob Haszlaue of Auxiliary Nr. 44

THE SPORT SHOP

New Merchandise ... Just Unpacked

Sweaters Galore!

• BOXYS SPECIAL
• FITTED
• SLOPPY
• JAMES
• CARDIGANS
• V NECKS
• CREW NECKS
All new colors including dark green & dark brown. 100% Virgin Wool.

100% Wool SKIRTS Plaids-Solids

• PLEATED AROUND SPECIAL
• BOX OR FRONT
• PLEATS
• PLAIN GORED \$3.98
Misses sizes 24-34.
Junior sizes 9-17.

SPECIAL GROUP Shetland Skirts \$2.98
\$4 VALUES

Open Thur. until 9 P.M. Every Other Evening until 7:30

The Sport Shop
23 S. Clinton Ave. Across from Hotel Seena
MAIN 2107

Hallowe'en Party Planned By Knights of St. John

A Halloween masquerade party and dance will be conducted by the Knights of St. John and its Ladies' Auxiliary at the Elks' Club, Clinton Ave. North, on Saturday evening, October 25th.

Frank Skultety and his orchestra will furnish the music for dancing.

Members of the Venus Rebekah Lodge will meet next Thursday at 11 Clinton Ave. N. Installation of officers will take place.

are co-chairmen of the committee in charge.
An invitation has been extended to all Rochester Knights of St. John and the Ladies of the Auxiliary to attend this event which will be the first major social activity of the season.

LODGE TO MEET
Members of the Venus Rebekah Lodge will meet next Thursday at 11 Clinton Ave. N. Installation of officers will take place.

NOW OPEN
Rochester's Largest
PERMANENT WAVE CENTER
ALL WORK GUARANTEED
STEAM-OIL \$1.29 **WAVE-ART \$1.79**
PERMANENT **Machineless**
60c — Oil Shampoo, Rinse and Finger Wave — All 60c
SILVER PERMANENT WAVE 303 Burke Bldg.
DOLLAR CENTER Main 8541
OPEN EVENINGS ALL LICENSED OPERATORS
Mrs. Helen MacDonald, 184 Troup St.

Weis & Fisher
THRIFT THURSDAY Special

Simmons Mattress Sale
BOX SPRING and MATTRESS — Both For
\$39.50
Regularly \$53.00
The Famous Simmons Duchess Box Spring and Mattress full size. Only limited quantity.
Open Thursday Evenings
Weis & Fisher's Budget Terms
"rochester's showplace of furniture fashion"
80 CLINTON AVE. SOUTH

In only ONE whiskey...
SCHENLEY



You get the BEST from FOUR Great Whiskey States



*Blended with Specially Distilled Neutral Grain Spirits... Schenley Blends Give You Perfect MILDNESS
Schenley Black Label 67% Grain Neutral Spirits, 86 Proof. Schenley Red Label, 72½% Grain Neutral Spirits, 86 Proof. Blended Whiskey. Copyright 1941, Schenley Distillers Corporation, New York City.

ELECT These Countywide Republican Candidates
Supreme Court Judges
MARSH N. TAYLOR
FRED D. CRIBB
Special County Judge
HENRY D. SHEDD
And In Rochester Your Republican Candidates For City Court Judges
JAMES P. O'CONNOR
ARTHUR L. WILDER
Councilmen At Large
CHARLES LAMBIASE
HARRY H. FRANK
ROSS E. ERWIN
WILLIAM A. DOANE
GREGORY F. MILLS
School Commissioners
NEWTON B. CASTLE
JOHN E. KEENAN
MRS. RACHEL T. LEE
Your Ward SUPERVISOR & CONSTABLE
NOVEMBER 4th
VOTE ROW A — ALL THE WAY!
MONROE COUNTY REPUBLICAN COMMITTEE

Keep False Teeth Purified Says Dr. Sherwin

The world progresses—new discoveries make history. Now, thanks to Dr. L. W. Sherwin, a well known authority on oral hygiene, false teeth and dental plates can be made to gleam with purity and immaculate cleanliness with just a 10 minute daily bath, with amazing Stera-Klen.

It's all so easy—just get a 30 cent bottle of Stera-Klen—put a little in a half glass of lukewarm water—let your dental plate soak in this glow 10 minutes or overnight, as you choose. Take it out, wipe under the cold water faucet—no brushing is needed.

Then you get a plate free from slimy mucus and stains—a plate sparkling with beauty and glittering with purity. No more dull-looking, murky, dismal false teeth for you—lasts for weeks—30 cents—all drug stores.

WHO IS THE RICHEST MAN IN AMERICA?

Whoever He Is He Cannot Buy
Finer Foot Comfort Than You
Can Get For 25c at Any Drug Store.

It's a fact—a millionaire with all his millions couldn't buy greater foot comfort than comes in a 25c package of Rest-Eas Colloidal Sulphur Foot Bath.

It's amazing how fast it cools and soothes tired, burning, perspiring feet, how it draws out aches and soreness, softens up corns and callouses—you can peel them off layer after layer. And it is marvelous for "Athlete's Foot"—soothes and heals the raw, burning skin. Get a package today—and put pep in your tired, aching feet. 25c—50c—all drug stores.

WORLD'S LARGEST SELLER AT 10¢ ST. JOSEPH ASPIRIN

Marine Corps League To Elect Officers

The Rochester Detachment of the Marine Corps League will meet next Monday at 8 p. m. at its headquarters, 23 Lowell St., to conclude nominations and annual election of officers.

A goal of 100 members has been set for the second year, which begins with this meeting.

Commandant Ewald W. Weyrauch invites all Marines and former Marines in this vicinity to be present.

Marine Ellsworth E. Bailey will be on hand to serve refreshments.

CHAMPION OPEN TONITE TIL 9 P. M. WARM WINTER WEAR for THE ENTIRE FAMILY

WARM REVERSIBLE
SNOW SUITS \$10.95 SIZES 8 TO 12
OTHER SIZES 8.95 UP

Snow suits that resist the rain and wind. Poplin on one side reversing to Poplin or reversing to wool. Lined Poplin Ski Pants. Also a variety of other warm suits for boys and girls at reasonable prices.



MEN'S REVERSIBLE
WOOL AND POPLIN
**SPORT
JACKET**

\$5.95 Wind and Water Repellent

Men's 100% Virgin Wool
ZIPPER FRONT
**COAT
SWEATER**

\$3.69 SIZES 36 TO 46



Champion
KNITWEAR CO., 71 ST. PAUL ST.
1/2 Hour Parking at Bill's and Strand Parking Stations

Tops 50 Years of Fame

with the finest whiskey
ever to bear the name



The Whiskey Without Regrets
GREEN RIVER
America's Smoothest Whiskey

Blended Whiskey, 85 proof, 75% grain neutral spirits. Oldtime Distillers Corp. N. Y. C.

Recovered—Restyled—REBUILT
YOUR LIVING ROOM SUITE Complete Line
3 PIECE \$34.50
New cotton coverings, new cushions, spring units, new webbing, new fillings, springs tied 4 ways.
Phone or write. Representative will call, day or evening. NO CARRYING CHARGE.
WAYNE UPHOLSTERING CO.
74 PARK AVE.
MONROE 1404

FREE Valuable Gifts-Souvenirs
with every 25c purchase or more. Also free chance to win prizes worth up to \$2, immediately after your purchase. Main St. store only.

A FEW OF OUR MANY SPECIALS AT ALL 3 STORES

LARGE GENUINE CHAMOIS	Worth \$1	26c
J. P. Coats 6 Cord Machine Thread	Big Spool Regular 10c	7 1/2c
RAT TAIL & DRESS COMBS	Regular 10c	4c
SHINOLA SHOE POLISH	Giant Size Regular 10c	8c
Extra Yardage TATTING THREAD	100 Yd. Spool Worth 7 1/2c	4c
COUPON BOX		
SILK COSMETIC BAGS	Ass'd. Colors Regular 10c	6c
J. P. Coats or Clarks Crochet Cotton	Big Ball Reg. 25c	19c
TRIANGLE BED SHEET (81x90)	Worth \$1.25 Last 4 Years	88c
J. P. COATS PEARL COTTON	All Colors Regular 5c	5c
BALL JAR RUBBERS	Regular 5c Dozen	11c
LGE, HEAVY MESH DISH CLOTHS	Worth 5c	4 1/2c
ASSORTED NOVELTIES	Values to 25c	8c
COTTAGE SETS	Ass'd. Colors Worth 10c	44c

Always Chuck full of Bargains
BILL'S BARGAIN STORE
85 EAST MAIN 100 FEET EAST OF
DEMOCRAT & CHRONICLE
Other Bill's Stores at 543 South Ave.-813 Dewey Ave.

National Wine Week SALE!
HERE'S A BUY!
Pure, Delicious, Full Bodied
"Olympic"
WINES \$1.00 [DRY] GALLON
Burgundy, Zinfandel, Claret, Barbera, Rhine, Sauterne

SWEET WINE Port, Sherry, Muscatel, Tokay. \$1.49 gal.

3 Qts. Olympic Sweet WINE \$1.35

KENSINGTON Straight Rye Whiskey \$1.89
All 5 years old. 46 Proof. Reg. \$2.55 value. FULL QUART

GOLD SEAL WINES \$1.00
Finest of the N. Y. State Wines. In Very Attractive Bottles.

RED MILL GIN \$1.89
50 Proof. Made from grain spirits. FULL QUART

RAPIER WRAPPED CHIANTI 55c
Alcohol 13% by Volume. FULL QUART

LAKE AVENUE LIQUOR STORE
554 LAKE AVENUE
Next To Lake Ave. Food Market
Open 8 A. M. to 12 M.

FREE DELIVERY
... within City and Suburban areas, on any purchase of \$1.00 or more. Call your nearest DAW'S store!

WITH THIS COUPON
Miniature Chocolates
Chocolate Puddings
Caramel Creams
Peppermints
Raspberries
Caramels
Nougats
Nut-Crisp

25c
1-Lb. Box
Delicious, Tasty Bites of Dark Mild Bittersweet Chocolate. (Limit of 2)

WE MEET ALL ADVERTISED OR BEAT PRICES

BUY IT AT DAW'S AND BE SURE!
... sure of freshness and of quality, for DAW'S big volume business with its speedy turnover assures clean, new merchandise every day of the week!
... sure of the very lowest prices, for DAW'S meet or beat any advertised price!

DAW'S ORIGINAL CUT-RATE DRUGS

56	31	353	452	880	473	539
Clinton Ave. S. Opposite Temple Theater	Main St. E. Corner Aqueduct	Main St. E. Stillson	Ridge Rd. W. Corner Dewey	Main St. W. Bull's Head	N. Goodman Just Off Main	Monroe Ave. Near Goodman

TODAY THRU SATURDAY
(Right Reserved To Limit Quantities)

WITH THIS COUPON
HAIR BRUSH
PROFESSIONAL-TYPE
Popular, Professional Style Brushes. Made of genuine, natural extra-firm bristles. Sterilized, U. S. made.

75c Value
29c
(Limit 2)

GERBERS CEREAL
1/2-lb. Pkg.
14c

KEN-L-RATION DOG FOOD
3 Cans For
19c

DR. WEST Tooth Paste
Giant 40c Size
20c

CASCARA SAGRADA TABLETS
5 Grain 100's
18c

SODAMINT TABLETS
Bottle of 100
6c

MILK OF MAGNESIA TABLETS
Pkg. of 100
19c

DAW'S COUPON
SANITARY NAPKINS
25c BOX of 12 PADS
11c
(Limit 2 Boxes)

DAW'S COUPON
Borden's Chocolate Malted Milk
Regular 50c Pound
19c
(Limit 2)

DAW'S COUPON
Milk of Magnesia Tooth Paste
REGULAR 25c SIZE
9c
(Limit 2)

McKESSON'S ASPIRIN TABLETS
Each Bottle Contains 100 5-Gr Tablets
2 for 49c

VITAMINS & MINERALS
Improved Higher Potency
Get BOTH In These New
VITAMINS "M"
A complete vitamin preparation that gives you all three vitamins: A-B-C-D-E-G-I—PLUS ESSENTIAL MINERALS. Pleasant, easy-to-take capsules provide an abundant source of the important vitamins and minerals that may be lacking in your diet.

ASK FOR VITAMINS "M" AT DAW'S

1/2 PRICE HINDS
HONEY & ALMOND CREAM
GENUINE HINDS—extra-creamy, extra-softening—now on sale at extra-special price.
Reg. 50c bottle now
25c

DAW'S COUPON
WOODBURY FACIAL SOAP
Reg. 10c Bars
4 for 15c
(Limit 4)

DAW'S COUPON
FALSE TEETH
FIT LIKE NEW! Dentur-Eze, the new cushion plastic, makes loose plates fit comfortably for weeks. Not a powder—just a paste. Economical. Thousands of assisted users. Get a tube of Dentur-Eze today! Hand-size tube 49c—New large size 98c.

BETENE
A SPECIAL DIETARY SUPPLEMENT
NO DRUGS—NO SEDATIVES
A SURE SAFE WAY TO REDUCE!
BETENE is approved and highly recommended by leading physicians.

DAW'S COUPON
COTTON
Sterilized Reg. 10c Pkgs.
2 for 13c
(Limit 4)

DAW'S COUPON
LAXATIVE QUININE Cold Tabs
25c SIZE
11c
(Limit 2 Boxes)

McKESSON'S Milk of Magnesia TOOTH PASTE
Lg. 25c Tubes
2 for 29c

AMPHO-JEL Wyeth's, 12-Oz. \$1.29
NIPPLES Anti-Colic 5 for 23c
HORLICK'S Malted Milk, 11.00 Size 79c
MENNEN'S Baby Powder, 19c, 39c
PHILLIP'S Face Creams, 30c Size 21c
DENTAL FLOSS 12-Yard Spool 8c
DR. GORIN'S Powder for Piles 31c
DR. PIERCE'S Medicine, \$1.00 Size 79c

5-lb. Pkg. EPSOM SALTS 11c

60c Size KREML Hair Tonic 28c

Pint Bottle PEROXIDE 9c

Quart WELCH'S Grape Juice 36c

Reg. 65c 10 c. c. SQUIBB'S NAVITOL 57c

15c Val. HYGEIA NURSERS 9c

16, 1941

ROCHESTER SUN, THURSDAY OCTOBER 16, 1941

Look For Your Name Between the Ads—Win a Dollar

PAGE THIRTEEN

LOOK AT YOUR HAT . . . Others Do!
Speedy will make it like new with thorough cleaning and expert blocking. — Free parking across street at Chimes Station.
SPEEDY'S—212-216 COURT ST. Cash and Carry
MAIN 6794

YOU CAN STILL BUY ON EASY TERMS
TERMS at KOMINZ
TIRES
550x17\$5.95
600x16\$6.95
650x16\$8.95
DE SOTO FIRST QUALITY 1-YEAR GUARANTEE
50c DOWN—50c WEEK. Prices Include Old Tires.
Other sizes at proportionately low prices.

OIL HEATERS
\$4.95
For those rooms you can't quite heat — and for extra cold weather. Very inexpensive operation.

1942 MODEL RADIOS
RCA ZENITH CROSLY
\$9.95
6 Cu. Ft. 41 GIBSON REFRIGERATOR
Just a Few \$89.95

LIVING ROOM
\$59.95
Reg. \$99.55 Suite
CHROME BREAKFAST SETS \$34.95
REFECTORY TABLE AND CHAIRS
KOMINZ TIRE CO., Inc.
182-184 MONROE AVE. At Savannah St. 417 MONROE AVE. At Averill

U. of R. Professor To Lecture At Business Women's Club

First in the fall and winter lecture series and book reviews, sponsored by the Rochester Business and Professional Women's Club, will be held next Tuesday at 8 p. m. in the Sagamore Hotel.

Dr. Hugh MacKenzie, of the History Department of the University of Rochester, will lecture on current events at the opening session.

Other speakers who will fulfill lecture engagements during the season under the club's auspices include Mrs. Dorothy Fuldheim of Cleveland, O.; Miss Isabelle Burns of Jamestown and Mrs. Milton Gibbs, who will give a book review and travel talk.

HOMO FIVE STAR BRAND
COUGH MEDICINE FOR QUICK, EFFECTIVE RELIEF FOR COUGHS DUE TO COLDS
Homo Cough Medicine is a scientifically compounded remedy for coughs resulting from colds and for minor throat irritations. Priced at 50c and \$1.00.
Other HOMO Five Star Brand products for the relief of colds are: HOMO Nose Drops, 25c; HOMO Vapor Salve, 25c; HOMO Pain Tablets, 25c; and HOMO Mouth Wash and Gargle, 25c and 50c.
ON SALE AT YOUR DRUGGIST OR WHOLESALE
HOMO DISTRIBUTING CO.
530 South Park Ave. Buffalo, N. Y.

GET THIS NEW Jibby Knife-Edger
ABSOLUTELY NEW
A NECESSITY IN EVERY HOME
Genuine Rimac Flexstone puts smooth, sharp edge on dullest knife quickly and easily.
Send Only 25c and 3 Ideal Dog Food Labels to
WILSON & CO.
Box 6170 Chicago
See Dealer for Order Blank

PTA of No. 37 School To Have Child Health Symposium Meeting

Challenging Frontiers in Child Health will be the topic of a Symposium to be held by the P.T.A. of Lewis H. Morgan School No. 37 at the school next Tuesday at 7:45 p. m. Leading the Symposium will be Mrs. Floyd B. Newell, district director. Others taking part and their phase of child health are Miss Lois R. Terk, Mechanics Institute; Physical Education, Mr. Herman Norton, director of physical education, Rochester Public Schools; Adequate Medical Attention, Dr. Herbert Soule. Two sound films will be shown, and parents of seventh grade children will be hosts, with Mrs. Henry Reinhart and Mrs. Harold Felch as chairmen.

Mrs. Robert E. McDavid, membership chairman, and Mrs. Evatt Jicha, program chairman, have been working together on plans to increase membership, and as this is membership enrollment month, all parents are cordially invited to become members of the association. Room Mothers have been appointed for all grades in the school.

This method of organization is expected to develop closer relations between the school and home, and anyone desiring information concerning the unit may get in touch with any Room Mother or with Mrs. McDavid.

When water pressure is high, avoid shutting off the stream with a jerk. Close faucets slowly.

To absorb the smell of fresh paint, try one of the following: Place a few sliced onions in a pail of water; spray the room with alcohol mixed with oil of cedar; burn camphor gum.

NEW OR USED AUTO PARTS
Any Part - Any Make - WHEN You Want It!
SCHUBER AUTO PARTS
558-564 LYELL AVE. PHONE: GLEN 6775
ROCHESTER, N.Y.

THRIFTY HOUSEWIVES HIGHLY RECOMMEND—
MILLER'S
High Quality, Long Burning
SPECIAL COAL
100% GUARANTEED
STOVE \$11.95
EGG OR NUT
PEA . . \$9.95
KNOW YOUR COAL DEALER
ARDEAN R. MILLER
500 WEST AVE. Finest Service For 31 Years GEN. 20

Quality The RANGE that's RIGHT!
Your "Q" to Cooking Freedom!
\$69.50 BIGGEST ALLOWANCE IN TOWN—18 Mo. To Pay
The new Quality gas range takes the blue ribbon for modern gas cookery. It has more features of the kind you really want than we have room to list. See them all: New Day-Lite Oven with Quilts, 100% Insulation . . . New Simmer Burners, new Automatic Top Lighting . . . Automatic Oven Light . . . Pop-out Broiler . . . One-Piece Cooking Top . . . Toe-Space Base and many others!
\$5 Secures This Beautiful RANGE ACT NOW!
EDWARD L. MASLINE HOME APPLIANCES
1647 ST. PAUL ST. At Norton St. PHONE GLEN 7055
OPEN EVENINGS

BERGHASH
FAMOUS FOR FINE WINES & LIQUORS
THIS WEEK'S SPECIALS
Free Delivery . . . Call Main 786
FREE PARKING Opp. Our Store

BEST VALUE IN TOWN
90-PROOF
REGULAR \$2.25 VALUE
AT \$1.89 FULL QUART
An outstanding gin value! The most popular in Rochester. "London Inn" gin is made according to a famous Old English recipe. Excellent to use straight or in cocktails.

YES, IT'S 5 YEARS OLD
GLOBE WHISKEY
100-Proof
STRAIGHT BOURBON
REG. \$2.09 VALUE!
\$2.59 Full qt.
Bottled in Bond Under U. S. Gov't. Supervision
2 Quarts for \$5—Case of 12 Quarts \$29.50

Imported Special Purchase!
GOLD LABEL RON RUM
CORONA SUPERIOR
86 Proof . . . Imported From West Indies!
REG. \$2.25 VALUE!
\$1.89 4.5 QUART
Distilled in the West Indies and imported to sell for much more than this special price.

100% Pure California Wine MONEY-BACK GUARANTEE
DIPLOMAT
REG. \$2.25 VALUE!
\$1.89 Port, Musatel
2 GALLONS . . . \$3.50
Take the word of experts who use it regularly . . . Diplomat Wine is one of the finest obtainable. Know the pleasure of a good glass of wine . . . try Diplomat, it's 100% pure California wine, Alcohol, 20% by volume. ONLY \$1.89 A GALLON

AND REMEMBER
Get our prices on G & W, Schenleys, Seagrams, Calverta, Hiram Walker, and all the other nationally known brands. We can supply you with the greatest variety . . . and our prices are the lowest in town.

BERGHASH
WINES LIQUORS
124 CLINTON AVE. SOUTH
NEXT TO LOEW'S
Phone . . . MAIN 786
Free Parking Opposite Our Store

Seagram keeps the TOUGHNESS OUT . . . blends extra PLEASURE IN
The FIVE CROWNS have rolled him out neatly And here's why—to put it concretely: He's TOUGHNESS personified. Seagram makes bona-fide Efforts to out him completely.
Yet, in 5 Crown, all TOUGHNESS is ended, And our stocks have been skillfully blended To give EXTRA Measure Of smoothness and PLEASURE—For good taste, our 5's recommended.
Seagram's 5 Crown
SAY SEAGRAM'S . . . AND BE SURE!
Seagram's 5 Crown Blended Whiskey, 86 & 90 Proof. (Since Sept. 1st) 72% grain neutral spirits. Seagram-Distillers Corp. N.Y.

Where To Play BINGO
BINGO
19th WARD CLUB HOUSE
237 HAWLEY ST.
Thurs., Fri. and Sat. Eve. 8:15 P.M.
Extra Board (FREE) With Triple Board
\$25 Defense Bond Given Sat. Nite For Door Prize
THURS., FRI. NIGHTS TOWNER'S HALL \$250 All Games \$5.00
SAT., SUN., WED. NIGHTS TOWNER-REXY \$500 All Games \$10.00
(No Sunday Game at Rezy)
TUES. & SUN NIGHTS HOLLYWOOD \$500 All Games \$10.00
Tues. Night All Games \$10.00 HUDSON \$475 Sat. Night All Games \$5.00
Beeley's Bingo
MON., TUES., FRI., SAT. at 8:15 P.M.
SUNDAY at 2:30 P.M.
WED. at 1:30 P.M.
Extra Board Free with Triple Board
ADMISSION 20c
142 GENESEE ST. in REAR
A B C PARTIES
Are Being Held As Usual
Tues., and Sat. Nite At 8:30
2011 E. MAIN
2 Jackpots—\$30 - \$120
WEST AVE. MANOR
165 West Ave.
Mon., Tues., Thurs. — 1:30
Sun. 2:30 P.M.
Wed. and Fri. 8:30 P.M.
FRI.—ALL GAMES \$4
Jackpot Game \$70
SPECIAL GAMES & ENTERTAINMENT
PLYMOUTH CHURCH
Corner of Plymouth and Trons
Every Sat. Nite At 8:30
DO YOU NEED CASH? — JACK POT THIS WEEK \$245.00
\$25 Defense Bond given away absolutely free every Wednesday Night
\$5—\$9 on Regular Boards
\$5—\$30 on Specials
We have big crowds. We play for cash every Wed., Thurs., Fri. & Sat. Nites.
HOLLYWOOD BINGO
35 PULLMAN AVE.
Come early and get a seat — see the entertainment — Ted "Bingo" Brown, Mgr.
\$ SILVER DOLLAR NITE THIS FRIDAY \$

\$ BINGO \$
Every Saturday 8:30 P. M.
C. Y. M. A.
51 FRANKLIN SQUARE
Near Greyhound Bus Terminal
\$ ADMISSION 25c \$

BINGO
SUNDAY NIGHT 8:15
2 JAC KPOTS \$80 — \$90
MONDAY NIGHT 8:15
2 JACK POTS \$60 — \$75
SUNDAY & MONDAY NIGHT
ALL REGULAR GAMES \$7
Wed., Fri. & Sat. Afternoons at 1:30
Wed. & Sat. Afternoon Wed., Fri. Sat. Afternoon
JACKPOT \$40 ALL GAMES \$3
UNION LEAGUE HALL Gregory at South Ave.
TAKE SOUTH AVE. BUS TO DOOR

DELUXE BINGO
CASH FOR YOU
Bigger Prize List Than Last Season!
Plus Green Stub Prizes
Advance Sale Now on For Our
DOUBLE PARTY—Nov. 3
ALL PRIZES DOUBLED !!!
EVERY MONDAY NIGHT
KofC Auditorium, Lawn St.
40—DOOR PRIZES—40
Admission 99c Including Tax
NO MORE TO SPEND

If you don't know your Furs— Know your Furrier!

Thirty years of treating our own pelts, fashioning our own garments and custom-tailoring the finest fur coats. We believe that we can please you as we have thousands of our customers—stop in before you buy a fur coat—you'll be glad you did.

**ROCHESTER
FUR DRESSING CO.**
290 Broad St. Main 5117



To polish brass ornaments, etc., cheaply, rub them with the juice of a boiled onion.

Rochester Headquarters For RIDING APPAREL

The town's best selections at the town's lowest prices. One entire floor devoted to riding apparel & equipment.

THE SPORT SHOP
23 S. CLINTON AVENUE
Opp. Hotel Seneca

No. 8 School PTA To Meet Tonight

Children of Carthage School No. 8 will participate in a meeting of the P.T.A., to be held tonight at 8:15 o'clock in the school auditorium. Theme of the meeting will be "Our School Teaches Self-Expression."

TAKE OFF UGLY FAT

Many lose 3 to 5 lbs. a Week
yet EATING plenty
No Reducing Drugs—
No Exercises—No Massage

Man and woman all over the United States are reporting remarkable results in losing weight. Many tell of reducing 20 pounds a month and more. These people are following the Plan of Dr. Edward Parriah, noted physician, former Health Officer, State of New York, Surgeon-in-Chief, a Medical Staff, U.S. Army, Editor, Lecturer.

Dr. Parriah's Reducing Plan makes reducing a pleasure. A pleasure because it allows you to EAT PLENTY, requires no exercises, harmless, too, because it calls for no reducing drugs, no loss of vitality.

Here is Dr. Parriah's Reducing Plan EXACTLY as given by him over the air to millions: For lunch take 2 teaspoonful of Cal-Pur in a glass of fruit juice, or any beverage. Take nothing else except a cup of coffee if desired. For breakfast and dinner EAT AS YOU USUALLY DO. Don't cut out fatty, starchy foods—just cut down on them.

Try Dr. Parriah's Reducing Plan for one week. You and your friends will be amazed at the vast improvement in your figures. Harmless, easy, should be helped by Dr. Parriah's Plan.

Cal-Pur is not a reducing drug. It is a special purpose food supplementing the diet with certain essential minerals and vitamins. Get a Reducing Plan, can today, plain or chocolate flavor. Cal-Pur costs only about 3c a day to use. Money back if not satisfied.

Health Food Stores and drug stores, including Key and Daw.

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

2 Mistakes Young Wives So Often Make

At this very moment there are countless thousands of young wives who are beset with uncertainty. The pity of it is that these young women will go on making needless mistakes because they have no one to turn to for much needed advice.

Because of inward shyness, many women live in ignorance about the subject of feminine hygiene. Others are woefully misinformed and, as a result, have used douches of over-strong solutions of acids which can actually burn and wear delicate tissues. Your own doctor will verify this.

Today, there is a truly safe product for the douche that offers amazing hygienic protection. This great discovery is Zonite. You will find no skull-and-crossbones on Zonite's label, because Zonite is non-poisonous, non-caustic. Yet, it kills germs, bacteria on contact. Zonite actually destroys undesirable odors. Protects personal cleanliness. Most important, is safe for delicate tissues.

So enthusiastically have women accepted the safe hygiene protection of Zonite that over 20,000,000 bottles have already been bought.

Free Book Tells Intimate Facts
If there is any doubt in your mind about the subject of feminine hygiene, get this frankly written booklet, "Feminine Hygiene Today" which we will send you FREE, without obligation, in plain wrapper. Send name and address to Zonite Products Corporation, Dept. 240-B, 370 Lexington Avenue, New York, N. Y.

Relieves MONTHLY FEMALE PAIN

Women who suffer pain of irregular periods with cranks, nervousness—due to monthly functional disturbances—should find Lydia E. Pinkham's Compound Tablets (with added iron) simply marvelous to relieve distress. Pinkham's Tablets made especially for women help build up resistance against such annoying symptoms. Follow label directions. WORTH TRYING!

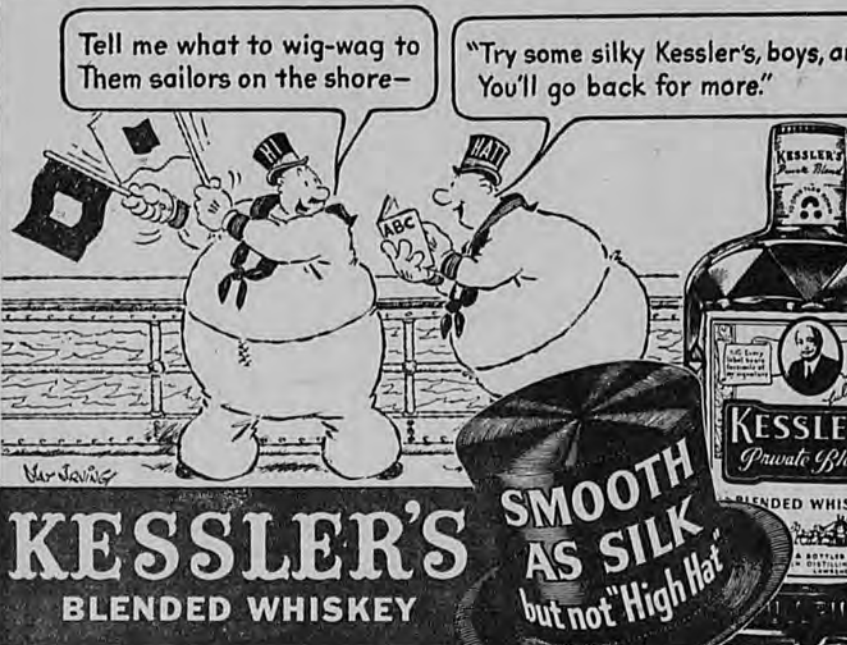


Under The Weather?
Take Beechams Pills
Tonight for a Change!

For thorough, pleasant relief from temporary constipation, depend on this purely vegetable compound. No calomel (mercury). Millions of packages sold annually throughout the world. Buy today! Only 10¢—also 25¢ and 50¢ sizes.

**BEECHAMS
LAXATIVE PILLS**

Sailor HI and Sailor HATT



KESSLER'S PRIVATE BLEND-A BLENDED WHISKEY. 75% Neutral Spirits distilled from Grain. 85 Proof (Since Sept. 1). Julius Kessler Distilling Co., Incorporated, Baltimore, Md., Lawrenceburg, Indiana.



CELEBRATING THE BIRTH OF OUR BUSINESS... WITH VALUES THAT SHOW OUR TRUE APPRECIATION!

HARMIN'S 5th ANNIVERSARY Sale

The Beautiful Jewelry You've Dreamed of—NOW BUY IT ON EASY TERMS

The Biggest Money-Saving Party We Ever Gave—Use Your Credit to "Snap Up" These Birthday Specials!

Look at the Prices below—SEE how much you can save during our Anniversary sale! Stop in our store—SEE the quality and value represented by this merchandise! It's not too early to lay away Christmas gifts. Shop now and SAVE!

Store Open Each Thurs.-Sat. Evening

FREE

This beautiful crystal glass salt and pepper set will be GIVEN to every adult visitor Friday and Saturday of this week. Nothing to buy.

50c DOWN OPENS AN ACCOUNT

Harmin's Credit Terms UNCHANGED

Most purchases in our store are unaffected by Govt. Credit regulations. You pay no more down or per month than you have in the past.

BULOVA

Nationally famous quality. Guaranteed depend-able.

PRICED FROM \$24.75

GRUEN

Smartest new style for men and women.

PRICED FROM \$24.75

Lay-Away This 10-Pc. DRESSER SET

New, modern designs. Ideal Xmas gift—start buying one NOW.

\$8.95

Fiery center diamond flanked by four full cut small diamonds. Really elegant. **99.50**

Sturdy and manly. Solid gold mounting. Many other styles too. **47.50**

Many styles in men's cases, rings. The type illustrated is extremely popular. Lay one away. **9.95**

Beautifully chrom-plated. New as tomorrow. You'll be proud to show this at your parties. **5.95**

Three beautiful diamonds in a smartly feminine setting. She'll love it for Christmas. **33.75**

Schick "COLONEL" Very efficient. Guaranteed performance. Not to be compared to cheap electric razors. **12.50**

Westfield Watches

Just about the best low price watch on the market. Very smartly styled. Many models to choose from.

GENTS' Model Shown \$11.75
LADIES' Model Shown \$16.50

Anniversary Sale Special

YOUR CHOICE... Finished in yellow gold. Dainty. Beautiful. Cash only at this price. **\$1**

Harmin's CREDIT JEWELERS

21 MAIN STREET E.

Anniversary Sale Special

Large Selection of Costume Jewelry **69c**
VALUES TO \$1.50
Pins, necklaces, bracelets, etc. The final touch for your outfit. Cash only at this price, please.

THIS WEEK'S SPECIALS AT

KEY

ROCHESTER'S MODERN CUT RATE DRUG STORES

470 N. GOODMAN NEAR MAIN
1861 MONROE NEAR WINTON
724 WINTON ROAD NO. 608
457 RIDGE RD. DEWEY

TODAY THRU NEXT WEDNESDAY

KEY COUPON

RINSO Lge. Box Limit 2
2 for 33c

KEY COUPON

JERGEN'S Toilet Soap
4 for 11c
Limit 4

KEY COUPON

IMITATION VANILLA
6 oz. bottle **8c**
Limit 1

KEY COUPON

DARLING BABY CASTLE SOAP
3 for 11c
Limit 3 — 10c Size

KEY COUPON

Kitchen PAPER TOWELS
100 Sheet Rolls, Limit 3 **4c**

KEY SCOP!

SAMSON ELECTRIC VIBRATOR
Regular \$3.98 **\$1.95**
Model **1**
WHILE THEY LAST!

Pro-phy-lac-tic NEW BONDED BRUSH

with "Round-End" Bristle (REGULAR PRICE 47c)

PLUS Giant Size TOOTH POWDER

both for **47c**
90c Value

KEY COUPON

Cleansing Tissues
Box 500 Reg. 25c **12c**
Limit 2

KEY COUPON

Honest Square or Zag Nut CANDY BARS
Reg. 5c Limit 4 **2c**

KEY COUPON

WOODBURY HAND LOTION
50c Bottle Limit 1 **19c**

KEY COUPON

KNITTED DISH CLOTHS
Reg. 5c Ea. — Limit 6 **3 for 7c**

KEY COUPON

MILK OF MAGNESIA TABLETS
Bottle of 100 Limit 2 **19c**

KEEP WELL! Take Vitamins Regularly Thru This Winter

VITAMINS

COMPLETE SELECTION At All Key Stores—Buy Now—

UPJOHNS

ACCESSORINE \$1.45
Tonic—10 oz. size \$1.45
CERLEXIN Comp. \$1.34
Tablets—25's \$1.34
IMBICOL with Vitamin B—8 oz. \$2.49
JECULIN \$2.49
Tonic, 12 oz. \$2.49
JECULIN Capsules—84's \$2.49
YEAST TABLETS 49c
Bottle of 100 MYLADOL \$2.49
Tonic, 24-oz. \$2.49
SUPER-B 77c
Concentrate, 5 c. e. 77c

PARKE-DAVIS

HALIBUT OIL 43c
HALIBUT OIL With Vitamin D, 5 c. e. 74c
NATOL \$1.09
Reg. 65c—10 c. e. 57c
NATOL CAPS 57c
Box of 50 \$1.29
Box of 100 \$1.29
Box of 250 \$2.59
Box of 500 \$4.69

HALIBUT LIVER OIL CAPSULES

SQUIBB-ABBOTT PARKE, DAVIS (Plain)
Box of 50 \$1.29
Box of 100 \$1.29
Box of 250 \$2.59
Box of 500 \$4.69

SQUIBB'S

ADEX TABLETS 79c
With Vitamin D, 5 c. e. 79c
ASCORBIC ACID Tablets, 25's (40's) 89c
B COMPLEX Vitamin Caps. (25's) 59c
NATOL Capsules, Box of 25 59c
NATOL MALT Compound, 1-lb. Jar 53c
VIOSTEROL Reg. 65c—5 c. e. 53c
YEAST TABLETS 49c
Bottle of 100 VITAVOSE Choc. Flavor, 12 oz. 43c

ABBOTT'S

HALIBUT MALT 97c
DILICET—Box 100 Diuretic Phosphate \$1.29
COD LIVER OIL 1.07
Vitamin Fortified, 12 oz. 1.27
VITAVOSE 53c
VIOSTEROL 53c
OLADOL CAPS. 1.09
Box of 25 OLADOL Concentrate, 10 c. e. 57c
HALIBUT OIL Plain—10 c. e. 43c

VITAMINS & Minerals

Get BOTH in This New Improved Higher Potency **ALVITA CAPSULES**

The complete vitamin preparation that gives you all these vitamins: A-B-C-D-E-G PLUS ESSENTIAL MINERALS. Pleasant, easy-to-take capsules provide an abundant source of the important vitamins and minerals that may be lacking in your diet.

ASK FOR ALVITA CAPSULES AT KEY'S

BECCOMP VITAMIN B COMPLEX CAPS

Contains Dry Extract of Liver, Thiamin Chloride, Riboflavin, Pyridoxine, H 7 or cobalamin, Nicotinic Acid and other B complex factors present in liver extract.

Bottle of 50 — **\$1.69**
Bottle of 100 2.98
Bottle of 250 6.98

A-B-D-G CAPSULES

SQUIBB OR ABBOTT
New Low Prices!
Pkg. of 25 .59c
Pkg. of 50 .98c
Pkg. of 100 \$1.79
Economy Pkg. of 250 \$3.79

SUPER "D" PERLES

Upjohn's, \$1.25 Size 86c
NAVITOL, SQUIBB 10c., Reg. 65c Size 57c
COD LIVER OIL Mead's, Half-Pint Size 69c
VI-DELTA Lederle's 98c, \$1.69
MEAD'S OLEUM Percomorphum, 10 c. e. 67c
WHITE'S (100's) Cod Liver Oil Tablets 89c
RAY "D" YEAST Pkg. of 200 Tablets 89c

MOLESKIN

1/2 yd. by 7 inches **19c**

BAYER ASPIRIN

Bot. 100 Tablets **59c**

'Tree!' BLADES

SINGLE-EDGE **14 for 25c**

LIFEBUOY SHAVE CREAM

LARGE TUBE **2 for 33c**

SAL HEPATICA

60c Size **49c**

VICK'S VAPO RUB

35c Size **27c**

GROVES BROMOQUININE

35c Size **27c**

HYGEIA NURSERS

Reg. 15c **9c**

BORDEN'S PLAIN MALTED MILK

5 Lb. Can **\$1.29**
\$2 Value

Vacuum BOTTLE

Pint Size **73c**
\$1 Value

TYPEWRITING PAPER

200 Sheets 25c Value **19c**

JOHNSON BABY POWDER

Reg. 50c Size **39c**

SMITH BROS. COUGH DROPS

Reg. 5c **2 for 5c**

BISODOL Powder

Reg. 65c **49c**

PABLUM

50c Size **39c**

CONKLIN Fountain PENS

Regular \$3.50 **\$1.98**

The Hunting Season is On! And Value Hunters Depend On This SHOPPER For Complete Shopping Information. Leading Stores Regularly Advertise Their "Best Buys" in The Rochester Sun

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Delivered Every Thursday

FOURTH YEAR—No. 52

ROCHESTER, N. Y., THURSDAY, OCTOBER 23, 1941

To 75,200 Rochester Homes

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

To Stage Play For British Children's Christmas Fund



NEWELL GRINNELL

First undertaking of the local British War Relief Society in raising Christmas funds for unfortunate British children will be the presentation of the current Broadway hit, "Kiss the Boys Goodbye," at the Auditorium Theatre on November 29.

The society, under the direction of Newell Grinnell, chairman of the entertainment committee is attempting to raise funds to provide Christmas cheer for British children.

Cast of the Auditorium offering (Continued on Page 4)

"--Of The People, By The People"

Editor's note: This year with the sceptre of tyranny ruling so many millions of our fellow humans in foreign lands, we here in America, cherish our privilege of a free voice and free election more than ever before. The articles printed herewith represent the views of two opposing political groups.

Furnished by the Monroe County Republican Committee
In the local election campaign, fast drawing to a close, voters of Rochester have but one question to answer: "Do you want to continue the rebuilding of Rochester—the Republican way?"

Just what the Republican way is, you have evidence wherever you look. The Party presented a platform to the voters of Rochester and Monroe County in early August, 1941. Every Republican candidate for office openly endorsed that platform and its pledges, as has been done each year since 1937. Each Republican candidate has a record, too, of working for the adoption of previous platform pledges of the party. This is true, whether the candidate is for the City Council, the School Board, the Courts, or the Board of Supervisors. The Republican Party in Rochester has a record of performance—one of which each candidate for office is proud.

When the voter stops to consider the modernization of Main St., the substitution of fast moving busses for the slow and lumbering trolleys, the repaving of major streets, the inauguration of scientific assessment of property values, the institution of a Central License Bureau, the payment of city and county taxes at one office, the drastic improvement of conditions at the Public Market and Food Terminal, the promotion of the city's subway and converting it into a paying enterprise, the publication of an understandable city report annually, the opening of the Civic Exhibits Building and the Sports Arena—both badly needed in Rochester for years, the training of our Fire and Police Departments in Defense matters and technique so that life and property can be properly protected in any emergency, the co-operation extended manufacturers in locating main plants or branches in Rochester—all adds to ACCOMPLISHMENT, the kind that Rochester voters want and will approve.

Measured against the record of their opponents in this election, and there is a record—a sorry one from 1933 through 1937, and which they would like to forget—the answer is clear-cut! Rochester Voters do approve the Republican way—honesty, fulfillment of party pledges, a constructive plan for the future of our city, and courteous service to all in each city office. They will show their approval on November 4th. It will be a Straight Republican vote for all Candidates—"Row A—All the Way!"

Furnished by the Monroe County Democratic Committee

"Delivery of the county and the city from this 'bondage and bondage,' with its surcharge of an excess five-dollar tax rate upon the city is as much the Democratic aim as an end to waste in actual administration of the county and city." County Chairman Roy F. Bush told all candidates in an urge for vigorous action from every town and city platform.

"An aroused electorate awakened to the vicious determination of town Republican rulers to defeat every effort for a square deal with the county in meeting tax obligations will give the people of the whole Monroe County area a new deal."

"We are now told that we are obligated to Republican rule for a friendly rebuilding of both the city and the county. Is it this friendly relation that accounts for the city and county towns paying different rates for the same paving material used in identical work, and both paying a dollar a ton more than the state?"

"Is it friendly relations that accounts for a charge by a Republican employed audit firm that a certain department defies auditing, it is such a mess? Then when questions are raised about newest divisions of this department the man who is alleged to have written the law under which he rules the job, announces he soon will have figures explaining everything. Remember, they will be his own figures under a law of his own making, if we are rightly informed."

"How far has this department wandered from the idea of its creation? It was designed to steal the whole show of getting new industries for Rochester. Isn't it a fact just once since it has been in operation an announcement was made of dealings with outside industries seeking places in Rochester? Isn't it a fact this announcement, all of two years ago, said the city had communications from more than 400 concerns interested in locating here? Alas, what happened to the 400?"

"We have been making rapid strides in this campaign. The Republicans jockeying on one side with critics of wasteful spending to make an insignificant tax cut stand upon dangerous borrowing, have denied school teachers and Civil Service employees what they had led them to expect in salary increases, and are falling back on the machine power, money and ward henchmen to save their skins. But the die is cast this time. 'The people are not to be fooled.'"

309th Banquet To Bring Members From Four States

The 309th Field Artillery Association will hold its Seventh Annual Armistice Day Reunion Banquet Saturday, November 8. General Chairman Orr Sixbey anticipates an attendance of more than 200 ex-service men including those coming from Houston, Texas, Wilmington, Delaware, Bloomfield, New Jersey and Philadelphia. An excursion of 50 metropolitanites will come for the occasion which will be held for the first time at the new William W. Doud Post Home on Buffalo Rd.

President Patrick H. Ryan has named the following members to assist Chairman Sixbey: August Gleockle, Edward M. Zonneville, Fred DeWolf, Philip Guenther, Roy Brown, William E. McCarthy, Philip H. Gross, Michael J. Kelly, Russell L. Pinkley and Judge P. O'Connor, formerly a Major in the regiment.

Card Party Planned By Church Society

A public card party, sponsored by the Rosary Society of St. Monica's church will be held at the church hall on Genesee St. next Thursday at 8 p. m.

Mrs. Franklin Hubbard, president of the society, has appointed Mrs. Joseph H. Broderick as general chairman. She is being assisted by a large committee.



ARTHUR JENNINGS

Non-Partisan Group Named To Push Jennings Election

Announcement has been made of the formation of a Non-Partisan Judicial Committee to endorse the election of John Arthur Jennings for Special County Judge. Composed of leaders in various lines of endeavor in Monroe County, the group includes members of both major political parties. They believe that the interests of Monroe County can best be served by the election of judges without over-emphasis on party.

The committee has expressed the belief that Mr. Jennings' ten years experience as president and member of the Board of Directors of the Rochester School for the Deaf, plus his service as a member and President of the Board of Visitors of the Albion State Training School especially qualifies him for Special County Judge.

Ice Revue Here To Feature Top Skating Stars

The "Ice Revue of 1942," hailed as the Fastest Show On Earth, comes to the Edgerton Park Sports Arena in Rochester, November 3 through 8. The Show is sponsored by the Monroe County Council of the Army and Navy Union, U.S.A., to raise funds for the organization's national program of advancing legislation for the benefit of service men.

The Ice Revue of 1942 is composed of a galaxy of ice stars of international fame, plus a chorus of 20 ballerinas of the ice.

Featured among the top-notch performers are: George Von Birgelen, international jumping champion and world's still-skating champion, who comes to Rochester direct from the Center Theater.

According to Sidney Davidson, National Senior Vice-Commander of the Army and Navy Union, U.S.A., the Ice Revue of 1942 combines more first class talent than any other ice show that will be staged anywhere in the country this year. Mr. Davidson sees early promise of the show's success in the rush to secure reserved seat tickets at the ticket office which has just been opened in the Sagamore Hotel at 101 East Avenue.

The Ice Revue of 1942 will be staged at 8:30 p. m. daily, starting Monday, November 3. There will be special matinees at 3 o'clock on Tuesday and Saturday afternoons.



Nest of 3 Tables
Large table has pie-crust edge; All 3 may be used individually or nested; 22" high; 12"x16" top; All mahogany\$12.87



ECLIPSE SOFA BED
With 2 Innerspring Mattresses
This Eclipse sofa bed gives you extra sleep comfort because when opened to a big double bed both sides have real innerspring mattress construction. Attractive, durable upholstery fabrics.



LAMP TABLE
Pierced gallery top; Tripod base; Serpentine foot; 26" high; Top 22" diameter; All mahogany\$12.87

LAUER'S PORCELAIN-CHROME

Extension Table and 4 Chairs

The newest chromium kitchen furniture. Note the sturdy hairpin table legs. . . The chair frames fashioned from the strongest, rustless one inch thick chrome-steel tubing. . . Thickly padded leatherette chair seats and backs. . . Large lined and partitioned drawer for your silver.

\$36.95

5 Pieces

Lauer's
50 STATE ST.

... in the National's Basement ...

2 Special Values — IN — Boys' Wear
FOR "NO SCHOOL" DAYS THIS WEEK!

Campus Coats
\$4.95 Basement
Big, husky, heavy warm mackinaw coats for boys. Bright new plaid patterns. Full cut, sturdily tailored. All water-repellent fabrics. Sizes 8 to 18.

Zip-Lined Coats
\$15.00 Basement
A special purchase of these popular all-weather coats for boys. An overcoat with the warm lining zipped in—a topcoat when you zip the lining out. Tweeds and plain shades. Sizes 32-38.

STORE OPEN TONIGHT UNTIL 9 P. M.

Sale
The News of These Values Is Spreading Fast . . . You'll Have To Hurry!

Broken Groups—This Season's

Basement Topcoats

GET one of these! They're really sensational values and they won't be here very long. Brand new, this season's topcoats . . . the broken groups that have accumulated from our early Fall selling . . . savings that never are available, ordinarily, right at the height of the topcoat season! Sale includes tweeds, velours, herringbones and camel tones! Raglan and set-in sleeves—fly front and button-thru models. Sizes up to 46.

\$14⁸⁵

Regularly Were Priced **\$18.95!**

Charge Yours
Pay 1/3 Nov. 10th
Pay 1/3 Dec. 10th
Pay 1/3 Jan. 10th

The NATIONAL
EAST MAIN AT STONE

Episcopal Deanery To Meet Here Sunday

Representatives from the 26 parishes of the Rochester deanery of the Episcopal Diocese of Rochester will hold the fall convocation of the deanery at St. Thomas' Church next Sunday evening.

The Rt. Rev. Bartel H. Reinheimer, bishop, and Mrs. Walworth Tyng who has recently

returned from work in the mission field in China will be the speakers. Bishop Reinheimer will speak on "The Second Year of Forward in Service."

Mrs. Tyng has spent most of her life in China since her marriage in 1911 to the Rev. Walworth Tyng. After experiencing the aerial bombings at Changsha where she was chairman of the relief commission which fed up to 6000 persons

daily, Mrs. Tyng and her husband left by the last road. When they reached the seacoast, their physician ordered them to the United States.

The deanery convocation will begin with supper at 6:30 o'clock. During the afternoon the Woman's Auxiliary of the

deanery will hold a business meeting. The Rev. Frank L. Brown is dean and Joseph W. McConnell is secretary of the deanery.

Bricks around a fireplace are brightened considerably if scrubbed with hot soapsuds.

then coated with hot boiled oil applied with a paint brush. Here's a simple method to clean terra cotta. Dissolve as much potash as you can in a half a pint of warm water, stir

in enough sawdust to thicken mixture to a paste, then spread it over the terra cotta and let it stay there for 24 hours. Wash the paste off with cold water and cloths without lint.

HOMEMAKERS' HELPS

On Rudolph's
Easy Terms



Complete 7-Piece TOASTMASTER JR., HOSTESS SET

Two-slice toaster, walnut finish tray and stand, 3 toast jam jars and toast plate to match.

12.95

50c Down
50c Weekly

43-Piece

Endtable-Chest Set of
R. WALLACE

And Sons Mfg. Co.

SECTIONAL A-1
SILVERPLATE
SERVICE FOR 8

19.95

1.00 Down
1.00 Weekly

Famous quality
silverware in a
double-duty,
tarnish-proof
chest.



LOVELY
PATTERN

FRUIT
JUICER

LARGE
MIXING
BOWL

SMALL
MIXING
BOWL

POWERFUL
MOTOR

COMPLETE
WITH CORD

COMPLETE
Lady Dover
KITCHEN MIXER
AND PORCELAIN FINISH TABLE

18.95

\$1 Down
\$1 Weekly

Save time, effort and get better results with this Mixer. The good-looking table is a smart addition to your kitchen.

RUDOLPH'S

COR. EAST MAIN at SOUTH AVE.
Open Thursday, and Saturday Evenings

Dear Madam,

We, here at Sieberts know just how you feel about appliances you buy for your home. We have dealt with thousands of housewives in the 33 years of our appliance experience. You want dependability; you'd like to get it at the most reasonable price, and at terms that fit your budget. We have bent every effort toward securing EVERY ONE of these — your neighbors and friends claim we've been successful. We'd be pleased to serve you, too.

Sincerely,

SIEBERTS

MAIN 238

SINCE 1888

SIEBERTS

ST. PAUL and ANDREWS ST.

Free Parking

Open Evenings



SPECIAL
LOT

FOR
OUR

3RD

ANNIVERSARY

SALE

SABLE-DYED CONEY

GREY KIDSKIN PAW

Limited Number Available
Our Regular Low Price \$69.50

CLIFFORD FUR Co.

Clifford Fur Sells For Less

1282 Clifford Ave. — 1 Block off Portland

**2 for 1
Special**

A Once-A-Year

Half Price Offering

From Our Photo Studio



Take advantage of this timely opportunity to obtain lovely portraits for your Christmas gift giving... and save as much as you spend. You'll have to hurry as this offer is good only until store closing on Saturday, November 1st.

Lovely 8x10 Buff Border
2 PORTRAITS \$1
Regularly \$1 Each
(OR 6 FOR \$2.95)

Visit our new photo studio and see for yourself how much more natural, more life-like your portrait is when made the "Cinema-action" camera way. Twelve lovely proofs will be submitted, then you'll be sure to find just the pose best suited to your taste.

Come in anytime. No appointment is necessary.

Edwards

PHOTO STUDIO
In The Green Room

Mrs. Ruth Chapman, 197 Driving Pk. Ave.

A Shirt Ironed in
4 MINUTES
on an
Ironrite
with 2 usable open ends

SEE
THIS
WOMAN-
SAVER



Why wear yourself out with old fashioned methods? Sit down while you iron the family clothes. An Ironrite iron dress with puffed sleeves and plaits, ruffled curtains and slacks suits. You'll finish them "professionally" in less than half the time, and with half the effort.

DAILY
Demonstration

at R. G. & E. Salesrooms
89 East Avenue

EASY TERMS

Rochester Gas & Electric

GIRLS' COAT SALE

Open Thurs., Fri. and Sat. Until 9

HERE ARE VALUES
THAT ONLY LEFT'S
BRING YOU!

VALUES TO \$10.95

\$5

Imagine! The season's newest and smartest coats of unusually fine quality to be sold at this price! Fleeces, tweeds, some with detachable hoods, some fur trimmed... all at \$5.

Hats that mean style and durability. Designed to go with the new fall coats. Values to \$1.75.

75c

Gloves... warm and smart... just right for school and dress. Values to \$1.....

50c

BOYS' & GIRLS' LEGGING SETS

New shipment of those legging sets which thousands of mothers have bought at Left's during the last two weeks. Here's warmth and style in values made to sell for \$10.95.....

\$5.95

Everything... From Tots To Teens

You're Right When you Buy at
LEFT'S
126-128 CLINTON AVE S.

NEXT TO LOEW'S THEATRE - - - FREE PARKING

THE BEST COAL-VALUE IN THE CITY

BLACK MAGIC
Long Burning — Low Ash
QUALITY
COAL \$11.85
Egg Stove Nut
Buckwheat \$8.25 Ton
Pea Coal \$9.85 Ton
Established Over 25 Years

PAYNE & DUNHAM
SEMET-SOLWAY COKE \$11.00
GEN. 586

POLITICAL ADVERTISEMENT POLITICAL ADVERTISEMENT POLITICAL ADVERTISEMENT POLITICAL ADVERTISEMENT

**WE PLEDGED
IN 1937**

**REORGANIZATION
OF CITY GOV'T.
LOWER TAXES**

WE DID IT!

Vote for the Republican

Continue The
RE-BUILDING
of
ROCHESTER

Candidates
For City
Council

ROW A
ALL THE WAY!

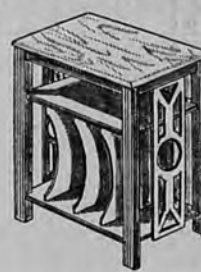
**VOTE STRAIGHT REPUBLICAN
ROW A**

Weed's SALE Ready-To-Paint Furniture

Here's an inexpensive way to acquire good furniture — and have the fun of painting or staining it, too. Buy them and finish them for Christmas gifts.



Rochester's
Largest
Display
of
Ready-to-
Paint
Furniture



Record Cabinets

\$4.59

Just the thing you have been asking for! Has 4 compartments for regulation size records. Made of Birch. 13 1/2 x 18 x 25 inches high.

Utility Racks

\$1.59

Ideal for books, nick-nacks, students' supplies, etc. Sturdily constructed of hard pine. 9 1/2 x 20 x 35 inches high.

Book Cases

All 48" High

18 inches wide\$2.95

24 inches wide\$3.95

30 inches wide\$4.95

Vanity Tables

\$3.95



Made entirely of Birch and Maple lumber. Legs bolted on for sturdiness. Makes ideal gift.

Hardwood Vanity Bench with Fibre Seat \$1.35

3-Way Mirrors

95c

MAIN 7900

Weed's
15
EXCHANGE ST.
Free City Deliveries

FREE PARKING OPPOSITE

Store
Hours
8 A. M. to
5:30 P. M.

New houses, and rooms subject to unusual dampness, will dry rapidly if blocks of camphor ice are placed in the corners of the rooms.

**STARTS
TOMORROW
AT 9 A. M.**

**LINCOLN'S
17th
Anniversary
Sale**
"YOUR
HARVEST"

16-PAGE BULLETINS
PACKED WITH VALUES
DISTRIBUTED

Throughout The City
Yesterday

If you did not receive one at
your home

**PHONE
STONE
2995**

Before 6:30 P. M. Tonight And
One Will Be Sent To You

2-Piece Dress

3195
SIZES 12-42
HAT-BAG 2-1-1



Style No. 3195 is designed for sizes 12, 14, 16, 36, 38, 40 and 42. Size 36 requires 3 1/2 yards of 39-inch fabric with 5/8 yard contrasting. Hat and Bag No. 3149 is a separate pattern. (Hat, one size, adaptable to any headsize.)

Send fifteen cents (15c), coin preferred, for pattern. Write plainly your name, address and style number. Be sure to state size you wish.

Address Pattern Department,
Rochester Sun, 420 Burke Bldg.,

"A"



STORE OPEN TONIGHT

SMALLS presents

**One of America's Greatest
Typewriter Buys!**

Perfect for Students, Teachers,
Salesmen, Trainees... Every One!



NEW 1941 MODEL

UNDERWOOD
Deluxe "Leader" PORTABLE

Made to Sell
for \$41.50
Everywhere!

LOOK AT
THESE FEATURES:

- 42 Keys—84 Characters, small and Capital Letters.
- Left and Right Cylinder Knobs.
- Tilting Paper Table.
- Single, Double and Triple-line Spacing.
- Aligning Scale.
- Writing Position Indicator.
- Full Typing Visibility.
- Black Standard-width Underwood Ribbon.
- Combined Line Space Lever and Carriage Return.

\$34⁷⁵

CARRYING
CASE
INCLUDED

Easy to Buy!

**50¢ DOWN
75¢ WEEKLY**

Own your own
Brunswick Mineralite
**BOWLING
BALL**
\$17.00 **50¢ DOWN
50¢ WEEKLY**

You'll get more fun bowling with your own mineralite ball, fitted and made to measure, custom bored with the sensational new NED DAY GRIP. Mineralites are accurate! Regulation in every respect—the standard of the world. Scientific tests prove them 99.8% perfect sphere! Available either in light weight, 11 to 13 1/4 pounds, or heavy weight, 14 to 16 pounds; black.

Pay As Little As 50¢ Down... Take Months To Pay!
YOUR CHOICE OF EITHER TABLE OR PORTABLE RADIO



8 BIG SUPER FEATURES

- 1 Double Purpose Tubes
- 2 Wavemagnet
- 3 Big Black Dial
- 4 Vernier Tuning
- 5 Template Chassis
- 6 Concert Master Speaker
- 7 Underwriter Approved
- 8 Selective Tuned Circuits

Model 5D611 Just the thing for an extra radio! Use it in kitchen, bedroom or den. 5 tubes including rectifier. Brilliant tone quality.

\$18.95

ONLY ZENITH HAS THIS!
BUILT-IN MOVABLE
WAVEMAGNET
\$39.95
95¢ DOWN
THE ONLY PORTABLE RADIO GUARANTEED TO PLAY WHERE OTHER PORTABLES FAIL... OR YOUR MONEY BACK!

*6 Tubes, including heater cathode rectifier tube

Buy with confidence at

Smalls

28 MAIN STREET, East
ROCHESTER

HOME OF "ATTESTED PERFECT" DIAMONDS

OPEN
TONIGHT
AND
SATURDAY
NIGHTS

PARK
FREE
REAP—delicious to
...or use them
...puddings, etc.
...they'll keep in a cool
...up for the holidays!

LRDS—Street Floor

For a Cozy Corner

Think a minute. Remember that dark corner in the living room or dining room you never could do much with? We suggest a gay pottery lamp. With an attractive light in the corner the transformation will be instant and very pleasing. Stop in.

SMITH CERAMIC STUDIOS
903 MONROE AVE.



Friday Evening, October 31 at 8:20
VIOLIN RECITAL by

Mischa ELMAN

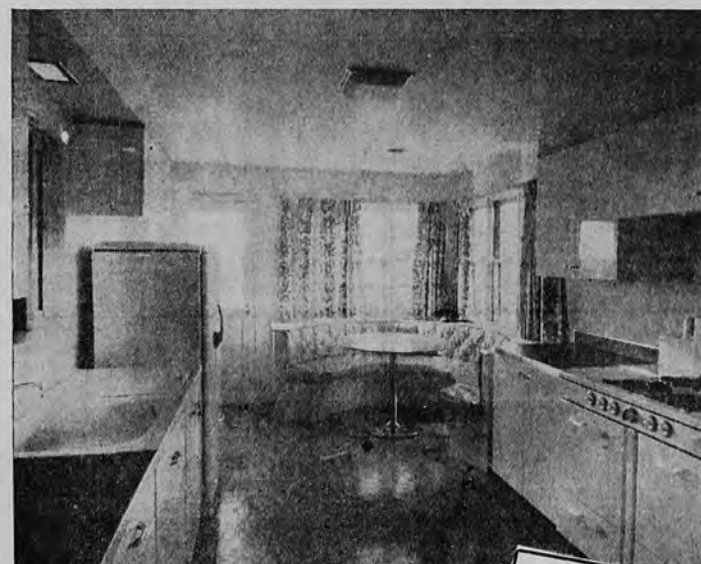
Seats Now: \$1.50, \$2, \$2.50 Plus Tax
EASTMAN THEATRE of University of Rochester

weis & fisher

A Kitchen for LIVING...

Not just a place to work, but a cheerful room to be happy in. NOT a shop for turning out meals, but a convenient arrangement of the most modern appliances for REAL cooking—the kind you're proud to serve. This kitchen is the dream of every housewife, yet arranged with an eye to economy too!

**Furnished by Weis & Fisher—
With General Electric Appliances**



The appliances and furnishings in this brilliant room-kitchen were selected from the wide variety of Weis & Fisher kitchen conveniences on display at our downtown store.

- Refrigerator
- Dish-Washer Sink
- Disposal
- Steel Cabinets
- Clock

By General Electric

SEE THIS HOME OF TOMORROW

This charming, livable and convenient Model Home is now open for public inspection. It is furnished throughout with Weis & Fisher merchandise—planned by Weis & Fisher decorators. Everything in it is on sale at Weis & Fisher's, under convenient budget terms.

See it at Aberthaw Rd., off Hillside Ave. reached from Winton Rd. S., just off East Ave.



Open Thursday Evening for Family Shopping

weis & fisher's

Rochester's showplace of furniture fashion"

29th Clinton Avenue S.

Reg. 39c

WHO IS THE RICHEST MAN IN AMERICA?

Whoever He Is He Cannot Buy Finer Foot Comfort Than You Can Get for 25c at Any Drug Store.

It's a fact—a millionaire with all his millions couldn't buy greater foot comfort than comes in a 25c package of Rest-Well Colloidal Sulphur Foot Bath.

It's amazing how fast it cools and soothes tired, burning, perspiring feet, how it draws out aches and soreness, softens up corns and callouses—you can peel them off layer after layer. And it is marvelous for "Athletes Foot"—soothes and heals the raw, burning skin. Get a package today—and put it in your tired, aching feet. 25c—40c—\$1. Dime and Key Drug Stores.

POLITICAL ADVERTISEMENT

Benefit Play . . .

(Continued from Page 1)

ing will be composed of members of the Studio Players, a local group of thespians, who are donating their services. To date, Rochesterians have contributed more than \$51,000 in cash to various projects of the Society.

The distribution of these funds is far reaching: the American Ambulance, which is supervised by American business men in London, operates a mercy fleet of 106 ambulances, 54 mobile surgical units, 50 first

aid vans, and 50 personnel wagons with a staff of 1,000 doctors, nurses and drivers. Then there is the American Hospital at Basingstoke, England, where 29 American doctors and nurses specialize in bone, brain, and plastic surgery. And very important is the immediate relief given bomb victims injured and rendered homeless by raids, etc.

Tickets for the November 29 offering are on sale by members of the Society's entertainment committee, at the Kalbfleisch Travel Agency and the British War Relief Society, 351 East Ave.

Women's Auxiliary To Hear Travel Talk At Silver Tea

Members of the Women's Auxiliary of St. Stephen's Church will hold a silver tea in the parish hall next Tuesday at 2 p. m.

The Rev. Gordon Mattice, D.D., pastor of Westminster Presbyterian Church will give a talk, "God Has Blessed America," and showing colored pictures of his western trip made this summer.

Mrs. James Stockdale is chair-

man and will be assisted by Mrs. Thomas Cook, Mrs. Edward Brooks, Mrs. Nelson P. Sanford and Mrs. George Zimmer.

Before opening a can of paint, turn it upside-down for a little while and it will mix better when opened.



REG. \$1.00 VAL. 59c ALL COLORS

AT THE NEW **DARLING SHOP** 320 E. MAIN ST.

Mrs. Catherine Heinrich, 200 Mt. Vernon Ave.

No red tape! to a CENTRAL TRUST PERSONAL LOAN

You'll appreciate our friendly interest in your problems, our low-cost loan service, our convenient monthly repayment system. But most of all you'll like the ease and speed, the lack of red tape so characteristic of a Central Trust Personal Loan, whether you borrow \$100 or \$2500. Applications always welcome!



25 E. MAIN STREET • 4806 EAST AVENUE
Member Federal Reserve System • Member F.D.I.C.

Neglectful *Republicans*, Asleep At The Switch, Who Jeopardized The Lives Of Over 350,000 Men, Women and Children In Rochester, and Cost The Taxpayers Many Thousands, Because of Their Gross Carelessness, *Don't Want You To*

REMEMBER

That Dark, Gloomy, Near-Tragic Day Of December 12, 1940 When All Rochester Was Shocked By The Newspaper Headlines:

City Water Polluted

From Times-Union
December 12, 1940

Drinking Water Contaminated; Boiling Ordered

Evidence that a negligent workman opened a long-unused connection between the Holly water system and the city's Hemlock water mains, permitting pollution of city drinking water, was admitted this afternoon by City Manager Cartwright.

Stating a thorough investigation would be conducted and blame fixed, Cartwright said:

"The preliminary evidence before me indicates that a negligent workman opened a long unused connection between the Holly water system and the Hemlock water mains. This admitted river water to the potable water system and required immediate notice to all users of Hemlock water of the danger of possible contamination.

LOOK AT EDITORIAL BELOW WHICH RAN

In The Rochester Times-Union
On The Republicans' Unluck

FRIDAY, DEC. 13, 1940



"If this valve, opened by some workman's mistake according to City Manager Cartwright's statement yesterday afternoon, was closed at 8 a. m. hours after the first complaints came in, why was no official warning sent out until 10 a. m.?"

Finally, why did it require recourse by the Times-Union to state health officials to get a true account of what had happened, in place of ridiculous stories of "seepage" . . . This is certainly not the proper way for city officials to handle such a serious matter when information is sought."

? Where Was The *Republican* City Administration When A Local Newspaper Had To Call In The State To Protect the Health and Safety of Our People.

(Headlines From The Rochester Democrat & Chronicle)
December 13, 1940

BOILING ORDER CONTINUES IN FORCE; STATE ORDERS WATER CHLORINATION

Health Officials Take Steps Against Any Possible Disease Spread

? Were The *Republicans* Too Busy Rebuilding Rochester The *Republican* Inefficient Management Of City Affairs Was Fully Responsible For The Near-Tragic Water Situation. They Risked YOUR LIVES To Save Their Own Faces. They Can't Be Trusted Any Longer...Bring Back Efficiency To City

VOTE ROW "B" AND "B" RIGHT

Democratic County Committee

& Electric

Sibley, Lindsay & Curr Co.

Phone
Stone 6500

YOUR OPPORTUNITY TO SAVE ON FINE FOODS!



FLAV-O-RICH
HAM
lb. 29c

Whole or Shank Half, Hockless and Fatted
10 to 15 lb. average



CHUCK ROAST
lb. 23c

From Sibley's Superior Choice Yearling Steers.
Sibley's Meat is always well trimmed which gives you more meat for your money.



Sibley's Extra Fancy
Turkeys
lb. 33c

Extra Fancy Fresh Home Dressed Young Hens.
13 to 15 lbs. each

Fancy High Score Creamery

TUB BUTTER lb. 39c

Kraft

VELVEETA CHEESE, 1/2 lb. pkg. 19c

Domestic

SWISS CHEESE lb. 41c

BLUE MOON SPREADS 1/4 lb. pkg. ea. 23c

EDAM CHEESE lb. 45c

BABY GOUDAS ea. 33c

Sibley's Smoked

LIVER SAUSAGE lb. 35c

Tasty and Chewy

HONEY MACAROONS 13 for 17c

Plain or Fruited

BOSTON BROWN BREAD . . loaf 11c

Week-End Baker's Dozen Special!

Your Favorite

ASSORTED COOKIES 13 for 24c

TUNA FISH

Chicken of the Sea

Blue Label 1/2's, 17c, 6 for 90c

Label 1/2's, 19c, 6 for \$1

National Apple Week!

U.S. No. 1 Red, Delicious, Fancy 20-oz. Cortland's

MacIntosh

bu. \$1.39

1/2 bu. 70c

10 lbs. 35c



SUNKIST LEMONS . . . doz. 29c

Extra Juicy, Large

SELECT ORANGES . . 2 doz. 79c

U. S. No. 1 Upland

POTATOES bu. 97c

15 lbs. 25c

Juices for Health's Sake!

DR. PHILLIP'S Blended Juice, #2 tin 12c, 3 for 33c

DR. PHILLIP'S Unsweetened Grapefruit Juice, 46-oz. tin 21c

FLORIDA GOLD Sweetened Blended Juice, each 9c, 6 for 49c

FLORIDA GOLD Unsweetened Grapefruit Juice, #2 tin 9c, 6 for 49c

BEECH-NUT Tomato Juice, 50-oz. tin 21c

Made by Chappel Bros.

Ken-L-Ration, Dog Food 3 for 25c, doz. 97c

Ivory Flakes, lg. pkg. . . 23c, 4 pkgs. 90c

Evaporated Milk

Pet, Carnation or Borden's . 4 tall cans 32c

Fresh Roasted

Lenox Coffee 3 lbs. 57c

Enriched with Vitamin B-1

Big B Flour 24 1/2 lb. bag, 97c

Alice Bailey's Puddings 2 for 19c

Libby's California

Apricots, No. 2 1/2 tin . . . 27c, 3 for 79c

N. B. Co.

Skyflake Wafers, 1 lb. pkg. 21c

William's Fresh

Potato Chips lb. 45c

Pride Assortment 1 lb. pkg. 25c

Weston's

Assorted Cookies 3 lb. tin \$1.09

Grocery, Main Floor, Phone Stone 6500

ROCHESTER'S LARGEST
POPULAR PRICED STORE

Edwards

**Prices Are Definitely On the Up!
Defense Orders Limit the Supply!**

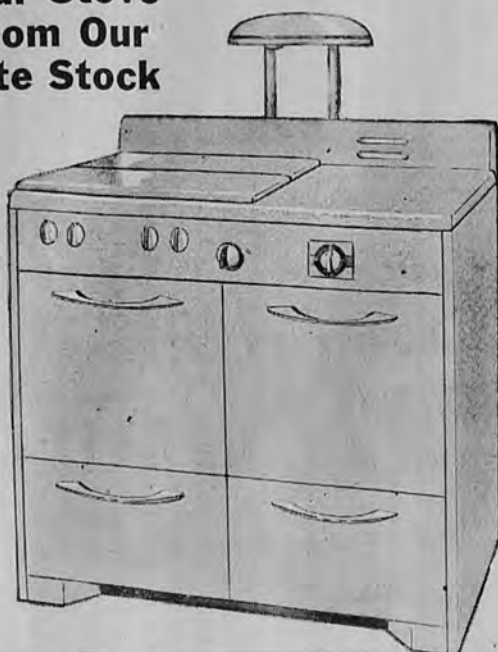
**Buy Your Stove
Now From Our
Complete Stock**

A. B. Standard GAS RANGE

Regular Price, 129.95
Less \$20 Allowance
for Your Old Stove—
You Pay Only

109⁹⁵

Buy
On Our
Budget
Plan



Note These A. B. Features:

- ★ One Giant and 3 Regular Harper Dual Burners
- ★ Automatically Lighted Cooking Top
- ★ Porcelain-Enameled, Cast Iron Individual Grates
- ★ Folding Cover Tops
- ★ Acid Resisting Cooking Top
- ★ Oven Equipped with Heat Control and Insulated with Fibreglas
- ★ Heavy Chrome Plated Oven Racks
- ★ Sani Tray Oven Bottom
- ★ Large Separate Ball-Bearing Pull-Out Broiler with Enameled Broiler Tray Beneath Oven with Large Storage Compartment and Roller-Bearing Service On Left Hand Side of Range

EDWARDS—Sixth Floor

9-Pc. 18th Century Dining Room Group

**10%
Down
And Up To
18 Months
To Pay The
Balance**



Full Length China Cabinet
Buffet — Extension Table **159⁵⁰**
Host Chair & 5 Side Chairs

Quality such as this, details of this calibre are practically unheard of at \$159.50! Expert craftsmen have given their best to this furniture! It's styled in fine mahogany or walnut veneers on gumwood. Its drawers offer full box construction, and all pieces feature hand-rubbed lacquer finishes.

EDWARDS—Fifth Floor

EDWARDS BASEMENT Starts You Off On a Smart Footing!



Children's Sturdy
SHOES
2.19

Oxfords with tips or moccasin toes. Patent straps. Sewed soles. Sizes 9 to 3.

EDWARDS—Basement



Men's Dress
OXFORDS
3.15

New styles in black or tan leathers. Leather or rubber soles.

EDWARDS—Basement



Men's Elk
WORK SHOES
2.99

Heavy Armor-Tred Cord soles. — Leather heel pockets. High or low oxford style.

EDWARDS—Basement

Women's "Pleasure Tred" ARCH SHOES

At An Exciting Price

3.49

Amazing patented air cushion that gives remarkable comfort from the very first step. Dressy to low duty heel heights. Oxford and gore pump styles. Sizes 5 to 9, widths AA to EE.

Edwards—Basement



Made By
American
Rubber
Co.

Child's Rubber
FLIGHT BOOTS
1.99

In red only. Knit cuff top lining for protection. Sizes 13 to 3.

Edwards—Basement

Women's Talon RUBBER ARCTICS

At a Low Price

1.59

• Black Only

Warmly fleece lined. In all heel heights.



Edwards—Basement

HALLOW'EEN CANDY SALE

Hallowe'en without Edward candies just isn't Hallowe'en. These famous sweets have become as much a part of tradition as 'apple

floating' and door bell ringing! Buy them now for Hallowe'en at very tempting sale prices. Extra-big assortments!



"Symphony Sweets" Made In Our
OWN CANDY KITCHEN

- Pure Butter Peanut Brittle
- Nut Rolled Cream Balls
- Nut Butter Crunch
- Milk Chocolate Crunches
- Peppermint Patties
- Wintergreen Patties
- Chocolate Peanut Clusters
- Chocolate Coated Buttercream Drops
- Chocolate Coated Soft Jellies
- Chocolate Raisin Clusters
- Coconut Bon Bons

29^c
lb.

Compare Them
With 60c lb.
Candies

PURE CREAM FUDGE

Made the old fashioned way with plenty of fresh cream, fresh butter and pure sugar.

Reg. 39c
29^c lb.

With Nuts:
Chocolate
Maple
Vanilla

Reg. 49c
39^c lb.

Pecan Filled:
Fruit & Nut
Chocolate
Vanilla
Maple

Fancy High Gloss Hard Candies

Reg. 29c
6 39c lb.
19^c

- Jumbo Candy Peanuts
- Tart Fruit Filled
- Coconut Buttercups
- Sour Fruit Balls
- Molasses Mixture
- 100% Filled

Chocolate Coated Marshmallows

Reg. 39c
29^c lb.

Vanilla
Mint
Maple
Raisin

Fresh Made Candies

Worth 60c
39^c lb.

- Cream Filled Molasses Sticks
- Hand Rolled Buttercreams
- Assorted Cream Waters
- Double Mints
- Old Fashioned Buttercream Drops
- Bittersweet Coated Thin Mints
- Chocolate Coated Chips and Sticks



Fresh California Dates

Juicy, luscious dates—delicious to eat just as they are . . . or use them for cookies, cakes, puddings, etc. Healthful! (They'll keep in a cool place!) Stock up for the holidays!

29^c
lb.

Reg. 39c

EDWARDS—Street Floor

"Symphony Sweet" Double Dipped CHOCOLATES

Worth 49c
29^c lb.

- Maple Walnut
- Buttercream
- Brazil Nut In Cream
- Coconut
- Butterscotch
- Molasses Chews
- Raspberry
- Italian Cream
- Soft Caramel
- Honey Cashew
- Nougat
- Ginger Cream
- Orange Cream
- Pineapple
- Peanut Clusters
- Peppermint
- Raisin Clusters
- Creme de Mint
- Snow Balls

DATES

Fresh From California



DESERT SWEETS BRAND — The Best!



Solid Chocolate Wafers

25^c
lb.

- Mint
- Rum & Butter
- Milk
- Non Pareils

- Nut Butter Crunch lb. 23c
- Peppermint and Wintergreen Patties . . lb. 21c
- 29c Assorted Bridge Mixture lb. 19c
- Moon Face Hallowe'en Suckers ea. 5c
- Hand-Made Candied Apples 3 for 10c
- Reg. 39c Nut Stuffed Dates lb. 29c
- Hallowe'en Candy Corn or Pumpkins . lb. 19c
- Fresh Salted Mixed Nuts lb. 49c

SIBLEY, LINDSAY & CURR CO.

TWO MORE DAYS! WESTERN NEW YORK'S GREATEST VALUE EVENT!

Sibley's Famous

Use Shopping Coupons—

Enjoy the convenience of shopping coupons. Spend them just like cash anywhere in the store. No down payment on a book of \$15 to \$50 worth. Pay for your book in convenient installments which include our carrying charge. Mail Orders

Nifty Savings on RAYON TWILL DRESSES \$4.99

Flattery for your figure, new lease on life for your budget! Wearable styles for school or career! Six different colors. Sizes 12 to 20.

THRIFT SHOP,
SECOND FLOOR

Big-Time Values! JUNIOR COATS \$15

The patch-pocketed, vent-back, fleece casual you love, at Sibley sale prices. Lined, interlined to keep you warm all winter. Natural only. Sizes 9-15.

JUNIOR SIZE SHOP,
SECOND FLOOR

Shining Values in BEAUTIFUL SLIPS \$1.64

Lustrous rayon satins, sleek rayon crepes! Smothered with lace, or simply tailored. Tea rose or white. Stock up now while you can. 32-40; 34-44.

LINGERIE SHOP,
AND ESCALATOR
COUNTER

Save Dollars Now On FUR-TRIMMED COATS \$40

Important savings on fine all-wool dress coats, with luxurious collars of fur. 4 different furs, coats in 4 different colors. Misses', women's sizes.

COAT SHOP,
SECOND FLOOR

Big-Time Values in MUSKRAT FUR COATS \$144

When furs are so precious and you can save money by buying them now, do it! Beautiful, deep-toned muskrats, in fine sable blend. 12-20.

FUR SALON,
SECOND FLOOR

Tremendous Values GLOBE WARMERS 55c each

Nationally famous Globe vests and pants, now at Sibley sale prices. 75% cotton, 20% wool, 5% silk. Small, medium, large, even extra-large sizes.

aisle F, main floor

Fashion Sensation! BETTER DRESSES \$15

Dresses that look twice this price! Dresses that have the best in new fashion details... yours now for \$15! Sizes for misses and women.

DRESS SHOP,
SECOND FLOOR

High Fashion Finds SWEATER BONANZA \$2.79

Classics in pullovers and cardigans, dressy types, novelties! Sweaters are newly important, and these are at important savings! Choose now!

SPORTSWEAR SHOP,
SECOND FLOOR

For All Costumes! CAPEKIN GLOVES \$1.77

Sturdy, beautiful gloves at real money savings for you. Simple, classic designs you like for every costume. Wanted winter colors. Save!

aisle L, main floor

Important Savings! BUCKLES AND CLIPS ea. 59c

Lovely buckles and clips in gold or silver color metal and simulated jewels to glorify your simplest frock. Clips are 59c pair. Buckles 59c ea.

TRIMMINGS,
MAIN FLOOR

Brilliant Values! SAMPLE JEWELRY 69c

Pins, clips, bracelets, earrings! All fine pieces from manufacturers' sample cases, all the newest designs for this winter season. Yours, for less!

aisle N, main floor

Tops in Value! HAT BAR FAVORITES \$1.69

You know our regular Hat Bar prices... so save now on these Sale specials. Types for all occasions, in every popular winter color.

HAT BAR, main floor

Exceptional Group FAMOUS-NAME FOUNDATIONS \$4.89

Samples! Discontinued models! The sale you wait for... when you save on these wonderful values! Foundations and girdles for all figures!

CORSET SHOP,
SECOND FLOOR

For First Time! RAYON ALPACA DRESSES \$3.79

Never before have you been able to get these lovely rayon crepes for just \$3.79! Sizes for all: 12-20, 38-46, 16 1/2 to 26 1/2. Gorgeous colors!

DAYTIME DRESS SHOP,
THIRD FLOOR

Opportunity Deluxe EASY WASHER \$54.66

You'll get years of grand service, plus 60 boxes of Rinso, with this modern, efficient washer! Safe, thorough, 3-zone agitator action.

MAJOR APPLIANCE
NEW FOURTH FLOOR

Clean Value Sweep 5-SEWN CORN BROOM 77c

Excellent, medium-weight broom with smoothly-finished handle, and a convenient little rubber cap so you can hang it up! Selected corn.

HOUSEWARES
NEW FOURTH FLOOR

Bargain Beauties! FRAMED PICTURES \$1.29

Lovely big florals and landscapes, impressively framed in colored enamel glass mats and gilt. They look much more than a modest \$1.29!

PICTURE GALLERY,
NEW FOURTH FLOOR

Banner Saving on BUCILLA WONDERSHEEN 44c

Famous cotton for crocheting beautiful bedspreads, lunch sets, doilies! Ivory only, 700-yard skein. Get a supply and pocket a big saving!

ART GOODS,
THIRD FLOOR

Famous Maker's CARPET SAMPLES 27x54" \$2.95

Huge selection of Wiltons, Axminsters, velvets! Both plains and patterns! Other sizes: 27x18", 79c; 27x36", \$1.69; 27x27", \$1.00; 36x68", \$5.50.

FLOOR COVERINGS,
FIFTH FLOOR

Costly Hair-Top INNERSPRING MATTRESS \$19.87

Treat yourself to better sleep at big savings! Splendid mattresses with luxurious hair-upholstered top, heavy 8-oz. tick. Box spring... \$19.87

FURNITURE
FIFTH FLOOR

Inexpensive, Yet GLAMOROUS VANITY LAMPS \$4.88 pr.

Fit for a queen! Priced for every beauty-loving lady! Crystal and onyx with gold metal mountings, how-decked acetate shades.

LAMPS,
NEW FOURTH FLOOR

Practical English & EFFECTIVE SPEECH 98c

Complete self-teaching course in Practical English to enlarge your vocabulary, correct errors in punctuation, spelling, and pronunciations.

BOOK DEPARTMENT,
aisle K

Blue Ribbon Buy! SPINET PIANO \$239

Distinguished Crown piano, in compact, modern spinet size. Mahogany case. Full scale, rich voice. Just a few left at this sensational Sale price!

PIANOS,
NEW FOURTH FLOOR

Top in Quality! PEQUOT TUBING 42" 32c yd.

Make your own fine pillow cases from this satiny, strong pequot tubing. Get a supply at welcome savings now! 45-inch width, 34c yard.

COTTONS, aisle G

Don't Miss This BLANKET BARGAIN! \$4.98

Luxurious in every way, except price! Warm, deep-napped blankets of 50% rayon, 25% wool, 25% cotton. Rayon satin binding. 72x90".

BEDDING, third floor

Prize Values in PLUMP PILLOWS \$3.99

Wonderfully fat, soft pillows filled with 30% down, 70% finest duck feathers. Linen-finished tick cover, 21x27" cut size. Limited number!

BEDDING, third floor

SIBLEY, LINDSAY & CURR CO.

SENSATIONAL SAVINGS! THOUSANDS OF BARGAINS FOR FAMILY AND HOME! *Opportunity Sale*

Convenient Budget Plan—

This Convenient Plan enables you to make major purchases amounting to \$15 or more with only a small down payment or no down payment. Pay in convenient monthly installments which include our modest carrying charge.
Phone Stone 6500

Sale Sensation! GIRLS' HOODED SNOW SUITS \$11.97

Warm as can be! Re-usable wool suit with zipper closed jacket and ski trouser cuffs. Bright wool embroidery trim. Navy, brown or green. Sizes 8-16.

GIRLS' SHOP,
THIRD FLOOR

Save on Fine BROADCLOTH BOYS' SHIRTS 88c

A grand opportunity to stock your sons' school wardrobe with superior fabric shirts that are expertly tailored. Juniors: 8-14; Youths: 13½-14½.

BOYS' AND STUDENTS' SHOP,
THIRD FLOOR

Our "Standard" CHILDREN'S SHOES

12½ to 3, \$3.79
3½ to 9 \$4.49

This week only! Dress and sport styles for misses and growing girls in patent, suede or smart polished leather. Every fitting X-ray checked.

CHILDREN'S SHOES,
THIRD FLOOR

Hundreds of Pairs! CHILDREN'S HOSE

20c, 5 Pairs. 95c

Every color, every kind, every length! Girls' anklets and knee-high stockings. Boys' sock and knicker socks. All remarkably low priced!

HAIR H

For Boys and Girls! CHILDREN'S SWEATERS \$1.67

New weaves and colors in fine all new wool sweaters very specially priced for this week. Slip-ons and cardigans with long sleeves. 3-6X.

CHILDREN'S SHOP,
THIRD FLOOR

Layette and All! "MAGIC SKIN" BABY DOLL \$2.94

Adorable, amazingly life-like doll with soft, warm skin like a real baby's! A complete layette is included at this pleasant, doll-size price!

TOYLAND,
MAIN FLOOR



Grand Savings on WILLOWEE HAIR NETS doz. 77c

Your chance to stock up on your favorite fine, long-wearing Willowee Hair Nets. Colors 77c doz. Gray, White or Lavender. Doz. 89c

NOTIONS, AISLE H

Expensive-Looking RAYON DAMASK DINNER SET \$2.98

Rayon and cotton damask with a satiny lustre. Ivory, peach, blue, green or gold. Superb quality! Set includes 56x76" table cloth and 8 napkins.

LINENS, MAIN FLOOR

Renew Your Old WINDOW SHADES 80c

Have fresh shades in all your rooms, at high-hearted savings! "Cleantex," strong, shades, installed on your own rollers. Sizes up to 36"x 6 ft.

CURTAINS,
THIRD FLOOR

Lavishly Full RUFFLED CURTAINS \$1.67 pr.

Wide ruffled or narrow Cape Cod ruffled style, in plain marquisette, pin dots or cushion dots. Beautiful! A break for your budget!

CURTAINS,
THIRD FLOOR

Luxury for Little! PERCALE SHEETS 72x108" \$1.59

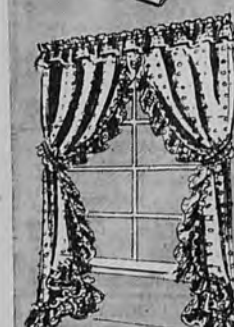
Cannon Cavalier percale, famous for its silken texture and long, long wear! Other sizes: 81x99" sheet, \$1.59; 42x38½" pillow case, 44c.

LINENS, MAIN FLOOR

Sweet Savings! KITCHEN-MADE BONBONS lb. 27c

Hand-dipped bonbons and Cream Kisses made right here in our Candy Department. "Kitchen-Made" confections of pure ingredients.

CANDY, MAIN FLOOR



'Snap' Sale Value! LEATHER PHOTO ALBUMS \$1.39

Handsome albums of genuine leather to hold all your favorite pictures. Sale-priced at a tremendous reduction that spells real Opportunity!

KODAKS, MAIN FLOOR

Men's Famous BELNORD SHIRTS \$1.19

Our regular higher-priced shirts in wanted collar-attached styles. Wide selection of patterns, colors. Plenty of choice white broadcloths.

HAIR A

Our Entire Stock! SILBURY MEN'S SHOES \$4.45, \$6.50

Every pair in stock reduced for this Sale. Styles for men and larger boys. The season's leaders in these year-round favorites even at regular price.

HAIR A

Men's Fleece STEIN BLOCH OVERCOATS \$36.50

Magnificent coats... magnificent values! Luxurious all-wool fleeces in single-breasted and double-breasted box styles and fly-front styles.

STORE FOR MEN,
SECOND FLOOR

For Men & Women BEAUTIFUL HANDKERCHIEFS 17c to 57c

Women's dainty Chinese or Madeira sheers, colorful prints, initials and pastels. Men's white cords, colored borders and initials.

HAIR J

With Fountain Pen BRONZE DESK LAMP \$1.33

With adjustable shade! Onyx effect base in beautiful coloring. Equipped with fountain pen in holder. Wonderful lay-away Christmas gifts.

STATIONERY, AISLE H



3 Pairs for \$2.10! MANIKIN SILK CHIFFONS 72c

Save on your own hosiery needs, and for gifts! 3 and 4 thread silk chiffon, hosiery tops and soles for extra wear. Winter shades. 8½-10½.

HAIR K AND SPECIAL
COUNTERS

Stupendous Values! NECKWEAR & SCARFS 50c Each

Colorful rayon crepe printed scarfs in tubular, ascot and tie styles! Also white or pastel lace, pique or organdy neckwear in fresh Fall styles.

NECKWEAR, AISLE J

"Bag" These Values! FASHION HANDBAGS \$1.47

All types — top handles, zippers, underarm envelopes! All wanted winter colors! Types for all costumes from very dressy to tailored!

HAIR M, MAIN FLOOR

Best-Seller! JEWEL CASE \$1.00

Trim, sturdy little alligator-grain case to carry and keep your costume jewelry in. Removable tray, luggage lock and key. Smash value for \$1!

GIFTS, AISLE O

Taken From Stock! CINDERELLA SHOES \$3.98

Just two more days for you to save on these lovely shoes! Suedes, gabardines, patents, combinations. Types to wear all day and for dates!

CINDERELLA SHOP,
MAIN FLOOR

Famous-Loom FINE WOOLENS yd. \$1.69

Stunning woolen fabrics from foremost American Mills in a wonderful variety of weaves and new fall colors. Mostly dress weights in the lot.

FABRICS, MAIN FLOOR

Stock Up! MODESS BOX 68 Pads \$1.19

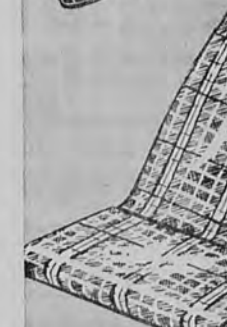
Large Household size box of Standard Quality Modess with the famous protective features. This is the last time at this low price, \$1.19 for 68.

DRUGS, MAIN FLOOR

Service for 8! ROGERS SILVERPLATE \$17.75

44 exquisite pieces for only \$17.75! "Reflection" pattern. All staple pieces have extra silver at points of greatest wear. In tarnish-proof chest.

SILVER, CORNER,
MAIN FLOOR



PAGE EIGHT

Five Names In This Issue Bring Owners A Dollar Each

ROCHESTER SUN, THURSDAY, OCTOBER 23, 1941

HALLOWEEN PARTY
A Halloween party has been arranged by members of the 19th Ward Women's Democratic Club for next Monday evening at 904 Main St. W. Refreshments will be served. Mrs. Ella O'Brien, assisted by a large committee, has charge of the arrangements.

A Banner Year... a Banner GREEN RIVER



Celebrating Green River's 50th Anniversary with the finest Green River ever bottled!

"9 out of 10 Like it"
"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'."

The Whiskey Without Regrets
GREEN RIVER
America's Smoothest Whiskey
Blended Whiskey, 86 proof, 75% grain neutral spirits, Oldtime Distillers Corp., N.Y.C.

GRANDMOTHER OF 70 ACTIVE IN LOCAL RED CROSS WORK



OLDER men and women are playing an important part in American life today. But even those with no time for outside activities can serve America by keeping fit. For people who begin to slow down or tire easily—when due to a lack of "Vitamins A and D"—many doctors recommend taking Scott's Emulsion regularly. In such cases, Scott's also helps build up resistance against colds. This pleasant-tasting, economical tonic is rich in vital elements everyone needs. Quick, easy even for delicate systems to digest. Buy today at your druggist! Accept no substitutes.

SCOTT'S EMULSION
A Great Year-Round Tonic For All Ages
HELP MAKE AMERICA STRONG

RUMMAGE SALE
"The Holland-American Club will hold a rummage sale at 242 Clinton Avenue N. next Tuesday and Wednesday, with Mrs. Richard Bellem as chairman."



GET THIS NEW Libby Knife-Edger
ABSOLUTELY NEW
A NECESSITY IN EVERY HOME
Genuine Rimac Flexstone puts smooth, sharp edge on dullest knife quickly and easily.
Send Only 25c and 3 Ideal Dog Food Labels to
WILSON & CO.
Box 6170 Chicago
See Dealer for Order Blank

THE MONEY YOU SAVE WHEN YOU BUY GLASSES
from
CHESTER A. KOHLER
Prescription-Optician
308 Present Bldg.
27 Clinton Ave. S. Stone 6170
Will make a fair down payment for another member of your family.

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

WHEN COLD SNIFFLES CAUSE
PENETRO

Don't Forget We Are Serving
CHICKEN ON THE ROUGH
EVERY DAY
FRIDAY SPECIAL REAL FISH DINNER
Also Scallops—Oysters
Orchestra On Friday Saturday and Sunday
All Legal Beverages
EDWARD'S GRILL
1160 JAY STREET
GEN. 7875
Formerly Funk Rowe's

Recovered—Restyled—REBUILT
YOUR LIVING ROOM SUITE
3 PIECE
\$34.50
New cotton coverings, new cushions, spring units, new webbing, new fillings, springs tied 3 ways.
Phone or write. Representative will call, day or evening. NO CARRYING CHARGE.
WAYNE UPHOLSTERING CO.
74 PARK AVE.
MONROE 1404

OPEN EVERY EVENING 'TIL 9 P. M.
ROCHESTER JOBBING HOUSE!
Rochester's Leading Sportswear Store!
PACKED WITH VALUES!
Yes, Sir—we're literally jammed with values you won't be able to duplicate for years to come! Our winter Sportswear stock for men, women and children is so complete that no matter what you want to spend, you'll find the garment of your choice here—at even lower prices than you expected; especially in these times of rapidly advancing prices and shortages for civilian use.

ROCHESTER'S COMPLETE STOCK
LEATHER JACKETS \$6.48 to \$17.95
Nowhere in all Rochester and vicinity will you find so many styles to choose from—whether your choice is suede, cape, pony or goatskin. Whether for work or sport—wool linings or rayon in Aviation, Surcoat or Sport models—choice of 5 colors. SIZES 36 to 54.

MEN'S COMBINATION LEATHER JACKETS
100% reprocessed wool, warm flannel lining, snug-fitted cuffs and bottom. SIZES 36 to 46.
\$4.98
Reg. \$6.00

MEN'S HEAVY WOOL MELTON JACKETS
Leather elbow, cuffs and pocket trim. SIZES 38 to 46.
\$3.98
Reg. \$5.50

MEN'S SPORT SWEATERS
Zipper or button styles, plain or two-tone combinations.
\$1.89
Reg. \$3.00

LADIES AND GIRLS SPORT SWEATERS
Wide choice of Cardigans and slip-ons. Boyx or fitted. 12 smart colors to choose from.
95c
To \$1.98

CHILDREN'S SNOW SUITS
\$4.98
TO
\$12.95
SIZES 1-20

BOY'S HOODED MACKINAW COATS
Warmly lined throughout. Leather trimmed pockets, full belt, lined zipper hood. SIZES 8 to 18.
\$5.39
Reg. \$7.00

BOYS' AND GIRLS STATION COATS
Fully lined—zipper fastening. Popular finger-tip length.
\$4.79
Reg. \$6.00

BOYS' COMBINATION WOOL JACKETS
Smart, corded 2 tone jackets with zipper-fastening.
\$3.98
Reg. \$5.00

BOYS' SPORT SWEATERS
Zipper or button style. Plain or two-tone combinations. SIZES 30 to 36.
95c
To \$1.59

ROCHESTER'S MOST COMPLETE STOCK
MACKINAW COATS
FROM **\$5.98** TO **\$21**
The best your money will buy! Compare! We claim our values and varieties are unbeatable. Come and look over our stock—you yourself will admit what we say is true. This stock of fingertip and mackinaw coats is the finest you've ever seen. Make us prove it!
ROCHESTER JOBBING HOUSE
159-161 JOSEPH AVE. Cor. Nassau St.
Open 'til 9 Every Evening Unrestricted Parking

KEY COUPON
Sweetheart SOAP 4c
Limit 4

KEY COUPON
ALL 5c
CANDY & GUM
2 FOR 5c
Limit 4

KEY COUPON
Horehound Drops
Limit 1
14c Lb.

KEY COUPON
NAIL POLISH REMOVER 7c
Giant 3-Oz. Bottle
Limit 2

KEY COUPON
Probak Jr. BLADES 18c
Pkgs. of 20
Limit 2

ANACIN TABLETS
Tin 30
Reg. 30c
39c

Feenamant
Laxative Chewing Gum
Reg. 25c
Size
19c

MEDICATED THROAT DISCS
Parke Davis & Co.
Box 88
15c

POSTMASTER CIGARS
A Mild Smoke
14 for **25c**

HIND'S Honey & CREAM
Almond
Reg. 50c
25c

HEIDES LICORICE Cough Drops
Half Lb. Pound
19c * 36c

KOTEX JR.
Box of 30
35c Value!
48c

BEECHNUT COUGH DROPS
2 pkgs. for **5c**

THIS WEEK'S SPECIALS AT KEY
ROCHESTER'S MODERN CUT RATE DRUG STORES
TODAY THRU NEXT WEDNESDAY
470 N. GOODMAN NEAR MAIN
1861 MONROE NEAR WINTON
724 WINTON ROAD NO. 100
457 RIDGE RD. W. NEAR DEWEY

Pro-phy-lac-tic NEW BONDED BRUSH
with "Round-End" Bristle (REGULAR PRICE 47c)
PLUS Giant Size TOOTH POWDER
90c both for **47c!** Value for

FILMS Developed & Printed
Any 6 or 8 Exposures Roll.
23c

WAS DEAFENED NOW HEARS CLOCK TICK
A. M. Beechenow, Newark, N. J., writes: "Before using Otoline Ear Drops, I was so deafened that I could not hear the clock tick. After using Otoline, I can now hear the clock tick with both ears." Thousands now benefiting would hear clearly and distinctly again, and also get relief from buzzing, ringing, head noises, clogged up feeling in ears, if impacted wax that blocks ear canals and prevents on sensitive ear drums was removed. Try Otoline Ear Drops as directed. They are safe and contain an ingredient especially recommended for the ear.

IDEAL for FEMININE HYGIENE
Zonite
23c 47c 79c

Luckies, Camels, Chesterfields, Raleighs, Pall Mall, Herbert Tareyton, Philip Morris, 2 PKGS.
29c

LUCKY STRIKE CIGARETTES
29c

Simple 3 Heat Control Double Safety Thermostat On Each Heat Cost Only 15c Per Hour To Operate Safe Uniform Heat For Relief of Pain or Chill

KLEENEX TISSUES
Soft and Economical
KLEENEX BOX OF 440
2 for **49c**
Make sure you have plenty of these soft, absorbent tissues. White, peach, green or orchid.

Order your KODAK MINICOLOR PRINTS through us
Full-color Prints Enlarged from 35mm. or Bantam Kodachrome Transparencies
Now you can have prints in full color for mounting in your album, carrying in your billfold, or for any use to which you now put snapshots. Simply select your favorite miniature Kodachrome transparencies and leave them with us for amazing new Minicolor Prints. Prices are reasonable. Your choice of two sizes... "2X" for 2 1/4 x 3 1/4 or "3X" for 3 1/2 x 4 1/4-inch enlarged prints. See samples here today.

CLAPP'S BABY FOODS
Strained for Babies
Chopped for Children
3 for 19c | 3 for 25c

SEAMLESS RUBBER
PACKETTE FOLDING SYRINGE
Convenient Travel Set. Can be tucked away in luggage or medicine chest. Ideal for personal use.
\$1.19
\$2.00 Value

ELECTRIC HEAT PADS
Reg. \$2.75
\$1.79

NAVITOL
Reg. 65c
10 c.c.
57c

Upjohn Unicaps
BOTTLE 24
\$1.59

DR. WEST Tooth Paste
Giant Tube
20c
Haarlem Oil CAPSULES
Reg. 35c Size
14c

KEY COUPON
TOILET TISSUE
1000 Sheet Rolls
Limit 4
4c Each

KEY COUPON
WILLIAMS Apple Blossom TOILET SOAP
3 FOR **11c**
Limit 6

KEY COUPON
ADHESIVE Tape 1/2-In. by 5 Yds. Reg. 10c
2 FOR **13c**
Limit 2

KEY COUPON
PINT BOTTLE GRAPE JUICE
Reg. 25c
Limit 2
14c

KEY COUPON
MILK OF MAGNESIA TABLETS
Tin of 30
Reg. 25c
Limit 2
8c

BOST TOOTH PASTE
GIANT 40c SIZE
2 for **33c**

PALMOLIVE
Brushless Shave Cream
Giant 45c Tube
2 for **45c**

SQUIBB TOOTH PASTE
New Giant Size
49c

McKESSON ASPIRIN TABS.
Bot. 100 Tablets
2 for **49c**

SQUIBB'S NAVITOL
Reg. 65c
10 c.c.
57c

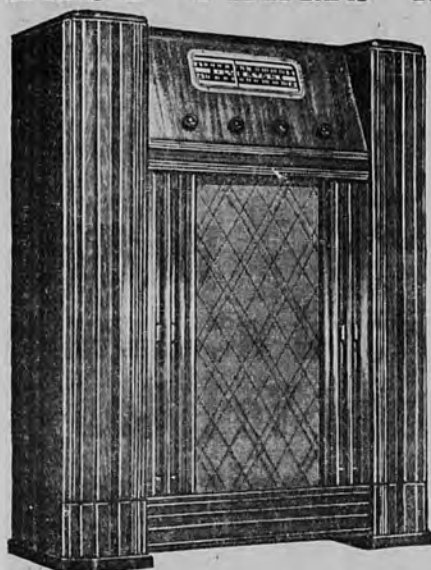
Upjohn Unicaps
BOTTLE 24
\$1.59

DR. WEST Tooth Paste
Giant Tube
20c
Haarlem Oil CAPSULES
Reg. 35c Size
14c

TAKE UP TO 18 MONTHS TO PAY FOR A COLDSPOT ON SEARS EASY PAYMENT PLAN!

Sears LEADERSHIP Sale

EASY TERMS AND LOW PRICES MAKE SILVERTONE EASY TO BUY

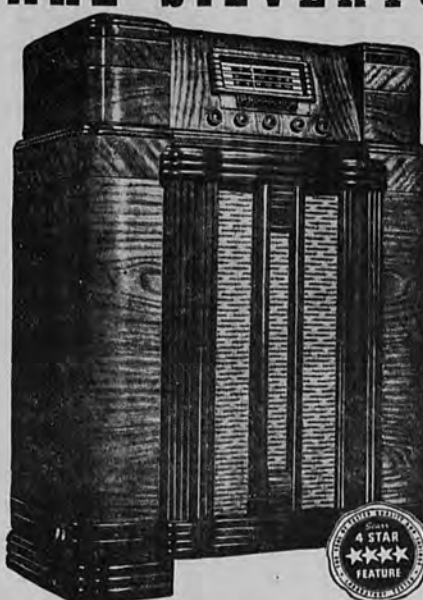


15 Only! Priced to Save \$10!

6 Tube Silvertone **\$29⁹⁵**

Built to give unmatched performance at this price! New slanting continental dial, a feature found in sets costing much more! Two tuning bands, large theater type, rich toned speaker, Three position tone control, Automatic column control, Built in radio net aerial, Beautifully matched walnut veneer wood cabinet that makes a smart piece of furniture, 6 tubes including power rectifier. Buy On Budget Plan.

On Sale Both Sears Stores



★ Feature Actually Worth \$98!

★ Priced To Save \$10! Buy Now!

10 Tube Silvertone **\$66**

Power—tone—reception—beauty—everything you want in a radio! Feature for feature, Dollar for Dollar it's America's champ value with all the exclusive features that have made Silvertone the fastest selling radio today! 5 Station push buttons, 4 Tuning bands, Automatic Volume control, built in radio net aerial, Adaptable for FM, Television, and Phono. Buy On Budget Plan.

On Sale Both Sears Stores

6 TUBE TABLE SET

It's new! It's different! Two tuning bands, five push buttons, automatic tone control, Built in radio net aerial. Buy On Our Budget Plan. Both Stores. **\$22⁹⁵**



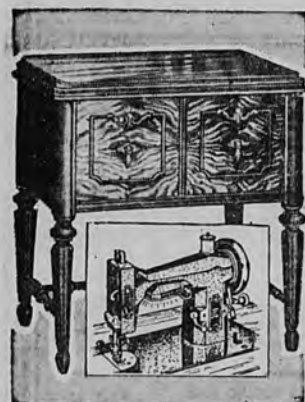
5 TUBE PLASTIC

Big set reception at small set price! Powerful, streamlined, tone control, built in aerial, push button tuning. Other Plastics at sale prices. Both Stores. **\$9⁹⁵**



VISIT SEARS NEW MODERN RECORD BAR

SYMPHONY LOVERS! JITTERBUGS! FOLK SONG COLLECTORS! Visit Sears new, modern Record Bar, adjoining Radio Department, Basement, Monroe Store. Blue Bird, Decca, Victor and Columbia recordings by fine artists. Buy On Our Easy Payment Plan in amounts of \$10 or over.



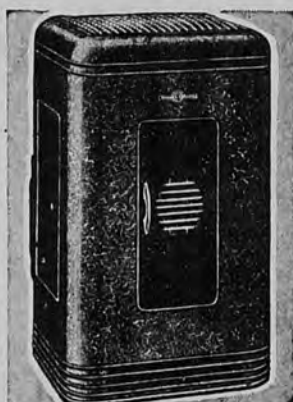
Electric Rotary Console

Brand new Kenmore sewing machine. Sews forward and backward, numbered stitch regulator, air cooled motor. Price includes old machine. Buy On Budget Plan. Both Stores. **\$54⁹⁵**



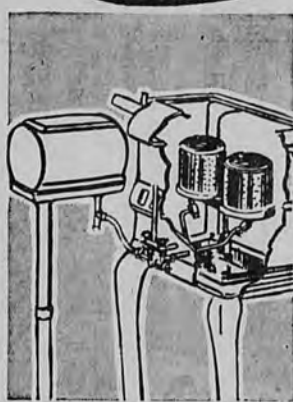
Tank Type Cleaner

Powerful, cleans everything from curtains to rugs. Chromed skids. Complete with set cleaning tools. Price includes old machine. Buy On Budget Plan. Both Stores. **\$27**



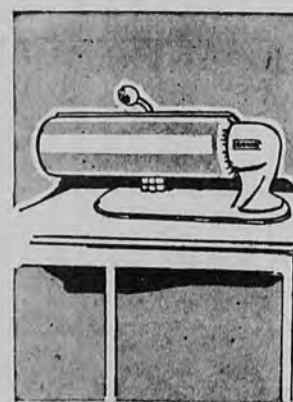
Oil Burning Heater

Heats four to five rooms with ease, 10 inch pot type, golden flame burner. Automatic draft control, constant level valve. Burns No. 1 fuel oil. Brown enamel finish. Buy On Budget Plan. Both Stores. **\$49⁸⁸**



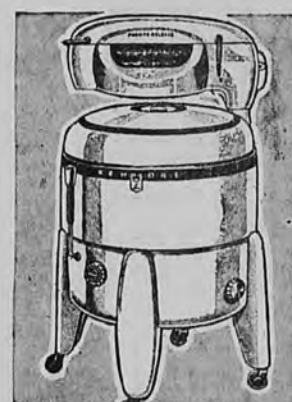
Conversion Range Burner

Installed in your cook stove. Clean economical heat all year round. Uses No. 1 fuel oil. 3 gallon tank with gauge. Buy On Budget Plan. Both Stores. **\$19⁸⁸**



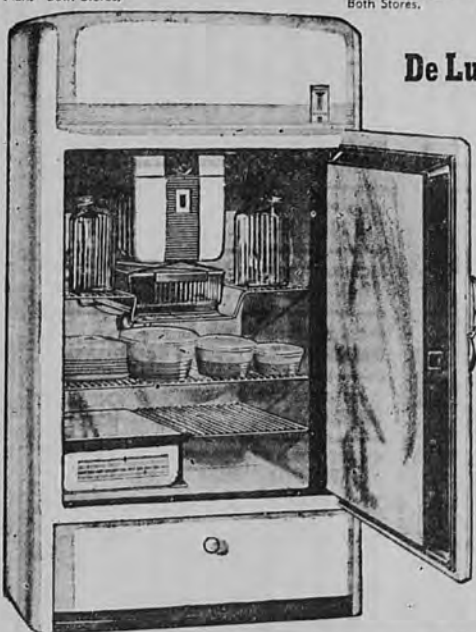
Kenmore Portable Ironer

Ideal for limited space, lightweight. Single lever control for pressing thermostatic heat control. Buy On Budget Plan. Both Stores. **\$24⁹⁵**



Insulated Tub Washer

18 1/2 Gallon tub holds eight sheets, eight position wringer, sealed in oil mechanism, quiet rubber mounted, high clutch, wringer release, black plastic agitator. Buy On Budget Plan. Both Stores. **\$69⁹⁵** Ask About Floor Models



De Luxe Equipped Super 6

COLDSPOT

★ Worth \$159

\$129⁹⁵

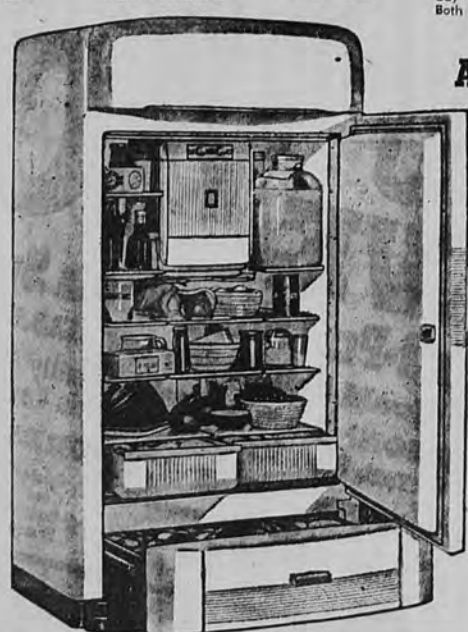
Gleaming glistening white porcelain enamel interior. Every modern feature for safe, convenient food storage. Covered meat storage tray, glass covered Foodex drawer. Roll out handbin, 1 bushel capacity. Economically powered by Roto-Seal Hermetic unit. Buy on Budget Plan. \$6.25 per month after regulation down payment has been made. Both Stores.



Prosperity De Luxe Range

\$79⁹⁵

Fully equipped, white porcelain enamel acid resisting top. Down to floor, flush to wall construction, automatic oven heat control, fully insulated oven, drop doors, slide out broiler, 4 super therm simmer flex burners, 1 Hi-Low Simmer Valve. Buy On Budget Plan. Both Stores.



All Porcelain Super 8

COLDSPOT

★ Worth \$200

\$169⁵⁰

More storage space, more shelf room, more power Powered with hermitically sealed unit. All steel cabinet Roll out handbin, covered foodex, 9-point cold control, more than ever before for your money! Buy on Our Easy Pay Budget Plan. Costs only \$8.19 per month after regulation down payment has been made. On sale Both Stores.

Sears Roebuck and Co. MONROE at S. UNION 476 RIDGE ROAD WEST Rochester, N. Y.

Save the paint left in a can by pouring a layer of plain wax or paraffin over the top of it. To fix a white wall, use plaster of paris mixed with turpentine and oil.



If you don't know your FURS... Know your Furrier!

Our reputation for fine quality in furs is spotless. Our customers highly recommend us. We deal in custom-fashioned coats or ready-mades from our own stock. Hundreds of styles from which to choose.

Rochester Fur Dressing Co.
290 BROAD ST. MAIN 5117
ESTABLISHED 1910

Mrs. Bertha Garley, 31 Marlborough Rd.

CHOICE OF MILLIONS
1ST ST. JOSEPH'S ASPIRIN
WORLD'S LARGEST SELLER AT 10c

"A"

"BLOOD OF THE DRAGON" By Ahmed Abdullah
The enthralling tale of an Irish Detective and a beautiful Chinese girl in the Bronx.
"FLYING THROUGH HELL"
An R.A.F. pilot, Flight Lieutenant George Patterson Christie, tells his story of the flaming war in the sky over London and Occupied France.
Nov. 1st Issue
LIBERTY WEEKLY
NOW ON SALE

GOOD FOODS
for
Good COOKS

No. 2 1/2 CAN NEW PACK PUMPKIN 9c
Light MEAT TUNA can 18c
"CHICKEN-OF-SEA" 6 for \$1.05
LARGE CANS
Beechnut Soups 2 for 25c
POPS LARGE & GOLDEN
POPCORN 2 lbs. 25c
4-LB. BAG
NEW RAISINS 35c

Non-Fattening FRENCH DRESSING 8-oz. Bot. 10c 2 for 19c
A Premium TOMATO JUICE 2 No. 10 cans 69c

DICED GLACE ASSORTED FRUITS lb. 47c
GLACE CHERRIES lb. 43c
RAPID COOKING PEARL TAPIOCA 11c
DEEP BROWN BEANS can 9c
DUTCH COCOA .. lb. 23c
MACARON OR Medium Coconut . lb. 19c

Free City Delivery on Purchases of \$2 and Over. Free Parking on 50c Purchase

Atlantic Supply
79 St. Paul st. - HOUSE - MAIN 4173



NUT MEATS
Black Walnut Kernels, 59c lb.
Brazil 1/2 lb. 22c
Pieces & Halves, Pecans, 49c lb.
Sliced Walnuts 39c lb.
Almonds in Shell 53c lb.

"No Fooling.."



You'll Be Surprised at How Much Money You Can Save By Shopping at Home-Owned Wegmans Markets!"

JUST LOOK AT THESE VALUES!

TENDER JUICY SHOULDER
BEEF ROASTS ... lb. 21c

TENDER BONELESS ROLLED
LAMB ROASTS .. lb. 25c

NOURISHING WHOLESOME NBC
SHREDDED WHT. 3 pkg. 29c

WILSONS CERTIFIED
CORNED BEEF .. can 21c

Our Best Coffee!
MELLOW FLAVORFUL GUARANTEED*

Kilbourn Hall lb. 22c

*Try Kilbourn Hall Coffee. If you do not believe it to be the equal or better than any coffee selling for as much as 10c a pound more, Wegmans will give you double your money back.

FOR BETTER BAKING USE
BISQUICK lg. pkg. 25c

WEGMAN'S DELICIOUS NEW
MAYONNAISE qt. 39c

FLOWER CITY BRAND
NOODLES lb. pkg. 10c

No. 2 CAN TENDER
SWEET PEAS can 10c

No. 2 CAN TENDER GOLDEN
BANTAM CORN .. 3 cans 25c

No. 2 CAN VITAMIN-RICH
TOMATOES 2 cans 15c

MY-T-PINE LEMON
PIE FILLING pkg. 5c

SNIDER'S TENDER SWEET
TINY PEAS 2 cans 19c

12-OZ. BOTTLES FRONTIER
BEER OR ALE 4 b. 25c

12-OZ. CANS LION BRAND
BEER OR ALE 3 cans 25c

QUART BOTTLES
SIMON PURE BEER .. qt. 18c

QUART BOTTLES
OLD ABBEY ALE qt. 18c



Sweet Cream Butter
LAND O' LAKES

No matter what price you are accustomed to paying you won't find a finer butter than Land O' Lakes.

Wegmans
HOME OWNED FOOD MARKETS
FREE PARKING FOR CUSTOMERS



880 Sends This Suite Home

\$88.00

YOU SAVE \$40
On This 3-Pc. Living Room Suite
That Would Sell Today for \$128.00
THE REASON? Briefly - a Special quantity purchase Before Current Price Increases make this Possible.

LOOK AT THESE FEATURES:
★ 3 Full-Size Pieces Exactly As Illustrated
★ Finest Quality Filling
★ Sagless Construction
★ Hand-Sewn Throughout
★ Guaranteed Custom Construction
★ Genuine Hard Wood Frame

LIBERAL TRADE-IN FOR YOUR OLD FURNITURE

Easy Terms
OPEN EVERY EVENING 7-9

42 STATE STREET

LYONS
FURNITURE COMPANY

GET COOKING FREEDOM Too!

In Our Annual Trade-In Sale!

ON THESE NEW Quality

GAS RANGES

BUY NOW

BLUE RIBBON SPECIALS FOR EVERY HOME!

Model H-260
Fully insulated with Quiltex, an exclusive QUALITY feature. Famous QUALITY Uniflex Burners and temperature control. Scores of other time, work, fuel and food-saving features. Porcelain enamel finish.

Model H-275
100% QUILTEX insulation. New signal control gives simmer flame automatically. Handsome lamp and Minute Minder. Porcelain enamel finish.

Model H-535
100% QUILTEX insulation. Centre Cook Top, Pop-out Broiler. Scores of other features.

Model H-7545-X
Automatic oven and broiler lighting. Pop-out Broiler (Wait-high). Centre Cook Top. New Simmer Signal Control and other features that give you 100% modern gas cooking!

RIGHT For Roasting
Devil-Lite Oven fully insulated with QUILTEX. Exact temperatures assure perfect results. Automatic oven lamp.

RIGHT For Broiling
No broiling. It's wait-high and pops out when door opens. Mirror-finish aluminum smokeless broiler grill. Easy to clean.

RIGHT For Cooking
Famous Uniflex Burners. New simmer signal control. One-piece burner unit. Non-drip gas ports. Automatic top lighting.

COMPLETE Cooking Freedom
The range that saves time, work, fuel and food. No more baking or cooking failures. America's greatest range value in features, style and price!

The RANGE that's RIGHT!

Authorized Quality Stove Dealer

ALHART ELECTRIC CO.
1149 Culver Rd.

CHARLOTTE APPLIANCE
4669 Lake Ave.

ESLER ELECTRIC CO.
1845 Monroe Ave. — 1223 Ridge Rd.

FIGLER ELECTRIC CO.
558 Hudson Ave.

FITCH APPLIANCE CO.
477 Joseph Ave.

FURSTOSS APPLIANCE
409 Chili Ave.

HILL APPLIANCE CO.
482 Main St. E.

HUNT HARDWARE
390 Thurston Rd.

JACK COERS
1398 Dewey Ave.

KOMINZ TIRE CO.
182 Monroe Ave.

KRECKMAN ELECTRIC CO.
500 N. Goodman St.

MASLINE APPLIANCE
1647 St. Paul St.

MAY FURNITURE CO.
259 North St.

MICHELL RADIO SERVICE
576 Brooks Ave.

MODERN ELECTRIC CO.
1692 Clifford Ave.

MONROE APPLIANCES
737 Monroe Ave.

Northside Furniture House
226 North St.

PEERLESS RADIO
1172 Dewey Ave.

PURPLE & BEHRMAN
94 Scio St.

RING APPLIANCE
339 Joseph Ave.

RUDOLPH SCHMIDT
43 South Ave.

SENECA STORES
149 Monroe Ave.

SPEAKERS
547 State St.

UNION TIRE & SUPPLY CO.
286 East Ave.

Unit Parts Rochester Corp.
1223 Main St. E.

V. GRANATA & SONS
232 Central Pk.

WEIS & FISHER
84 Clinton Ave. S.

Wills Radio & Refrigerator Co.
1287 Clinton Ave. N.

See These Beautiful Quality Ranges At The Above Dealers or at Weis & Fisher's Model Home on Aberthaw Rd.

WANT ADS

BUSINESS PERSONALS

CHICKEN PIES — delivered by dozen. Myers, 135 Depeu. Genesee 424-M. 81c

CHIROPRACTORS

FRANK BROWNELL, 65 Bronson. L. A. Young in attendance. Genesee 1492

PERSONALS

MABEL McCHESNEY, adviser. For appointment, call Stone 6732-X.

MRS. MORROW, at 55 Hubbell Park. Daily. Call personally or write for interview.

MISS BELLE is free for nursing and massage by hour, week or day. Main 7489.

REV. MABEL R. HAMMEL, now located at 107 Troup St. Main 2219.

WANTED TO BUY

RAGS — 2c lb. magazines, papers, 55c. mattresses, metals. Stone 3589-R.

RAGS — 1c to 1c lb. magazines, 55c. newspapers in bundles. Iron, metal, tubes, batteries, mattresses, junk of all kinds — top prices. Try us. Stone 370-L.

REAL ESTATE

HOUSES for rent and sale. Finest rental service in the city. Personal selections to suit your needs in housing. Sales and rentals. Nora Shackelford, realtor. Stone 6638.

Do not thaw frozen water or gas pipes by applying a torch or open flame of any kind. Wrap loosely with cotton cloths and pour on hot water.

RUGS

CLEANED and STEAMED. Rugs, Steamers, Cleaned, Washed, Stained, Mottled, Damp and Germ-proofed. ELTER CO. Est. 1872. Glenwood 3468 — 44 Arthur St.

DON'T MISS THE ICE REVUE

OF 1942 NOV. 3-8 EXPO PK. 13 Famous Ice Stars. The Fastest Show On Earth! General Admission 75c plus tax.

RESERVE YOUR TICKETS NOW

Reserved \$10-\$15-\$20 — Box Seats, \$275, sit in a box, tax included. Matinee Tue. & Sat., 3 p.m. Ticket office, Sagamore Hotel, Stone 4076 or Sibley's. Make checks to Willard B. Pennington.

The BEST to YOU

NATIONAL DISTILLERS PRODUCTS CORPORATION. COPYRIGHT 1941, A. OVERHOLT & CO., INC., N.Y.

LAWYER

EDUCATOR

★ VOTE ROW B ★

John Arthur Jennings

for Special County JUDGE

WORLD WAR VETERAN ★ HUMANITARIAN

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ARTICLES FOR SALE

CLARK'S O.N.T. crochet cotton. White, ecru, and pastel colors. All numbers. 6c ball. Smith's, 118 State St. Free parking next door.

RED BLANKETS, full size, 5% wool, slightly irregular. All colors, bound and plain edged 95c. \$1.25. Heavy jacquard blankets \$1.49, \$1.99. Smith's, 118 State St. Free parking next door.

TWO-PIECE Frisco living room suite. Cheap. 170 Wisconsin Ave. Cul. 3053-M.

BABY carriage (coach), practically new. Will sacrifice. Gen. 426.

PERSONALS

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MRS. MORROW, at 55 Hubbell Park. Daily. Call personally or write for interview.

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REAL ESTATE

HOUSES for rent and sale. Finest rental service in the city. Personal selections to suit your needs in housing. Sales and rentals. Nora Shackelford, realtor. Stone 6638.

Do not thaw frozen water or gas pipes by applying a torch or open flame of any kind. Wrap loosely with cotton cloths and pour on hot water.

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OUR "GET ACQUAINTED" OFFER

SAVE MONEY

CLIP THIS COUPON

PRESENT AT OUR OFFICE

AND RECEIVE LIBERAL DISCOUNT ON GUARANTEED

COAL AND COKE

LAKE COAL COMPANY

255 LYEAL AVE. OPP. FIRE HOUSE

HARMIN'S

Profit Sharing ANNIVERSARY

Sale

IF YOU WANT HONEST VALUES AT HONEST PRICES—BUY JEWELRY HERE!

CASH or LONG, EASY TERMS

OUR SENSATIONAL LOW PRICES REMAIN THE SAME

NOTICE

All price reductions where so marked are actual and true discounts from our own everyday prices. We don't say "this item is WORTH so and so" we say "OUR standard price is so and so." And it is true. Every statement made in this ad is accurate and honest.

STORE OPEN THURS. & SAT. EVES. 'TIL 9

ELGIN

From 27.50

BULOVA

From 24.75

GRUEN

From 24.75

BUY A BETTER GRADE WATCH—ON EASY TERMS

BUY NOW

USE EITHER OUR LAY-AWAY PLAN OR EASY TERMS

Westfield Watches

Just about the best low price watch on the market. Very smartly styled. Many models to choose from.

Gents' Model \$11.75

Ladies' Model \$16.50

Our Usual Price \$4.95

OPEN A CONVENIENT CHARGE ACCOUNT

YOU PAY NOTHING EXTRA FOR EASY PAYMENT TERMS

Anniversary Sale Special

Large Selection of Costume Jewelry

69c

Pins, necklaces, bracelets, etc. The final touch for your outfit. Cash only at this price, please.

VALUES TO \$1.50

TERMS AS LOW AS 50c A WEEK NO EXTRA COST

Harmine's

CREDIT JEWELERS

21 MAIN STREET E.

WIN GUEST TICKETS

In the four sentences below, find the names of the actors playing the parts of the four lovers of

"LYDIA" Starring Merle Oberon

OPENS TOMORROW at LOEW'S

Here Are The Sentences:

1. The astronomer gazed at Mars half the night

2. He clung to his mascot tenaciously while the boat sank.

3. The salesman suggested that she buy a rayon dress.

4. All was serene before Eve sank her teeth into the apple.

Concealed within each of the above sentences, in correct order of letters, is the name of one of the actors who play Lydia's four lovers.

Send your entries to the Rochester Sun Contest Editor, 420 Burke Bldg., Rochester, N. Y., before midnight, Monday October 27. First twenty correct answers will receive a free guest ticket to some future show at Loew's Theatre.



Men's Class To Have Duck Dinner

Fifth annual duck dinner sponsored by the men's class of Calvary Baptist church will be held on Thursday, November 6, beginning at 5:30 p. m.

Reservations may be made by calling Hampton Halsey, general chairman, at Genesee 6688-M.

Fri. & Sat. SPECIALS

Fancy Fresh Caught Sea Foods

FLOUNDER ... 12c lb.
WHITEFISH .. 32c lb.
PERCH 25c lb.
SMELTS 27c lb.

Fresh-cooked Shrimp, Oysters, Frog Legs, Imported Sardines, and Smoked Fish.

Prices' FISH MARKET.
385 EAST MAIN ST. STONE 163

Kitchen Ventilation Featured In New Model Home

The Weis and Fisher model home now open on Aberthaw Rd., features a model kitchen to end all model kitchens, so to speak. It will delight all women and make a big hit with the men. This kitchen features for the first time an absolutely new idea in kitchen ventilation, something which has been consistently inadequate or lacking entirely in most kitchens to date. Besides this unique feature, the Weis and Fisher kitchen presents all of the most modern features of kitchen design and equipment. It is entirely in keeping with the high class construction, design and decoration of the home as a whole, including its artistic and glamorous furnishings. The use of modern lighting is carried to a new peak of perfection here, including an ample utilization of so-called indirect lighting.

The kitchen ventilation insures a completely ventilated kitchen area that will be cooler in summer, heat-saving in winter as well as clean and odorless the year round. It is a result of some years of specialization by engineers of the Rochester Gas and Electric Corporation in collaboration with architects and builders in an effort to improve kitchen ventilation. The kitchen, they have argued, is the most important room in the home from the standpoint of the housewife.

This kitchen is built with concealed flue connections that attach to modern ranges which are attached flush to the wall. Greases, odors and grime in a kitchen are the result of the distillation of the oils, fats, vapors and greases that are present in foods. In order to eliminate them it is essential that they be caught as nearly as possible to their source and carried outside the house.

The ultra-modern kitchen that has been developed as the result of cooperative effort is designed to work equally well with three different situations and may be installed in an old as well as in a new home. One type uses natural draft where adequate chimneys are conveniently available. A second type uses natural draft where vertical flues can be easily installed. A third type uses forced draft where it is impossible to install a flue in an upward direction.

The Weis and Fisher model home is located on Aberthaw Rd., which is reached through Hillside Ave., one block south of Winton Rd.

AUDITORIUM MON., TUES., AND WED.
MAIN ST. E. AT PRINCE OCT. 27, 28, 29, MAT. WED.
COMING IN A 3-DAY FESTIVAL

WORLD'S GREATEST ENTERTAINER
AL JOLSON
IN HIS GAYEST MUSICAL EXTRAVAGANZA
HOLD ON TO YOUR HATS

100 Singers • Dancers • Glorious Glamour Girls
Nights: Orch. \$3.30, 2.75, 2.20, 1.65, 1.10, .55c
Mat., Orch. \$2.20, 1.65, 1.10, .55c, Tax Inc.

Mrs. Marguerite Whitney, 43 Harding Rd.

The Republican Party Is The ONLY Party With A Program and a Constructive Record!

NOVEMBER 4th
VOTE ROW A—ALL THE WAY!

MONROE COUNTY REPUBLICAN COMMITTEE

ELECT These Countywide Republican Candidates

Supreme Court Judges
MARSH N. TAYLOR
FRED D. CRIBB

Special County Judge
HENRY D. SHEDD

And in Rochester Your Republican Candidates For City Court Judges
JAMES P. O'CONNOR
ARTHUR L. WILDER

Councilmen At Large
CHARLES LAMBIASE
HARRY H. FRANK
ROSS E. ERWIN
WILLIAM A. DOANE
GREGORY F. MILLS

School Commissioners
NEWTON B. CASTLE
JOHN E. KEENAN
MRS. RACHEL T. LEE

Your Ward SUPERVISOR & CONSTABLE

Keep False Teeth Purified Says Dr. Sherwin

The world progresses—new discoveries make history. Now, thanks to Dr. L. W. Sherwin, a well known authority on oral hygiene, false teeth and dental plates can be made to glitter with purity and immaculate cleanliness with just a 10 minute daily bath, with amazing Siera-Kleen.

It's all so easy—just get a 30 cent bottle of Siera-Kleen—put a little in a half glass of lukewarm water—let your dental plate stay in this glass 10 minutes or over, if, as you choose. Take it out, rinse under the cold water faucet—no brushing is needed.

Then you get a plate free from slimy mucus and stains—a plate sparkling with beauty and glittering with purity. No more dull-looking, murky, dental false teeth for you—lasts for weeks—30 cents—all drug stores.

BINGO
19th WARD CLUB HOUSE
257 HAWLEY ST.
Thurs., Fri. and Sat. Eve. 8:15
Fri. 1:45
Extra Board (FREE)
With Triple Board
\$25 Defense Bond Given
Sat. Nite For Door Prize

Walls covered with washable paint or wallpaper are an excellent investment, especially in kitchens, bathrooms, and children's playrooms. In fact, washable walls are splendid for stairways and all rooms in a home where children are liable to fingerprint the walls or apartment where children faces.

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-TERS PILLS CHEMICAL COMPANY has been serving the women of America for over half a century.

CHI-CHES-TERS PILLS

TAKE OFF UGLY FAT

Many lose 3 to 5 lbs. a Week yet EAT plenty
No Reducing Drugs—No Exercises—No Massage!

Men and women all over the United States are reporting remarkable results in losing weight. Many tell of reducing 20 pounds a month and more. These people are following the Plan of Dr. Edward Parilla, noted physician, former Health Officer, State of New York, Surgeon-in-Chief, a Medical Staff, U.S. Army, Editor, Lecturer.

Dr. Parilla's Reducing Plan makes reducing a pleasure. A pleasure because it allows you to EAT PLENTY, requires no exercises, harmless, too, because it calls for no reducing drugs, no loss of vitality.

Here is Dr. Parilla's Reducing Plan EXACTLY as given by him over the air in millions of homes. It is a plan of fruit juice, or any beverage. Take nothing else for lunch except a cup of coffee if desired. For breakfast and dinner EAT AS YOU USUALLY DO. Don't eat out, eat at home. Try Dr. Parilla's Reducing Plan for one week. You and your friends will be amazed at the vast improvement in your figure. Most overweight cases should be helped by Dr. Parilla's Plan.

Cal-Pur is not a reducing drug. It is a special purpose food supplementing the diet with certain essential minerals and vitamins. Get a Reducing Plan, today, plain or chocolate flavor. Cal-Pur costs only about 10¢ a day to use. Money back if not satisfied. Health Food Stores and drug stores, including Key and Daw.

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257 HAWLEY ST.
Thurs., Fri. and Sat. Eve. 8:15
Fri. 1:45
Extra Board (FREE)
With Triple Board
\$25 Defense Bond Given
Sat. Nite For Door Prize

Now Is The Time To Check Your

• Heater • Heater Hose & Fittings • Winter Front
Any Part—Any Make—WHEN You Want It!

SCHUBER AUTO PARTS
558-564 LYELL AVE. PHONE: GLEN. 6775
ROCHESTER, N.Y.

IT'S FURNACE-TIME

IS YOUR FURNACE IN GOOD CONDITION?

- Does It Leak Gas, Soot or Ash Dust?
- Does It Give As Much Heat As When New?
- Can You Control Heat Accurately—Easily?
- Does It Get Most-For-Your-Money Out of Fuel?

Try Our Inexpensive Re-conditioning

RE-SET & GAS-PROOF Any Standard Make **\$9.50**

Why put up with that extra cleaning this winter when the furnace is going? Why expose your family to the danger of deadly carbon monoxide? A mere trace of this odorless gas in the air causes headache and sluggishness. Have your furnace gasproofed NOW.

LENNOX FURNACES
AND AIR-CONDITIONING EQUIPMENT

SCHAFFER HEATING CO.
317 ALEXANDER ST. STONE 3308

In only ONE whiskey...the BEST
From FOUR Great Whiskey States*

SCHENLEY



LUXURIOUS LIQUEUR QUALITY
Schenley Black Label 67% Grain Neutral Spirits, 86 Proof. Schenley Red Label 72 1/2% Grain Neutral Spirits, 86 Proof. BLENDED WHISKEY. Copr. 1941, Schenley Distillers Corp., N. Y. C.

BINGO
35 Pullman Ave. Wed. Thurs., Fri. & Sat. Nites
JACK POT \$285
Extra ways to win extra cash each nite this week. Tell all your friends about Anniversary Week at the Hollywood. Come early for a good seat.
TED (Bingo) BROWN, Mgr.

CELEBRATE ANNIVERSARY WEEK AT THE HOLLYWOOD BINGO
35 Pullman Ave. Wed. Thurs., Fri. & Sat. Nites
JACK POT \$285
Extra ways to win extra cash each nite this week. Tell all your friends about Anniversary Week at the Hollywood. Come early for a good seat.
TED (Bingo) BROWN, Mgr.

CASH FOR YOU
Bigger Prize List Than Last Season!
Plus Green Stub Prizes
Advance Sale Now on For Our
DOUBLE PARTY—Nov. 3
ALL PRIZES DOUBLED!!!
Advance Sale \$1.00 — Box Office \$1.10

EVERY MONDAY NIGHT
KofC Auditorium, Lawn St.
40—DOOR PRIZES—40
Admission 99c Including Tax
NO MORE TO SPEND

DELUXE BINGO
Bigger Prize List Than Last Season!
Plus Green Stub Prizes
Advance Sale Now on For Our
DOUBLE PARTY—Nov. 3
ALL PRIZES DOUBLED!!!
Advance Sale \$1.00 — Box Office \$1.10

STRAND
Theatre 62 St. Paul St.
Admission 99c
29 GAMES 29
\$2500 IN CASH EVERY WEEK
SPECIAL THIS OCT. 24th 58 NUMBERS
FRIDAY NITE 24th FOR \$220.00
TUE. & FRI. NITES
NOTE — WE ALSO PLAY — BINGO
EVERY — THUR. & SAT NITES — AT 8:30
Adm. 17c & 22c With our Double Feature Show

\$BINGOS
Every Saturday 8:30 P. M.
C. Y. M. A.
51 FRANKLIN SQUARE
Near Greyhound Bus Terminal
ADMISSION 27c
Plus Fed. Tax—3c

Jackpot Game \$75
SPECIAL GAMES & ENTERTAINMENT
PLYMOUTH CHURCH
Corner of Plymouth and Troup
Every Sat. Nite At 8:30

Thurs., Fri., Nites
TOWNER-REXY
All Games
\$250 \$5.00
Sat., Sun., Wed. Nites
No Sun. Game at Remy
TOWNER'S HALL
All Games
\$500 \$10.00

Tues. and Sun. Nites
HOLLYWOOD
All Games
\$500 \$10.00
Tuesday Nite
HUDSON
Saturday
\$475 \$5.00

WEST AVE. MANOR
165 West Ave.
Mon., Tues., Thurs. — 1:30
Sun. 2:30 P. M.
Wed. and Fri. 8:30 P. M.
FRI.—ALL GAMES \$4

Beeley's Bingo
MON., TUES., FRI., SAT. at 8:15 P.M.
SUNDAY at 2:30 P. M.
WED. at 1:30 P. M.
Extra Board Free with Triple Board
ADMISSION 20c
142 GENESEE ST. in REAR

ABC PARTIES
Are Being Held As Usual
Tues., and Sat. Nite At 8:30
2011 E. MAIN
2 Jackpots—\$40 - \$130

Sunday Evening Bingo
8:30 — OCTOBER 26
CASH PRIZES
BETH JOSEPH CENTER
1150 ST. PAUL ST.

BINGO
SUNDAY NIGHT 8:15
2 JACK POTS \$85 — \$95
MONDAY NIGHT 8:15
2 JACK POTS \$65 — \$80
SUNDAY & MONDAY NIGHT
ALL REGULAR GAMES \$7
Wed., Fri. & Sat. Afternoons at 1:30
Wed. & Sat. Afternoon Wed. Fri. Sat. Afternoon
JACKPOT \$40 ALL GAMES \$3
UNION LEAGUE HALL Gregory at South Ave.
TAKE SOUTH AVE. BUS TO DOOR

WEST AVE. MANOR
165 West Ave.
Mon., Tues., Thurs. — 1:30
Sun. 2:30 P. M.
Wed. and Fri. 8:30 P. M.
FRI.—ALL GAMES \$4

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UNION LEAGUE HALL Gregory at South Ave.
TAKE SOUTH AVE. BUS TO DOOR

OBER 23, 1941

ROCHESTER SUN, THURSDAY, OCTOBER 23, 1941

If Your Name Is Between The Ads, You Win a Dollar

PAGE THIRTEEN

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Winter Front
Want It!
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Show

To remove the threads and
which collect in drains
which collect in drains of wash-
sinks and bathtubs, use an or-
inary pair of tweezers.

Never thaw the middle of
a frozen pipe first. Be sure to
keep the faucet open so that
you can tell when the pipe is
entirely free.

THE SPORT SHOP

Smart Riding Specials

FROM ROCHESTER RIDING
APPAREL HEADQUARTERS

HIGH WAISTED
RIDING JODHPURS \$2.45

Fine whipcord jodhpur breeches
with suede kneecaps.

GENUINE LEATHER
JODHPUR BOOTS \$2.98

All leather jodhpur riding boots,
fully lined.

WHIPCORD JACKETS \$2.98

Smart looking a long time without
renewing. Tailored.

WOOL TWEED
RIDING COATS \$10.95

Correctly tailored riding coats of
fine wool tweed. Lined throughout.

The Sport Shop

23 CLINTON AVE. S.

Opposite Hotel Seneca

Open Tuesday Nite Til 10 — Other Nites Til 7

0 Boy! what wear
and warmth

RUGBY Flintwist
Sweaters

What a heap of joy you'll get out of a
"FLINTWIST" Sweater. Weightless warmth,
smooth fit that never loses its shape, and
unbelievable long wear, no matter how tough
you treat it.

Triple-knit knitted of cable constructed yarn,
found only in "FLINTWIST" Sweaters.
Button or Zipper styles in all popular colors.
Try one and try to wear it out.

Knitted and fully guaranteed by
RUGBY KNITTING MILLS, Inc.

RUGBY SWEATERS SOLD EXCLUSIVELY AT

Champion

KNITWEAR CO., 71 ST. PAUL ST.

1/2 Hour Parking at Bill's and Strand Parking Stations

Andy Says . . .

SEE FURSTOSS FIRST

Furstoss Appliances are all
of known quality—all guar-
anteed performance—and
all at lowest possible prices
and terms. What more can
you ask? Where can you
do better?

SEE THESE SENSATIONAL

Quality Ranges

\$69.50 UP

★ LOWEST PRICES IN TOWN

★ 18 MONTHS TO PAY

★ NATIONALLY Honored Brand

★ Ask About Our Lay Away Plan

Hundreds of Rochesterians have found Furstoss appliances
to be JUST WHAT THEY WANT—at the PRICES THEY
WANT TO PAY! See Furstoss FIRST!

OPEN EVENINGS FOR YOUR CONVENIENCE

FURSTOSS APPLIANCES

INC.

409 Chili Avenue Gen. 2070

Al. Jolson Coming To Auditorium In New Offering

The new season's initial mu-
sical comedy, "Hold On To
Your Hats," which brings the
inimitable Al Jolson back to
Rochester will settle down at
the Auditorium Theatre for a
three-day run next Monday.
Three evening performances
and a popular-priced matinee
on Wednesday will be given.

The Jolson show is said to
possess just about everything
that a good musical play should
have. Al Jolson still possesses
that magnetic personality for
which he is known and fortu-
nately, he retains his knack of
holding an audience spellbound
under his magic spell. And, of
course, when it comes to put-
ting over a song number, Jolson
is in a class all by himself.

The piece starring the "Mam-
my Man" is reported to be
downright hilarious, and the
tunes and dances as good as



THE 'MAMMY' MAN

anything likely to be heard and
seen this season.

In two acts and thirteen
scenes, "Hold On To Your Hats"
has a book by Guy Bolton, Matt
Brooks and Eddie Davis; lyrics
by E. Y. Harburg, music by
Burton Lane, costumes and
scenery by Raoul Pene du Bois,
and dances staged by Catherine
Littlefield and directed by Ed-
gar MacGregor.

It's all about The Lone Rider,
a radio cowboy beloved by mil-
lions of his listeners, who be-
comes involved in some dirty
work on a dude ranch way out
West where the East begins.
The Lone Rider, afraid of his
own shadow, becomes a hero
overnight when he breaks up,
single-handed, a gang of des-
peradoes. How he accom-
plishes this task you had better
see for yourself.

Jolson shares the spotlight

You Can Get Quick Relief From Tired Eyes

MAKE THIS SIMPLE TEST TODAY

EYES OVERWORKED? Just put
two drops of Murine in each eye.
Right away it starts to cleanse
and soothe. You get—

QUICK RELIEF! Murine's extra in-
gredients wash away irritation. Your
eyes feel refreshed. Murine helps
thousands—let it help you, too.

TRIAL OFFER! Send 10c for gener-
ous sample bottle of Murine. Address:
The Murine Co., Dept. HM, Chicago.

MURINE

FOR YOUR EYES

SOOTHES—CLEANSES—REFRESHES

Can a Married Woman
Ever Feel Certain?

Many married women today are
taking risks that are absolutely un-
necessary. They are taking risks with
their nerves; risks with their health;
risks with their very happiness itself.

Why do they do this? Generally
because the subject of feminine hy-
giene is considered too personal to be
openly discussed. It is because of this
deplorable situation that many wo-
men the douches of over-strong solu-
tions of acids, which can actually
burn or scar delicate tissues. Your
own doctor will verify this.

To run such a risk today is need-
less. For science has given woman-
kind Zonite. You will find no adul-
terated crochets on Zonite's label, be-
cause Zonite is non-poisonous, non-

caustic. Yet it kills germs, bacteria
on contact. Zonite actually destroys
undesirable odors. Protects personal
dainties. Most important, is safe
for delicate tissues.

So enthusiastically have women
accepted the safe, hygienic protection
Zonite offers that over 20,000,000
bottles have already been bought.

If there is any doubt in your mind
about the subject of feminine hy-
giene, get this frankly written book—
let "Feminine Hygiene Today," which
we will send you FREE, without
obligation in plain wrapper. Send
name and address to Zonite Products
Corporation, Dept. 2800, 370 Lexington
Avenue, New York, N. Y.

Exciting New
Furniture At
25% SAVINGS

Rivers furniture stock is constantly up to the minute
because we do not maintain large warehouses. Every
piece is the last word. Every suite is so new it might
have come from the current fashion shows. Fast turn-
over and being located out of the High-Rent District
enables us to keep our prices on Grand Rapids and
Jamestown furniture 25% lower than elsewhere. Stop
in tonight—see the NEWEST furniture at the most
reasonable prices.

OPEN TUES., THURS. & SAT. EVENING 7 'TIL 9:30

30 Years on South Avenue—There Must Be a Reason!

Frank A. Rivers Co.

INCORPORATED

226 SOUTH AVENUE

DOLANS . . . Where You Buy
THE CUTS OF CHICKEN YOU
PREFER

Breasts lb. 49c Livers lb. 45c Necks lb. 12 1/2c
Wings lb. 23c Giblets lb. 19c Legs lb. 39c

DOLANS

600 JEFFERSON AVE.
cor. Bartlett
Telephone Genesee 1417

CHECK UP on Your Fuel
SUPPLY and then check YOUR
SAVINGS at these LOW PRICES

PIONEER

Pennsylvania HARD

COAL

STOVE - NUT - EGG

\$10.95 TON

Rice \$6.85 Pea \$9.25 Bckwet \$7.85
Phone Main 815

PIONEER COAL CO.

OFFICE and YARD—350 EXCHANGE ST.

Exciting New
Furniture At
25% SAVINGS

Rivers furniture stock is constantly up to the minute
because we do not maintain large warehouses. Every
piece is the last word. Every suite is so new it might
have come from the current fashion shows. Fast turn-
over and being located out of the High-Rent District
enables us to keep our prices on Grand Rapids and
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PIONEER

Pennsylvania HARD

COAL

STOVE - NUT - EGG

\$10.95 TON

Rice \$6.85 Pea \$9.25 Bckwet \$7.85
Phone Main 815

PIONEER COAL CO.

OFFICE and YARD—350 EXCHANGE ST.

THE BOND OF FRIENDSHIP

and the applause with a first-
rate supporting cast headed by
Collette Lyons, Joe Vitale
Eunice Healey, Lee Dixon,
Radio Aces, Murry Leonard,
Sid Cassell, Lew Eckles, Jean
Cleveland, 4 Ranchettes, George
Maran and many others. In ad-
dition, there is a chorus of sing-
ing and dancing boys and girls
who make things hum.

Improve the flavor of your
pies, and at the same time
prevent the juices from runn-
ing over, by sprinkling a table-
spoonful of minute tapioca over
the top before putting the
crust on.

Edwards

SHOE REPAIR
SPECIAL

Suede, Buck or Sport
Shoes Redressed

New process will
not rub off . . . 35c

Shoes Dyed
Black . . . 50c

Quick, while-you-wait serv-
ice! Or—phone Stone 2300.
We will call for your shoes
and deliver them.

Shoe Repair Department

Mount Vernon

BOTTLED IN "BOND"

Straight Rye Whiskey

Copyright 1941, National Distillers Products Corp., N. Y.

Mrs. Viola Bond, 31 Garden Dr.

Your Independent Grocer Features

VAN CAMP MILK

4 cans 32c

Clapp's Rennet Dessert
"6 Varieties" . . . 10c

CRISCO . . . 1 lb. 23c
3 lbs. 59c

Kirkman's Borax Soap 5c

Flakes or Granules . . 24c

Ivory Snow . . . 24c

Ivory Flakes . . . 24c

Chipso . . . 24c

Oxydol . . . 24c

Solox . . . 14c

Clean Quick . . . 35c

Ivory Soap, large . . 10c

Medium . . . 6c

P & G Soap . . . 5c

Dux . . . 24c

DON'T MISS THESE BARGAINS!

Lux Flakes . . . 24c

Lg. . . 24c

RINSO

Large . . 22c

Silver Dust . . 23c

SPRY, 3-lb.
Can . . 59c

1 lb. can 23c

FRENCH MUSTARD

Cream Salad, 6 oz. . . 9c

Cream Salad, 9 oz. . . 14c

FRENCH'S

Birdseed . . . 2 for 25c

Bird Gravel . . . 9c

Sweetheart Soap 3 for 19c

Woodbury Soap 4 for 25c

DUFF'S CAKE MIXES

Devil Food . . . 23c

Ginger Bread . . . 23c

Waffle Mix . . . 23c

Bab-O . . . 12c

Drano . . . 2 for 23c

Dakite . . . 2 for 23c

Old Dutch
Cleanser . . 2 for 15c

Windex . . . 15c

SALADA TEA

9 Tea Bags . . . 9c

18 Tea Bags . . . 17c

Red Label, 1/2 lb. . . 39c

Red Label, 1/4 lb. . . 21c

CLAPP'S BABY FOODS

Strained . . . 3 for 20c

Chopped . . . 3 for 25c

Cereal . . . 15c

Borax, lg. size . . . 15c

Borax, lg. can . . . 15c

Dari-Rich . . . 18c

Bosco Food Drink . . 38c

Babbitt's Cleanser . . 5c

Good Luck
Pie Crust . . 2 for 23c

GOOD LUCK DESSERTS

Lemon, Choc.,
Van., Butterscotch 3 for 25c

FOR BETTER HEALTH

SCOTTISSE 4 rolls 29c

WALDORF 3 rolls 14c

SCOTTOWEL 2 rolls 19c

Busy Bee Stores Are Co-Operating With B-K Co., Inc.

BERGHASH SPECIALS

FREE PARKING . . . OPPOSITE OUR STORE
FREE DELIVERY CALL MAIN 786



Mc CUNN'S INVINCIBLE
4 YEAR OR MORE OLD
WHISKEY

A blend of straight whiskies
every drop at least 4 years old
when bottled. The mild mellow
flavor and rich delicate bou-
quet is the result of 46 years
blending experience.

COMPARE WITH ANY
\$3.75 VALUE

\$2.89

FULL QUART

Case of 12
Quarts, \$30.50

BOTTLED IN BOND
STRAIGHT BOURBON

Yes, Globe straight Bourbon
is 5 years old and bottled
under U. S. Government
supervision! 100 proof, smooth
full-bodied and palatable.

REGULAR VALUE \$3.09

FULL QUART

100
Proof

\$2.59

BEST VALUE IN TOWN
90-PROOF LONDON INN
DISTILLED DRY GIN

Most popular gin in Rochester! "Lon-
don Inn" is made from a famous im-
ported recipe and is tops to use
straight or in delicious cocktails.

REGULAR \$2.25 VALUE

\$1.89

90
Proof

FULL QUART

100% PURE
CALIFORNIA WINE
"CHATEAU
BRISAC"

Every drop of Chateau Bri-
sac wine is made of rich,
sweet California grapes.
For your taste's satisfac-
tion be sure the label reads
100% Calif. Wine.

COMPARE WITH ANY
\$2.50 VALUE!

FULL GALLON

12 Varieties \$1.69

Sweet or Dry

JOHN BEGG

FROM SCOTLAND!

John Beggs is 100% im-
ported Scotch whiskey.
It's famous for its flavor,
delicacy and excellent
bouquet.

COMPARE WITH ANY
\$4.50 VALUE!

\$3.69

4/5 QUART

FROM WEST INDIES!

Gold Label Ron Corona Rum.
86 proof, imported from
the West Indies. This out-
standing value was imported
to sell for a great deal more
money.

REGULAR \$2.25 VALUE!

\$1.89

4/5 QUART

More Than Fifteen Million Copies of The Sun Have Been Distributed To Rochester Homes During The Past Four Years. Readers Save Shopping Time and Dollars by Using This Paper As Their Shopping Guide.

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Delivered Every Thursday

FIFTH YEAR—No. 1

ROCHESTER, N. Y., THURSDAY, OCTOBER 30, 1941

To 75,200 Rochester Homes

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

VOTER'S CHOICE

Furnished by the Monroe County Republican Committee

In the closing days of this campaign the Republican Committees feel that a terse and factual summary of the campaign itself best indicates why the electorate of the city and county are once again turning to Republican Principles for the best in local governments.

ONE

The Republican Party continued its policy of presenting to the electorate a definite printed statement of its candidates and committees proposals for the further advancement of our local governments.

After several years of refusal to join this constructive policy, the opposition was driven, by public opinion, into presenting what it was pleased to call "a platform"—a paper couched in glittering generalities. Neither the candidates or committees endorsed it—and it was never mentioned in this campaign.

Once again—the Republican Party is the Only Party with a Platform.

TWO

The Republican Party presented a record of constructive accomplishments. The record included the Civic Exhibits Bldg., the Sports Arena, Transportation Modernization, the New Main Street, Street Rebuilding Program, Subway Promotion, the Central License Bureau, Defense and Emergency Preparations, High School Football, Annual Reports, Industrial Promotion, the Department of Commerce, Scientific Assessment Procedure, Fire College, New Detailed Budget, New Codified Municipal Law, Consolidated Tax Collections, County "Pay-As-You-Go" Policy, Councils.

(continued on page 11)

Furnished by the Monroe County Democratic Committee

Entering the final lap of their campaign for next Tuesday's election, Monroe County Democrats renewed charges of incompetence, favoritism and waste at Republicans entrenched in both the city and county governments.

County Chairman Roy F. Bush claimed canvass of the larger wards of the city showed an aroused electorate which would bring success to the Democratic City Council ticket of James P. B. Duffy, Joseph E. Silverstein, Victor J. Hanlon, Howard Lee Bacon and William H. Mostyn, and the School Board ticket of Helen Gilman, J. Emmett O'Brien and J. Frederick Colson. He said the sweep for these candidates would be so impressive as to carry city and county court candidates into office, and with them a goodly number of city Democrats to the 1942 Board of Supervisors. He said:

"The city property owners no longer are indifferent to the super 5-dollar excess county tax they pay just to compensate the county because the biggest towns in the county are in default in millions of dollars for their obligations to the county and state.

"Townsmen in all responsible places in county government, and a conviction in county administration that the towns come first regardless of how hard becomes the lot of the city, paying 80 per cent of the bills—this has about run its course.

"The tail is done wagging the dog, as it were.

"All city voters, property owners and renters alike are disgusted with an administration that defies a city manager's recommendation on real estate values and arbitrarily

(continued on page 7)

Mischa Elman Here For Eastman Recital Tomorrow

Returning to Rochester for the opening concert in series "B" tomorrow night at the Eastman Theatre is Mischa Elman, known throughout the length and breadth of the land as one of the leading violin virtuosos of today.

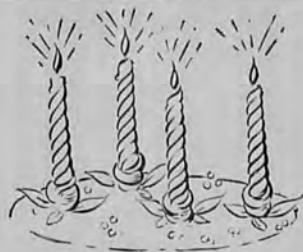
It is said that no violinist before the public today chooses his recital programs with more tender regard for public tastes than Elman.

That is why especial interest may be attached to his comments on the works he plays.

One of his favorites is the Cesar Franck Sonata in A Major, which he plays frequently in recital. Of it, Elman said: "Of course, Franck is one of the greatest composers we have ever had. His melodic themes and harmonies are so distinctive and unusual that one has only to hear a few bars of music to recognize that indefinable Franck stamp. Hence the tremendous popularity of this particular sonata which, by the way, was dedicated to Eugene Ysaie, the great Belgian violinist.

"There is quite a story attached to the writing of that sonata. You see, Ysaie was the first to recognize the great genius of Franck and to act as one of his partisans. So when Ysaie was married, Franck wanted to give him an especially fine wedding gift. Being only

(continued on page 8)



Another Milestone

Coincident with the publication of this issue The Rochester Sun begins its fifth year of service to the public and business houses of Rochester.

Because of its direct appeal to the shopping public, The Sun became known as "Rochester's Shopping News" soon after its inauguration. And thus it remains today. For that is the aim of this publication—to bring complete shopping information before every potential buyer in the Rochester area.

The idea that advertising itself is news was a novel idea in Rochester in 1937, date of the initial publication of The Sun. But today shoppers throughout the city know that the advertisements themselves contain what is probably the most important news of all. And that is—where to buy what and at what price.

For that reason The Sun is proud to be known as "Rochester's Shopping News." And we are happy that, through the support of Rochester merchants, we are privileged to perform this distinct service to the people of this city.



Women's Apparel Shop Has "Thrill Events"

According to William Saphirstein, manager of the Darling Shops, 190 Main St. E., the store is inaugurating a series of thrifty events that should make merchandising history in Rochester.

"The purpose of these events," says Saphirstein, "is to acquaint every Rochester woman with the modern and greatly enlarged facilities of the Darling Shop. We know that nowhere in Rochester can one find such enormous stocks in all lines. We feel confident that every woman will find the up-to-the-minute style she is seeking and be able to make her purchase in a leisurely manner which our enlarged floor space and modern fitting rooms provide."

The Darling Shop is open Thursday until 9 p. m.

Lodge Card Party Scheduled

The Knights of Calvin will hold a card party next Thursday at 8:30 p. m. at their hall on Clifford Ave.

William Pannett is chairman.

Church Group Sponsors Card Party

A card party, sponsored by the Women's Auxiliary of St. Stephen's church will be held next Wednesday at 8 p. m. in the Parish Hall of the church.

Mrs. Edward Irwin is general chairman.

Supporters Point To Candidate's Military Record

Supporters of the Democratic candidate for Special County Judge, John Arthur Jennings, of Irondequoit, are proud of his outstanding military record.

In May, 1917, Mr. Jennings left Cornell University to attend the First Officers' Training Camp at Madison Barracks, New York. Later he was transferred to the Air Service and served with the A. E. F. overseas, being honorably discharged from the United States Army February 10, 1919. In 1923 he was commissioned First Lieutenant in the Judge Advocate General's Department in which he now holds a reserve commission as Captain.

He was president of the Rochester Chapter of the Reserve Officers' Association of the United States for two terms. Subsequently he served as President of the Department of New York and also as President of the Second Corps Area of the Reserve Officers Association. In his terms of office he continuously advocated a strong national defense.

He is a member of the Doty-Magill Post, American Legion, Culver Post Veterans of Foreign Wars, Army and Navy Union and Sons of Union Veterans.

To make doubly sure your fruit jars are airtight, dip the tops in melted paraffin after sealing.

AT KOMINZ TIRE CO.

Low October Prices...On Easy Terms!

TIRES 5.50x17\$5.95
6.00x16\$6.95
6.50x16\$8.95

DE SOTO FIRST QUALITY 1 YEAR GUARANTEE
50c DOWN — 50c WEEK. Prices Include Old Tires.
Other sizes at proportionately low prices.
Plus Federal Tax.

BATTERIES Guaranteed In Writing and Installed
Guaranteed 6 Mo. LOW AS \$2.75
All Prices Include Old Battery
24 Month Guaranteed \$5.75 50c WEEKLY

HEATERS Circulating OIL
AS LOW AS \$9.95
For those rooms you can't quite heat — and for extra cold weather. Very inexpensive operation. 50c WEEKLY

WASHING MACHINES A.B.C. or THOR
\$49.95 Up
Your choice — either of these famous machines, with guaranteed performance. Easiest terms available! Stop in and make your own comparison. Buy now while models are still available.

CHROME BREAKFAST SETS \$34.95
REFECTORY TABLE AND 4 CHAIRS

KOMINZ TIRE CO., INC.
182-184 MONROE AVE. Open 9 A.M.-9 P.M.
At Savannah St. 417 MONROE AVE. At Averill

FINER Entertainment

from BROADCASTS and RECORDS



Featuring
• Permanent Type Needle in Featherweight Tone Arm
• 14-Inch Concert Grand Speaker • 64 Position Radiogram Tone • Electric-Automatic Tuning

Radio-Phonograph Combination
NEW 1942
Automatically plays up to 12 records — receives American and Foreign broadcasts. Radiogram tone mastery. Push-pull amplification. 14 inch concert grand speaker. Genuine lifetime sapphire needle in low pressure pick-up. Wave magnet, 10 tubes including rectifier.

\$119.95

You'll Find Hundreds of Mighty Comfortable Chairs at Lauer's

Priced From \$34 to \$69

Tilt chairs, club chairs, rockers, English Lounges, stylish Lawsons, magnificent Louis XVI Bergers, and extra deep, extra comfortable chairs and ottomans — Every kind of comfortable chair you can imagine on sale at Lauer's at a price you can afford to pay.

Here is a big comfortable over-stuffed lounge chair with a platform rocker base that glides gently back and forth. In blue or rust fabrics.

\$49



Jenny Lind Bed Complete

INCLUDING
INNERSPRING MATTRESS
AND
DEEP COIL SPRING
BED, SPRING and MATTRESS

A deep comfortable innerspring mattress... A fine carbon tempered coil spring... And a lovely maple or walnut finish Jenny Lind style bed — 3 pieces, complete for only \$39.50. Buy the full (46") or single (33") size at Lauer's.

OPEN TONIGHT

Lauer's

50 STATE ST.



If you wish to keep your coffee or tea pot sweet and clean, put in a teaspoonful of bicarbonate of soda, fill it almost to the top with water and boil for a while, then rinse in several potfuls of clear water. Another effective method is to boil the pot occasionally in a strong solution of borax and water.

Knights of St. John To Have Masquerade

Knights of St. John of the St. Boniface Commandery No. 25 will hold their annual masquerade party and Halloween dance at St. Boniface School Hall, on Whalin St. next Monday.

The best-known method of preventing a glass from breaking when pouring hot water into it, is to put a silver spoon into the glass first. Of course this method should also be used when pouring hot soup, or any other hot liquid into a glass dish or any other fragile receptacle.

"Emergency Cookery" To Be Taught At Home Bureau Unit

Knitting, crocheting and fancy stitching are currently being taught at the Jefferson Unit of the Home Bureau which meets at No. 4 School on Bronson Ave. each Tuesday at 1:30 p. m.

Bowling Expert Offers Advice

Those who have watched Fred "Butch" Hoefner bowl during the years he has been at the top of the heap of pin splitters of Rochester have probably many times wished they could get a few "pointers" from the master.

Now they can do just that. For Hoefner, as traveling representative for the Brunswick-Balke-Colender Co., is willing and ready to give his pointers and advice to all comers.

He will be at Small's Jewelry Store tomorrow from 3 to 6 p. m. and ladies, as well as men, are welcome to consult Hoefner without obligation to buy anything.

Movie Guide

All Pictures Listed Now Playing Except As Noted:

Starts Friday
ROCHESTER — "The Feminine Touch," Rosalind Russell, Don Ameche; "Unholy Partners," Edw. G. Robinson.
PALACE — "Nothing But The Truth," Bob Hope, Paulette Goddard; "The Gay Falcon," George Sanders, Wendy Barrie.
CENTURY — "International Squadron," Ronald Reagan, William Lundigan; "Moonlight In Hawaii," Jane Frazee, Leon Errol.
REGENCY — "Unfinished Business," Irene Dunne, Robert Montgomery; "They Meet Again," Jean Hersholt.
CAPITOL — "The Shepherd of the Hills," John Wayne, Betty Field; "The Smiling Ghost," Wayne Morris, Brenda Marshall.
TEMPLE — "Border Vigilantes," William Boyd, "Double Cross," Kane Richmond, Pauline Moore.
HIVIERA — "Belle Starr," Randolph Scott, Gene Tierney; "West Point Widow," Anne Shirley, Richard Carlson.
"DIXIE" — "Alma of the South Seas," Dorothy Lamour, Jon Hall; "Pirates On Horseback," William Boyd, Russel Hayden.
STATE-LIBERTY — "Bringing Up Baby," Katherine Hepburn, Cary Grant; "Charlie Chan in Rio," Sidney Toler, Mary Beth Hughes.
MADISON-MONROE — "Highway West," Brenda Marshall, Olympic Bradburn; "Kisses For Breakfast," Dennis Morgan, Jane Wyatt.
COMO-WEST-END — "Alma of the South Seas," Dorothy Lamour, Jon Hall; "Let's Go Collegiate," Frankie Davis, Manton Moreland.
WEESTER — "Rebecca," Laurence Olivier, Joan Fontaine; "The Outlaw," Robert Sterling, Donna Reed.
GRAND — "Elery Queen and the Perfect Crime," Ralph Bellamy; "Boss of Bullion City," Jeanney Mack Brown.
LAKE — "Moon Over Miami," Don Ameche, Betty Grable; "The Bride Came C.O.D.," Betty Davis, James Cagney.
LITTLE — "Emperor Jones," Paul Paul Robeson; "Latest March of Time."

To clean your percolator, fill it with hot water and add one tablespoonful of borax and the same amount of soap powder, then let it percolate. Let the solution work for a few minutes, then empty.

Household Hints

Aluminum can be brightened by rubbing it with lemon juice, then washing it in warm water. Copper and brass respond the same way to this treatment.

When aluminum becomes tarnished or blackened, it can be cleaned with a soft cloth dipped in lemon juice, then rinsed in warm water. To remove discoloration from aluminum, boil a piece of rhubarb, or apple peelings in the utensils until clean. Other methods are: to boil tomato skins and bits of other vegetables, or a little vinegar in water, in the utensil.

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Shop Tonight... At Smalls!

Get Better Bowling Scores!

Roll Your Own
BRUNSWICK MINERALITE BALL

17.00

Have More Fun! Own Your Own Personalized Ball. Buy It On Small's Easy Terms.

50c DOWN

Fitted To Your Grip. Custom Drilled By Factory Expert!



50c WEEK

ATTENTION!

FRED "BUTCH" HOEFNER
BRUNSWICK FACTORY REPRESENTATIVE, will be at Small's Jewelry Store Friday, October 31st, from 3 to 6 P. M. Rochester's well-known bowler will be glad to discuss your bowling problems. Ladies as well as men are invited to take advantage of this occasion. There is no obligation and Small's welcomes all those who are anxious to boost their averages. He will accurately measure and suggest the proper grip for your particular needs.

Smalls Hobby Features!



EXCLUSIVE FINGER GRIP

NEW Power Tool of 10,000 Uses

Would Cost 19.80 If Bought Separately

9.95

50c DOWN • 50c A WEEK

A Whole Shop Full of Tools in ONE for

Mechanics Hobbyists Car Owners General Home Use
Engravers Craftsmen Auto Shops Gunsmiths
Repair Men Plumbers Toolmakers Locksmiths
Trade Schools Model Makers Printers Machinists

Hurry! Not Many Kits at This Special Price
POWERFUL: 20,000 R.P.M. dynamically balanced, smooth, vibrationless at high speed. Longer brush life, 1,000-hour tested, unbreakable Tenite case. Always comfortably cool. Streamlined, compact for finer work.

Buy with confidence at

Smalls

FREE PARKING AT CASINO STATION Rear STORE
28 MAIN STREET East

LEFT'S GREATEST COAT SALE!

OPEN THURS., FRI. & SAT. 'TIL 9.

Season's Outstanding Values! Smart new Coats of Finest Quality! Fleece, Tweeds, Some Fur Trimmed, Some With Detachable Hoods!

Sizes 7 to 16!



\$5 VALUES TO \$10.95

TODDLER'S LEGGING SETS

Where but at Left's can you find values like this! Think of it, colorful, rugged legging sets, sizes 1 to 4 made to sell for much more. This week only.

\$2.85

VALUES TO \$5.95



Hats off to this hat value. The newest colors and styles made to sell for \$1.75... for this week only.

75c

BOYS' & GIRLS' LEGGING SETS

The town's outstanding value! Warm sturdy legging sets that will wear and wear. Mothers, see these before our present supply is gone.

\$5.95

Everything . . . From Tots To Teens

You're Right When you Buy at -
LEFT'S
126-128 CLINTON AVE. S.
NEXT TO LOEW'S THEATRE - - - FREE PARKING

ANDY SAYS . . .
LOWEST PRICES IN TOWN
SEE FURSTOSS FIRST
LIBERAL ALLOWANCE
FOR YOUR OLD RADIO

MAKE THE SOLDIER BOYS HAPPY
WE WILL GLADLY SEND YOUR OLD RADIO TO ANY
ARMY CAMP WITH YOUR COMPLIMENTS

USE OUR LAY-AWAY PLAN \$1.00 WEEKLY

Only **ZENITH**
HAS THE
PHONO-GLIDE

AUTOMATIC RADIO-
PHONOGRAPH COMBINATION

Model 7-5-682 - Brilliantly new - darglingly different. Beautiful tonal reproduction of records or broadcasts thru Radiorgan and a big 10 inch Concert Master Speaker. \$139.95

1942 **ZENITH**
RADIO

OPEN EVENINGS FOR YOUR CONVENIENCE
FURSTOSS APPLIANCES INC.
409 CHILI AVENUE GEN. 2070

ZENITH - AGAIN A YEAR AHEAD

GREATEST VALUES EVER! IN HARRIS NUSBAUM'S Special Purchase Sale!

Mothers! Hurry! Hurry! Hurry!

We couldn't pick up many winter togs to sell at these prices—so don't delay in making your selection. We feel fortunate in the opportunity to offer values like these with the way things are today. Shop for winter warmth at Nusbaums, where style and quality go hand in hand with the **BEST VALUES WE CAN FIND IN N. Y. STATE!**

Girls' Coats & Coat Sets 1941-42 STYLES!

Reefers—some with hoods; furred collars, legging sets. For "good", school or play. Heavy weights in plaid, tweed, shetland or twill. Lots of colors to choose from.

- BIG SELECTIONS
- NEWEST STYLES
- QUALITY FABRICS
- REGULAR \$12.95

\$9.95
SAVE \$3 ON EVERY COAT!



Ladies' Very Newest FUR TRIMMED COATS

Absolutely gorgeous styling! Quality cloth you'd expect to pay twice as much for! Smartly and warmly trimmed in American Grey Fox, Is Fox, London-dyed Squirrel, Persian Lamb, Sable-dyed Fitch. These coats are perhaps the greatest value we've ever offered! Just this shipment to sell.

\$29.50
SIZES 10 to 52

Special Lot - Just 144 SPORT COATS & REEFERS

Plaids, Tweeds, Shetlands and Twills. Single or double-breasted, some with extra wide, notched lapels. All excellently tailored. All worth almost twice as much. If you don't hurry in, don't say we didn't warn you! Sizes 1 to 16.

\$16.95 to \$19.95



HARRIS NUSBAUM
OPEN EVENINGS 221-229 JOSEPH AVE. FREE PARKING

WIN GUEST TICKETS TO LOEW'S

WHAT NEWSPAPER HEADLINE THRILLED YOU MOST IN 1941?



SEE **'THE UNHOLY PARTNERS'**
OPENING TODAY AT LOEW'S

Then, in 25 words or less tell us what newspaper headline thrilled you most in 1941. Twenty best answers received before Monday midnight, November 3rd will each receive a guest ticket good for some future show at Loew's.

Address All Answers To
THE CONTEST EDITOR,
ROCHESTER SUN,
5 ST. PAUL ST.,
ROCHESTER, N. Y.
All winners will receive tickets in the mail.

30, 1941
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Other me-
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ater, in the

ROCHESTER SUN, THURSDAY, OCTOBER 30, 1941

Five Names In This Issue Bring Owners a Dollar Each

PAGE THREE

THE SPORT SHOP

SPORTWEAR SALE



Sweaters Galore!

- BOXYS
- FITTED
- SLOPPY JANES
- CARDIGANS
- V NECKS
- CREW NECKS

All new colors including dark green and dark brown. 100% Virgin wool.

100% Wool Plaid or Solid
SKIRTS Sizes 9-17 and 24-34 **\$3.98**

Special Group — 100% Wool
SHETLAND SKIRTS \$4 Value **\$2.98**

TOP GRADE

SUEDE LEATHER JACKETS

Sport model. Zip-
per or button front.
in dark green, brown,
wine, plum and royal blue.
Limited quantity.
REG. \$7.95

\$5.88



SUEDE VESTS With beanie, Regular \$3.98 value. **\$3.39**

LADIES WHIPCORD

RIDING BREECHES Reg. \$2.85 **\$1.98**

Open Tonight Until 9 P. M. Every Other Evening Until 7:30

The Sport Shop

23 S. Clinton Ave. Across from Hotel Seneca
MAIN 2107

Food Hints

For Your Halloween Party

Tested Recipes furnished by
Home Service Department of
Rochester Gas and Electric.

The night when you see
ghosts and witches out and dark
forms scurrying in and out of
the shadows, you'll know it is
HALLOWEEN.

After the youngsters are
through with their mischief-
making, they will trek in happy
and hungry. When they start
bobbing for apples or eating
marshmallows on a string, the
grown-ups will want to join in
the fun, too. After a strenuous
of games, your guests will be
hungrier than ever.

Serving refreshments buffet
style is handy for the hostess

and more informal for the
guests. If you feel like a little
work for a centerpiece, make a
jack-o-lantern and have the in-
side lit up. Cats and witches
prancing around it adds to the
effect.

Attractive ideas for refresh-
ments are unlimited. Cider and
doughnuts along with pumpkin
pie are traditional and deli-
cious. Pumpkin ice cream tarts
are a smart variation to serve.
Here are some additional ideas:

Cider Punch

1 qt. cider 2 bottles gingerale
1/2 c sugar Juice of 4 oranges
2 lemons sliced

Combine cider, sugar, orange
juice, and thinly sliced lemon.
When ready to serve, add
gingerale and pour over yellow
ice cubes made from colored
water frozen in your automatic
refrigerator. Cider cubes may
be used by pouring cider into
trays of automatic refrigerator
and freezing.

Popcorn Scarecrows

1 c light molasses 3 T butter
1 c corn syrup 3 qt. salted
1 T vinegar popped corn

Cook molasses syrup, vinegar
in saucepan. Stir occasionally
until temperature reaches 270
F. Add butter, stir slightly and
pour over popped corn. Mix
well and shape at once. Form a
cone of popcorn for the head
and body. Make features of
raisins, arms of toothpicks, and
hands of popcorn.

Sweet Milk Devil's Food Cake
Temp. 350 F.—Time 30-35 Min.

2 c cake flour 3 squares un-
1 t soda sweetened
1/2 c butter chocolate,
1/4 c brown sugar melted
1 c sweet milk
2 eggs unbeaten 1 t vanilla

Sift flour, measure, add soda
and sift 3 times. Cream butter,
add sugar gradually, cream
until light and fluffy. Add eggs
one at a time, beating well after
each addition. Add chocolate
and beat well. Add flour alter-
nately with milk, a little at a
time. Beat after each addition
until smooth. Add vanilla and
bake in two layer pans in a pre-
heated oven.

OPEN THURSDAY NIGHTS

7 to 9 p.m. Personal Loan Dept.
30 CLINTON AVENUE NORTH
THE FIRST INDUSTRIAL BRANCH
"The Bank for the Individual"
Rochester Trust & Safe Deposit Co. Main Office: Main at Exchange

Mrs. Caroline Jossen, 28 Hargrave St.

Today...enjoy the finest
GREEN RIVER
ever bottled!



The Whiskey Without Regrets

GREEN RIVER

America's Smoothest Whiskey

Blended Whiskey, 86 proof, 75% grain neutral spirits, Oldtime Distillers Corp., N.Y.C.

...in the National's Basement...

ENTIRE STORE OPEN TONIGHT UNTIL 9 P. M.

END-OF-MONTH SALES

A Basement-Wide Month-End Bargain Event . . . Very Short But Very Worth-While . . .
All Brand New Merchandise . . . All Perfect Quality

BARGAINS IN BOYS' WEAR

Special Sale of

Boys' Campus Coats

\$4.95

Big, husky, warm
Mackinaw Coats for
boys. Sturdily tailored
from fine water-repel-
lent fabrics. Bright,
attractive plaid pat-
terns. Large storm col-
lar, four large pockets,
all-around belt. Sizes
8 to 18.



Boys' Fall Trousers . . \$2.95

Practically any color or pattern you could ask for.
A huge variety in sturdy, wear-tested fabrics. All
durably tailored. Here are trousers that can stand
plenty of use and abuse.

Cotton Flannel Shirts . . 59c

All the new bright plaids that all lads are rav-
ing about, now. Very warm and comfortable.
Easy to launder.

Sensational Savings In

Topcoats AND O'coats

Broken Groups Of This-Season's Topcoats
Plus A Special Purchase Of Overcoats

\$14.85

REGULARLY \$18.95

A DOUBLE-BARRELED savings opportu-
nity, men! A chance to get a smart
new topcoat to finish out the Fall season,
and a handsome, rugged warm overcoat for
this winter! In topcoats, there are ones and
twos of a kind taken from the broken
groups of our this-season's stock. The over-
coats are the result of a special purchase we
were fortunate in getting. All the wanted
styles and colors. Sizes up to 46.



CHARGE YOURS!

Pay 1/3 Dec. 10 - Jan. 10 - Feb. 10.

At Rochester's New & Greater Darling Shop Special Thrift Event

Frankly . . . we're staging this exciting event to attract thousands
of new customers to our new and improved store. We want you to
see the amazingly complete stocks of fashionable fall clothing thru
our entire three floors. We want to display with pride the all
flourescent lighting, modern dressing rooms and roomy depart-
ments. So . . . we sent our buyers to New York with orders not to
come back without something so exciting you'd just HAVE to
stop in. Here it is!

1000 New Winter DRESSES!

All
One
Low
Price

\$5

Values to \$8.99



FASHION
FLOOR
DOWNSTAIRS

Newest Styles — Newest Fabrics



OPEN THURSDAY
NIGHT 'TIL 9

Misses, Juniors and Women's sizes too. Newest fall fabrics—
smartest styling—tasteful colors! NOT cheap, sale-promoting
merchandise, but bonafide values you'll pay \$3 to \$5 more for
elsewhere.

NEW & GREATER
Darling Shop
190 MAIN STREET E.

You've Got to HAND IT to KRESGE'S "5 AND 10" 176 E. MAIN STREET FOR BIG VALUES IN GLOVES FOR THE WHOLE FAMILY

Gloves! Gloves! Gloves! Every member of the family usually needs new gloves each year. So why not save money on your gloves, or your family's gloves, this year, by buying them at KRESGE'S "5 AND 10"? You'll find the values exceptional... the assortment wide... and the styles the newest.



Children's All-Wool GLOVES

30c

They're beautifully embroidered; ribbed cuffs. Quick-drying wool "knits" in white, red, navy and brown. Sizes 1 to 3. Made in China. Marvelous values!



Leather MITTENS

Cape leather mitts are great hits with boys and girls. Brown, tan or black, with colorful elastic knit wrists. Cotton fleece lined. Sizes 2-3.

25c

Sizes 3-4 30c
Sizes 5-6-7 35c



Men's Lined Cotton Jersey GLOVES

Here's a real, practical glove for a man. Just the thing for driving. Easy to get on and off in a hurry. Warm red lining. "Tops" in value.

25c



Ladies' Pigtex - Back GLOVES

Sueded cotton palm with pigtex back... a stylish combination. Your choice of all-black, all-brown or natural back with brown front. Excellent value.

69c



59c

Ladies' Leather Trim GLOVES

Modeled after the more expensive styles. Black or brown. Exceptional values. You should try on a pair by all means.



Men's Cotton Jersey Brown GLOVES

15c

A great utility glove... serviceable and comfortable. Lots of men wear them for driving. A good, handy pair of gloves to always have around.



"I Like Kresge's Big Assortments and Low Prices!"



Misses' and Ladies' All-Wool, Hand Crocheted GLOVES and MITTENS

Made in China. The colorful floral patterns will take your eye at first glance. Ideal for cold, snappy days. White, brown, red, green, wine or navy. (Better hide them from little sister, or she'll wear them!)

59c

SHOPPING AT KRESGE'S "5 AND 10"... A THRIFTY HABIT



The breath-taking whirl pictured above is all in the day's work for Leary and Flaig, featured in the Ice Revue of 1942, coming to the Edgerton Park Sports Arena, next week.

WHO'S WHO?

Not One Citizen OF ROCHESTER Among Them!

1. Who is absolute Boss of Monroe County and of City Hall?
Tom Broderick of IRONDEQUOIT
2. Who is County Manager?
Clarence Smith of PITTSFORD
3. Who is Sheriff of Monroe County?
Albert Skinner of GREECE
4. Who is County Clerk?
Walter Wickens of CHILI
5. Who is County Welfare Commissioner?
Jesse Hannan of PERINTON
6. Who is Matron of The County Home?
Mrs. Jesse Hannan of PERINTON
7. Who is County Purchasing Agent?
Colbourne Bennett of PERINTON
8. Who is District Attorney?
Daniel O'Mara of IRONDEQUOIT
9. Who is County Comptroller?
James Klos of IRONDEQUOIT
10. Who is Deputy Director of Welfare?
Walter C. Bray of PERINTON
11. Who is Clerk of Board of Supervisors?
Lee Wiles of RUSH
12. Who is Superintendent of Penitentiary?
Homer Benedict of HENRIETTA
13. Who is Chairman of Board of Supervisors?
Sam Cooper of BRIGHTON
14. Who is Majority Leader of the Board of Supervisors?
Gordon Howe of GREECE

Is This The "Home Rule" Promised by MacFarlin In 1937 and 1939?

What Towns Bring None Of The County Taxes They Collect In To The County Treasury?

IRONDEQUOIT, PITTSFORD, BRIGHTON, GREECE, GATES

Who Pays These Towns' Debts and Taxes?

YOU, THE TAXPAYERS OF THE CITY OF ROCHESTER!

You CAN believe your County Tax Bill:— \$ 6.86 rate in 1935 under Democratic rule \$11.42 rate in 1941 under Republican rule

VOTE DEMOCRATIC Row 'B' and 'B' Right

Democratic County Committee

A meeting of the Prosperity Townsend Club No. 19 will be held at Order of the Square Hall, 208 Main St. W. next Monday at 8 p. m. Refreshments will be served.

Members of the Venus Rebekah Lodge will hold a Penny Supper in the Lodge rooms on Thursday, November 13. Irene McDowell and Mabel Maxwell will be in charge.

ROCHESTER'S SHOPPING NEWS

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225 South 15th Street

EDWARDS BASEMENT

DRESS OF THE WEEK! 1.39



Princess Peggy Picks "Regimental Stripes"

SIZES 16-44. COLORS: COPE, NAVY, WINE
EDWARDS—Basement

Mrs. Loreta Monahan, 762 Meigs St.

Sample or Ample?



VAGUE FLAVOR
Unsatisfying, indeed, is the Whiskey Cocktail that provides only a hint of whiskey flavor.

VIVID FLAVOR
Clear as a bell—the fine whiskey flavor of a Three Feathers Cocktail stands out throughout the drink. It's Flavor-Protected!

Today, taste the big difference "Flavor-Protected" Three Feathers makes in whiskey enjoyment!



THREE FEATHERS
THE WHISKEY THAT'S FLAVOR-PROTECTED

Blended Whiskey, 86 & Proof, 72 1/2% Grain Neutral Spirits—Oldelme Distillers Corp., N.Y.

ROCHESTER'S LARGEST
POPULAR PRICED STORE

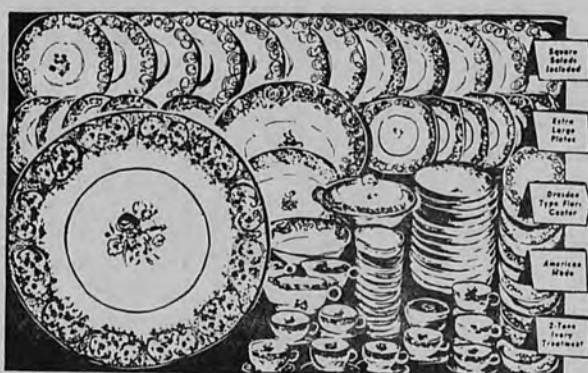
Edwards

Save On Home Furnishings Friday & Saturday

Get Your Table Ready For Thanksgiving Festivities

Sale! 93-Pc. "Gold Bouquet" Dinner Set—SAVE 14.55

22-Karat Gold Decorations Cover Entire Shoulders — Not Merely the Rim!



* A Brand New Service, Shown
for the First Time

* Quality That Would Ordin-
arily Cost You 34.50

19⁹⁵

Usually at this low price . . . if there is a gold decoration . . . it's merely a light scroll on the edge. No such skimpiness here! The heavy 22-Karat gold decoration runs from the edge of the plate right down into the well . . . adding a note of authentic luxury you'll be proud to own!

- | | | |
|--------------------|-------------------|------------------|
| 12 Dinner Plates | 12 Fruit Dishes | 1 Covered Dish |
| 12 Square Salads | 12 Cups & Saucers | 1 Sauce Boat |
| 12 Bread & Butters | 1 Small Platter | 1 Vegetable Dish |
| 12 Soups | 1 Large Platter | 1 Creamer |
| | | 1 Covered Sugar |

Buy On Our Convenient Budget Plan

EDWARDS—Second Floor

ARMS & BACK STUDIO COUCH



42⁵⁰

10% DOWN
BALANCE
WEEKLY OR
MONTHLY

You can tell this is a "quality" studio couch just by looking at it! Clean-cut lines, plump appearance and rich coverings give it an unmistakable luxuriousness. A double-duty piece of furniture, you can convert this couch into a full size bed or twin beds quickly and conveniently. Equipped with a fine innerspring mattress that puts all its emphasis on long-term comfort . . . Covered in durable, eye-pleasing tapestries in all wanted shades. Excellent value—the kind you always expect to find in Western New York's largest bedding department!

EDWARDS—Seventh Floor

Only Western New York's Largest Bedding Department
Could Offer This Big Carload Sale of

Hotel Built Innerspring MATTRESSES

At This Special Price

24^{.95}

Comparable with
mattresses selling at 39.95

Pay 2.50 Down
Balance \$5 Monthly

Mattresses of this quality are at a premium . . . but because we contracted for a full carload long before defense orders were placed, we can offer several at a wonderfully low price now! To be utterly frank, we don't know when we'll be able to get another shipment . . . so plan to get yours NOW!



Furnished In All Standard
Sizes

Box Spring
to Match **24.95**

Note These Features:

- Pre-Built Borders
- Off-Set Inner Coil Unit That Won't Sag or Break Down the Inside
- Roll-Edge That Prevents Collection of Dust
- Taped Edges
- Roped Handles
- Durable Woven Stripe Ticking

EDWARDS—Seventh Floor



Winter Warmth At A Heart-Warming Price!

Beacon Junglo Blankets

25% Wool
25% Cotton
50% Rayon

3.98

A blanket of unbelievable quality and beauty — offered at a special price to thrifty Sun readers! Wool provides the warmth you need . . . Cotton makes for extra strength. And now! Rayon adds the beautiful lustre and exquisite coloring that's never been possible before! Size 72x84 . . . smartly bound with 4" rayon satin.

EDWARDS—Second Floor

Clearance of CURTAINS.. 1/2 Price

A limited quantity of our better cottage sets, ruffled, tailored and lace curtains! Come in early and pick the cream of the group for 50% less than you'd usually pay!

26 Venetian Blinds
Values Up to 3.98
Values Up to 3.98
SALE PRICE . . . 1.75 ea.

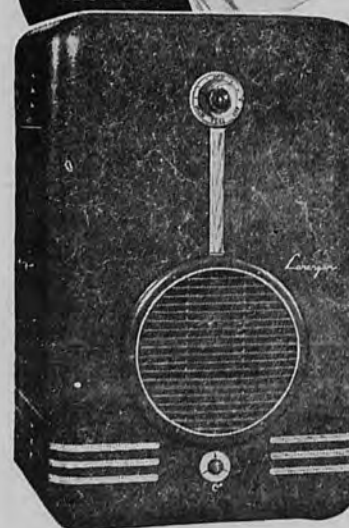
Large Selection of
Curtain And Drapery
Fabrics In Remnant
Lengths . . . 50 to 75% Off

ALL SALES FINAL — NO APPROVALS

EDWARDS—Fourth Floor

The HEATING Sensation of the Year

EXTRA!
for
Your
Home



NEW LONERAN Ventu-Rotor FORCED AIR CIRCULATING Oil Heater..

The talk of the town — because it has the exclusive Loneran reversed forced air floor heat delivery principle. Streamlined styling that identifies the Loneran as America's most beautiful heater. Engineered to provide remarkable fuel economy with savings up to one-third in operating cost.

No other heater offers so much value for your dollar. Come in and see the complete Loneran line. Four models and seven numbers from which to choose.

Easy Budget Terms!

Prices
Start at **\$79⁹⁵**

Other types 39.95 and up

EDWARDS—Sixth Floor

Exclusive Features

- Temperature variations of only four to six degrees from floor to ceiling. Warm floors on coldest days.
- Noiseless, due to built-in voltage stabilizer and fan speed control.
- Extremely large volume of heat at floor level, exceeds 400 cubic feet per minute at approximately 180 degrees. A complete air change in your home every 10 minutes.
- Hot and cold air chamber that draws cold air off the floor, heats and diffuses it at floor level in every direction.
- No heat blasts. Will not even blow off cigarette ash placed in front of grille.
- Many standard features such as extra large fuel tank; draft stabilizer; EZ adjustable leg levelers; oil mixer; single unit combustion drum; porcelain humidifier and auto body construction.

Unique STEMWARE

Unusual beauty is the first requirement in all merchandise we carry. We want to please you. Our glassware, pottery, etc. is selected carefully to make sure of your complete satisfaction. Drop in — see for yourself.

Smith Ceramic Studios
903 Monroe Ave.

YOU'LL HURRY, TOO!

WHERE CAN I FIND IT?

WHEN you learn that you can save 10 dollars of every 40—on the FINEST Grand Rapids and Jamestown furniture at Rivers. This is absolutely on the level! The reason we can save you 25% is our fast turnover and low rent location. Don't wait another day—see what Rivers have to offer TONIGHT!

BUY FINER FURNITURE Save \$25 ON EVERY \$100 AT RIVERS!

OPEN TUES., THURS. & SAT. EVENING 7 'TIL 9:30

30 Years on South Avenue — There Must Be a Reason!

Frank A. Rivers Co.
INCORPORATED
226 SOUTH AVENUE

A Miniature Machine Shop In This Complete Handy Kit

ELECTR-O-TOOL

9.95

50c DOWN 50c WEEKLY

19.80 If Bought Separately

- SAWING
- SANDING
- POLISHING
- SHARPENING
- CLEANING
- GRINDING
- DRILLING
- ENGRAVING
- CARVING
- ROUTING

FOR HOBBYISTS AND MECHANICS

Everything needed for work on wood, metal, glass and plastics. Smooth, vibrationless motor in unbreakable tenite case.

RUDOLPH'S
COR. EAST MAIN AT SOUTH AVE.
OPEN THURSDAY AND SATURDAY EVENINGS

HALE AND HEARTY OLD COUPLE ARE "STRONG FOR UNCLE SAM"

OLD FOLKS can serve their country—just by keeping well. As a valuable help in building up their resistance—as well as to aid the body recuperate when run-down for lack of "Vitamins A and D"—many doctors strongly recommend taking Scott's Emulsion regularly. The reason this pleasant-tasting, economical tonic is so good for older people—and for youngsters too—is, it's rich in these vital elements* we all need. Then, too, an exclusive emulsifying process makes it easy even for delicate systems to take and retain. Buy today at your drugist!

SCOTT'S EMULSION
A Great Year-Round Tonic For All Ages

Diary Of a Beauty Authority

By Helena Rubenstein
EDITOR'S NOTE: This is the first of a series of articles by the famous beauty authority, Helena Rubenstein, which this paper will present from time to time as a special feature.

No one has ever decided which is more important to a woman's appearance—her face or her figure, and when you come right down to it, I guess both are equally important. Certainly no woman would ever be considered a beauty—even with the loveliest face and complexion—if she were too fat. All the great beauties of history have been slender, the prettiest clothes are designed for slender women—and, as a matter of fact, a slim figure is important today, not only for looks, but for vitality, too.

Mrs. Hamilton came into my private consultation room yesterday looking twenty pounds heavier than when I last saw her. "Look at me," she wailed. "Too many dinner parties and charity luncheons. You know the desserts they serve. How am I ever going to return to a size 14?"

I prescribed for Mrs. Hamilton a scientific program consisting of my Seven-Day Diet and exercise and, if she follows it faithfully, she will be a sylph in a few weeks. If women would only realize the importance of "food for beauty," there would never be any overweight, listless women.

Proper food brings slenderness, health and the sparkle in the eyes and spring in the step that means real beauty. And actually, the Food for Beauty diet is so simple, and so easy to follow at home. It can be summed up as: eat half of your daily food in the form of raw fruits and vegetables. After that, eat what you want, provided what you want does not include gravies, whipped cream, candies and pastries. Here is a typical Food for Beauty diet menu for one day, such as I recommended to Mrs. Hamilton:

Breakfast
½ Grapefruit
Black Coffee
Lunch
Fresh Fruit Salad
(lemon juice instead of dressing)
1 Tablespoon Cottage Cheese
1 Rye Crisp
Dinner
Hearts of Lettuce
2 Broiled Lamb Chops
1 portion Julienne Carrots
1 portion String Beans
½ Grapefruit

This Seven-Day Diet, combined with exercise, would show a difference of 4 to 7 pounds on the scales.

Full-Skirted Jumper With New Plunging Neckline



Style No. 3204 is designed for sizes 12, 14, 16, 36, 38 and 40. Size 16 requires 2½ yards of 54-inch fabric for jumper; 2 yards of 39-inch fabric for blouse.

Send fifteen cents (15c) coin is preferred, for Pattern. Write plainly your name, address and style number. Be sure to state size you wish. Address Pattern Department, Rochester Sun, 5 St. Paul St., Rochester, N. Y.

LINCOLN'S
FRIDAY and SATURDAY LAST 2 DAYS
LINCOLN'S 17th ANNIVERSARY SALE

WITH VALUES LIKE THESE IN EVERY DEPARTMENT — SAVE NOW

Regular \$6.98 Color On White

CHENILLE SPREADS

"Supreme" \$4.59

Soft chenille on 64 square craftcloth sheeting. Single or full bed sizes, 2 lovely styles.

LARGE SIZE 18x36 CANNON BATH TOWELS

Choose from colorful all-over plaids or solid color pastels.

15c

EXTRA LARGE 20x44 - 22x44
TURKISH TOWELS . . 22c

Maple or Mahogany Finished

OCCASIONAL FURNITURE

All hard-wood construction, usually \$5.

\$3.33

- Night Tables
- Butterfly Tables
- Book Trough Tables
- Lamp Tables
- End Tables
- Pier Cabinets

Kapok Filled Rayon Satin BED PILLOWS 69c
PEPPERELL 5% WOOL SINGLE BLANKETS . \$2.79
REG. \$3.98 SATEEN COMFORTABLES \$2.98
21x36 OVAL BRAIDED RUGS 88c

MEN'S AND WOMEN'S SHEEPLINED BUNNIES

\$1 Regular \$1.39

Big, generous cuffs, finished with in-seams. Women's, 4-8; men's, 6-11.

Men's Imitation KID Leather Soled \$1.19

SLIPPERS

88c

Both styles in black or brown. Everette in brown only. Fully lined . . . rubber heels.

81x99

SECONDS OF NATIONALLY ADVERTISED

6 YEAR SHEETS 88c

Famous-make muslin sheets that are tested and guaranteed to give 6 years of satisfactory household use! Woven with 140 threads to the square inch. No more at this price after these are gone.

Check Voile Baby Ruffle Curtain
DeLustered Rayon Tailored Curtain

59c (SALE of 89c) CURTAINS

Novelty Pin Dot Cottage Sets pr. 59c
De Lustered Rayon Tailored Curtains . pr. 59c
Check Voile Ruffled Curtains pr. 59c
Pin Dot Marquisette Ruffle Curtains . . pr. 59c

SAVE on YARD GOODS

80 Square UNBLEACHED COTTON .yd. 12½c
80 Square Printed PERCALES yd. 16c
43-In. CURTAIN MARQUISSETTE . . . yd. 16c
36-In. DUSTITE CRETONNES yd. 22c
42-Inch CURTAIN SCRIM yd. 10c
Supreme 80 Sq. PERCALES yd. 21c
Upholstery or DRAPERY FABRICS . . . yd. 25c

FIRST QUALITY United States Seamless

ENAMEL WARE

\$1.00 each

- 5-Qt. Tea Kettle
- 8-Qt. Covered Pot
- 2-Qt. Coffee Percolator
- Nest of 3 Lip Sauce Pans In 1—1½—2-Qt. Sizes

HALF PRICE

Leatherette
HASSOCKS \$1.66

Jumbo round style. Covered with washable art leather. Choice of colors.

AUXILIARY TO MEET Wednesday at 8 p. m. in the Frank E. Robertshaw Post Powers Hotel. Mrs. Mildred Auxiliary will meet next. Hoehn will preside.

Pre Holiday SPECIAL!

3 BEAUTIFUL OIL COLORED PHOTOS \$4.45

SIZE 8x10
Regular \$6.00 Value

—OR—
YOU MAY BUY ONE FOR ONLY \$2.00

The artistic posing and lighting, the expert finishing and retouching assure you of a very fine photograph. Have yours taken today. No appointment necessary.

BRING IN YOUR OLD PHOTOS or SOLDIER SNAPSHOTS for ENLARGEMENT

STUDIO, MAIN FLOOR 200 E. MAIN ST.

Neisner's
5¢ to 45¢ STORES

LAST WEEK HARMIN'S ANNIVERSARY SALE

America's Lowest Priced Fine Watch

WESTFIELD

Yellow gold case. Jeweled movement. Very smart, sturdy and durable.

50¢ DOWN

\$11.75
Model Shown

TERMS AS LOW AS 50¢ A WEEK NO EXTRA COST

PEN & PENCIL SET \$1.75

Made By EVERSHARP!

Guaranteed and backed by the famous name Eversharp. Lay a set aside for Christmas.

FREE

This beautiful crystal glass salt and pepper set will be GIVEN to every adult visitor Friday and Saturday of this week. Nothing to buy.

Harmin's

CREDIT JEWELERS

21 MAIN STREET E.

weis & fisher

THRIFT THURSDAY SPECIAL

LANE

Harvest Moon Special

An unusual value in a conservative walnut, modern waterfall design. Equipped with Lane's Automatic Tray.

only \$29.75

Join our Lane Christmas Club Now! By using our Lay-Away Plan, any payments you make from now until time delivery is made can be considered a part of the 10% Down Payment.

WEIS & FISHER'S BUDGET TERMS

OPEN THURSDAY EVENING

"rochester's showplace of furniture fashion"

80 CLINTON AVE. SOUTH

Democrats . . .

(continued from page 1)

pays \$7,500 for Hemlock shore land that has an actual worth of less than \$1,000. The Republicans in the City Council did this to City Manager Harold W. Baker before they fired him, just because the land at the lake was owned by a prominent Livingston County Republican. The city fathers haven't the courage to face this charge.

"The people are disgusted with an administration that permits the transportation company to run its packed busses hog wild through the principal streets, driving motorists into dangerous intersection turning, and shutting off the use of curbs to all motor traffic.

"The people are awake to city conditions which even a Republican auditor condemns. When, according to the audit, a hospital collects from the city higher than retail prices for common food it consumes, it is time for a new deal.

"When this same audit shows entangled finances in an abortion of public service operated in the name of commerce, and the auditors throw up their hands in disgust, claiming they cannot untangle the situation, and the city fathers do nothing, is it any surprise to hear the thinking people are aroused.

"When an administration plays favorites with pay increases and neglects the real workers—school teachers and Civil Service employees—is it surprising that people become disgusted?

"Rebuilding Rochester" covers up a multitude of wrongs in public service when it is used on a billboard, but like the billboard there is only one side to the picture.

"Behind it is fear that the real truth of the injustice done to the people of the community may be revealed.

"It has been given the light of day.

"The Democrats are as confident of the outcome as if election night were over, and the people had spoken for a constructive public service by responsible citizens actually intent upon constructive service, such as only the Democrats can be expected to give in the future."

Fall Festival Planned By Local Parish

The annual Holy Family Fall Festival and Bazaar will be held on Saturday, Monday and Tuesday evenings, November 15, 17 and 18, 1941, in Holy Family auditorium. Cash prizes totaling 500 dollars will be given away each night.

Edward Dennstedt Sr., is general chairman, and Joseph Vay, secretary of bazaar; with W. C. Schwab and George Roedel in charge of publicity.

SIBLEY, LINDSAY & CURR CO.

Big Basement Buys

Here's Proof You Can Be Well-Dressed Within Your Budget!
From \$12.95 to \$62.95 You Get High Fashion and Quality in Our

Winter Coats

1941 Silhouette, Fabric and Quality in

Fur Trims

\$29.95

Beautiful fur trims of mink dyed marmot, squirrel, fox paws, Manchurian wolf and many others! The soft, rounded shoulders, smaller, more feminine collars, and graceful slim lines you see on much more expensive coats you'll find in these coats too. Every coat in the group is expertly lined with sturdy rayon fabrics. Expert blends of reused and reprocessed wool and rayon fabrics. Black and all the new season colors. Sizes 12 to 20; 33½ to 51½.

For Superlative Beauty in Fabric Fur Choose

Arctic Kurl

\$29.95

Superb tailoring, inside and out, plus lustrous fabrics of great beauty make these coats a delight at just \$29.95. Fitted or boxy models, with snug knitted wristlets in the open sleeves to keep your arms toasty warm. All styles with "Neva-Kold" chamois fabric built-in back for extra warmth without extra weight. Black, brown or fashionable grey. Sizes from 12 to 20; and from 38 to 44.



Your Budget Can Be Fur Bearing!
SEAL or BEAVER dyed CONEY \$62.95 Plus Tax

You'll See These Only at Sibley's!
"JONNY" SPORTS COATS \$12.95

Value, Variety and Economy Deluxe!
FUR TRIMMED COATS \$18.95

The snave lines of 1941 distinguish these expertly handled furs. Every coat is finished with a special "Guardian Gloss" process that makes it water repellent to assure you of extra value for your money. Collared or trim collarless styles with straight or bishop sleeves. Black or brown in sizes 12 to 20; 38 to 44.

Untrimmed in the grand manner! Boxy, belted, fitted and Hollywood wraparounds in superb blends of reprocessed wool, rayon and cotton. You'll see plaids, checks, plains, heringbones and fleeces you dream of at this price. Just the kind of coats you put on and literally live in. Sizes from 12 to 44.

Coats luxurious beyond your fondest hopes at this price! Young, slim lines in clever blends of reused and reprocessed wools, rayon and cotton fabrics. Smaller, more feminine collars of mink dyed marmot, vicuna, Manchurian wolf, pieced Persian, kit fox. Gorgeous blacks, brown and teal. Sizes 12 to 20; 38 to 52.

aisles 10 and 11

MIDNIGHT	N. Y. STATE LICENSE L-4229	5549
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POLITICAL ADVERTISEMENT

POLITICAL ADVERTISEMENT

POLITICAL ADVERTISEMENT

POLITICAL ADVERTISEMENT

POLITICAL ADVERTISEMENT

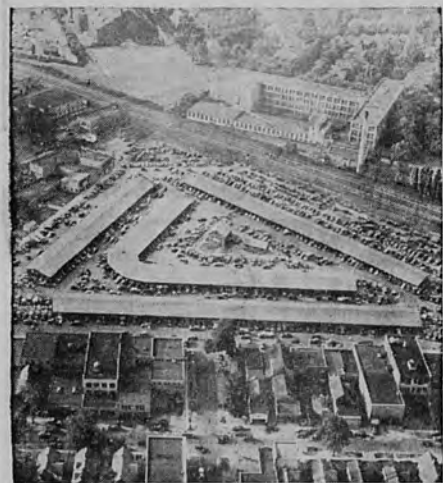
POLITICAL ADVERTISEMENT

POLITICAL ADVERTISEMENT

The MARCH of PROGRESS



• • • The fast modern bus transportation made possible by the planning and action of the present Republican City Administration is attracting universal praise not only within the city but from other cities from coast to coast.



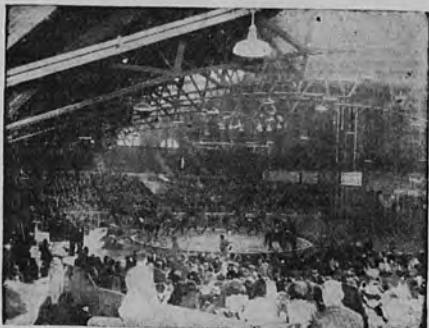
• • • The Rochester Public Market has been completely re-organized by the present Republican City Administration, for the first re-organization of that facility since the horse and wagon days.



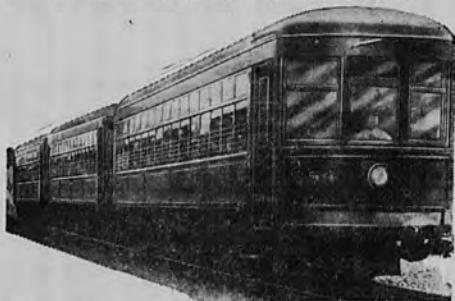
• • • Stations the length of the subway have been and are being renovated by the present Republican City Administration so that they will become once again attractive, convenient and safe for the thousands of users of this utility.



• • • Evidence of the effectiveness of the industrial promotion program undertaken for the first time in the history of the City of Rochester by the present Republican City Administration is found in the industry now being erected at the Rochester Municipal Airport.



• • • 173,000 people have enjoyed the facilities of the Sports Arena established by the present Republican City Administration in the buildings formerly used at Edgerton Park for exposition purposes.



• • • After 10 years of neglect by preceding administrations, the present Republican City Administration gave constructive consideration and sensible promotion to the subway, resulting in an increase in the use of that facility and more rapid service for its users.



• • • One of the modern conveniences installed by the present Republican City Administration was the Central License Bureau, where now citizens can secure licenses and permits in one central location instead of running to several city offices and buildings.



• • • Scenes such as this repair truck at the corner of Clinton Avenue and Main Street during busy hours are no longer delaying Rochesterians since the modernization of transportation by the present Republican City Administration.



• • • Conversion of the former Duffy-Powers Department store to a convenient Civic Exhibits Building by the present Republican City Administration is one of the most forward looking steps taken in Rochester in a decade.



• • • The New Main Street is an accomplishment of the present Republican City Administration that speaks for itself to the countless thousands who use it daily.



• • • In conformity with their promise to the electorate, the Republican City Administration is testing the possibility of artesian wells as a supplementary source of water for this community. In Rochester whenever the subject of water is mentioned it always forces a very vivid contrast between the Democrats' stubborn insistence upon their Bogus Point water scheme and the Republicans' determined objection to it.



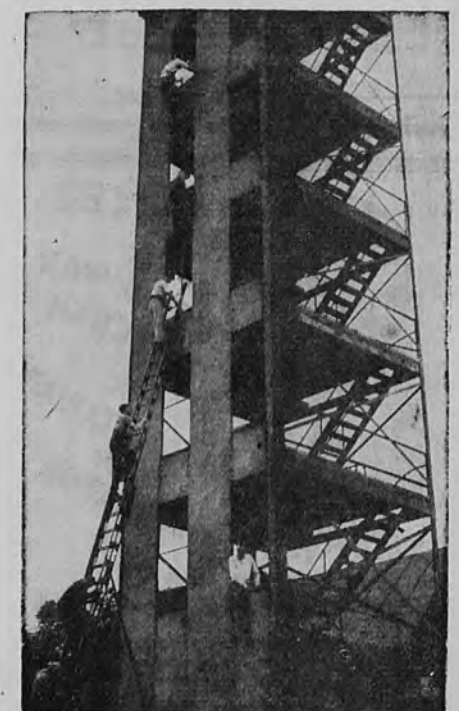
• • • Energetic action by the present Republican City Administration in carrying out the program of re-building the City of Rochester has removed from many quarters of the city such scenes as the one pictured above.



• • • Gone forever from Rochester through the efforts of the present Republican City Administration such scenes as this congested hazardous safety zone.



• • • Restoration of football in Rochester public high schools is tending to develop a healthier school spirit.



• • • Present County, City and Town Republican Administrations are speeding important plans and preparations for the emergency.

Cast
YOUR VOTE
for
PROGRESS
"ROW"
A
THE REPUBLICAN ROW
All The Way!"

Continue The Re-Building Of Rochester - - The Republican Way!

PAGE TEN

Look For Your Name Between The Ads—Win a Dollar

ROCHESTER SUN, THURSDAY, OCTOBER 30, 1941

Before you paint a window sash, rub a kerosene-soaked cloth over the glass.

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

Druggists Aid Defense Stamp Sale Here

Rochester druggists are co-operating with Reader's Digest Magazine in promoting the sale of United States Defense Stamps and Bonds. As part of the campaign, Reader's Digest has prepared attractive window display backgrounds urging the purchase of Defense Stamps and Bonds. When these backgrounds are placed in windows, the dealer receives one dollar in Defense

Saving Stamps from Manson News Agency, local distributors of the magazine. To start the ball rolling in this campaign, Reader's Digest has purchased \$50,000 worth of

bonds and the plan evolved by Manson is spreading to all parts of the country, according to W. L. Smith, manager of S-M News Company, national distributors of Reader's Digest.

Enamel pans and dishes will last longer without cracking or burning if placed in a pan of water and allowed to come to a boil slowly, then cooled down in easy stages.

Mr. Hl and Mr. HATT Play Witch

I always ride with Kessler's—it's A smoothie, not I mean—

Try one taste and you'll agree it's Swell for Halloween!

KESSLER'S
BLENDED WHISKEY

SMOOTH AS SILK but not "High Hat"

KESSLER'S PRIVATE BLEND — A BLENDED WHISKEY—25% Neutral Spirits distilled from Grain, 55 Proof (Since Sept. 1). Julius Kessler Distilling Co., Incorporated, Baltimore, Md.; Lawrenceburg, Indiana

PENN VACUUM STORES—ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

BEAUTIFULLY Rebuilt **HOOVER**

COMPLETE With Brand New FAMOUS MAKE HAND CLEANER

Both For \$14.95
FULL CASH PRICE
10-DAY TRIAL PLAN!

MAIL ORDERS FILLED
SEND \$1.00 DEPOSIT

HOVER REBUILT BY PENN CRAFTSMEN USING GUARANTEED PENN PARTS
FULLY GUARANTEED
Same Length of Time as New Hoover
LIBERAL Trade-In Allowance GIVEN ON YOUR OLD CLEANER
If You Can't Come in Phone or Write for a FREE Practical Home Demonstration!

PENN VACUUM STORES
30 SOUTH AVE. OPEN EVENINGS UNTIL 9 P. M. STONE 6747

IMPORTANT! ASK US ABOUT THE THREE ADVANTAGES OF BUYING FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

If You're VALUE WISE You'll Shop at May Furniture

LONG EASY CREDIT TERMS

FOR EXAMPLE:
Newest 'QUALITY' Ranges

\$69.50 UP
Model Shown H-335

18 MONTHS TO PAY!
100% Quilted insulation. Centre cook top, pop-out broiler, scores of other features. Get cooking freedom with a Quality Range—the Blue Ribbon Wife Saver.

FRANK P. **MAY FURNITURE Co.**
259 NORTH STREET
MAIN 427
OPEN EVENINGS TIL 9 P. M.

Mrs. Ruth Duffy, 36 Kinsbury St.

WE MEET OR BEAT ALL ADVERTISED PRICES

DAW'S COUPON

WILLIAM'S Toilet SOAP
Williams Fine Toilet Soaps... at the lowest price ever sold! Choice of: Gardenia or Lavender. REG. 10c BARS
3 FOR 11c (Limit 6)

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. E.	MAIN ST. E.	MAIN ST. W.	RIDGE RD. W.	MAIN ST. W. N.	GOODMAN	MONROE AV.

KING HIGHBALL Cigars
HUMIDOR FRESH!
Over a Billion Sold at 5c
10 For 23c
Box of 50 \$1.09

DAW'S COUPON

25 RAZOR BLADES
Box of 25 (Limit, 2 Boxes)
18c

POUND TOBACCO

Model	71c	Wil'by Taylor	\$1.25
Edgeworth	\$1.01	G. Washington	.61c
Granger	71c	Velvet	.74c
Raleigh	.74c	Dill's Best	.74c
Prince Albert	.74c	Union Leader	.74c
Old Briar	\$1.13	14 Ounces	.61c
		Briggs	\$1.17

MRS. PARSON'S Chocolate-Covered MINT Patties
1-LB. BOX 19c
Delicious Patties... Covered with thick, rich, mild-bitter-sweet chocolate. (Limit 2-Lbs.)

DAW'S COUPON

BARBASOL SHAVE CREAM
50c Size 18c

LUX FLAKES
Reg. 10c Boxes
2 FOR 15c (Limit 2 Boxes)

FORHAN'S TOOTH PASTE
Lge. 50c Size 39c
DANDERINE Hair Tonic, \$1.00 Size 62c
PEPTO-MANGAN Gules, \$1.50 Size 88c
COTTON Sterilized, 1-Oz. Pkg. 7c
FOOT POWDER Medicated, 25c Size 18c
SADDLE SOAP 35c Value 21c

Woodbury's Shave Cream
LARGE 35c Size 14c (Limit 2)

Pure U.S.P. Mineral OIL
Pt. Bottle 12c

DAW'S COUPON

WOODBURY AFTER-SHAVE LOTION
50c Size 21c

Milk of Magnesia TOOTH PASTE
REGULAR 25c SIZE 9c (Limit of 2)

FALSE TEETH
DENTUR-EZE, the new cushion plastic, makes loose plates fit comfortably for weeks. DENTUR-EZE is not a powder—it's a paste. Economical to use. Get a tube today! At DAW'S.
Walt Disney's New Song Book FREE (while supply lasts)

Steel Wool
Cleans—Smooths—Polishes
DAW'S Low Price
2 Pkgs. for 7c (Limit 4)

SACCHARIN TARS
1/2 Grain Bottle of 100 11c

DAW'S COUPON

ANALGESIC BALM
50c Size 18c

OVAL OR TUFTED TOOTH BRUSHES
25c Value 9c (Limit 2)

Men's Fine Quality Handkerch'fs
— INDIVIDUALLY BOXED —
Reg. 10c Value 2 FOR 11c (Limit 6)

PETERSON'S OINTMENT
35c Size 13c

DAW'S COUPON

Father John's Medicine
60c Size 32c

GLYCERINE Suppositories
Infant or Adult 25c Value 11c

Men's Fine Quality Handkerch'fs
Reg. 10c Value 2 FOR 11c (Limit 6)

PHILLIP'S Milk of Magnesia
50c Size 19c

Smooth

Hildick Applejack Brandy will delight you. Every kind of drink becomes smooth and palatable with this fine American Applejack Brandy.

HILDICK
for all cocktails and highballs

Fountain Pen INK
15c Value 7c

ASK FOR VITAMINS "M" AT DAW'S

VITAMINS & MINERALS
Get BOTH In These New Improved Higher Potency Vitamins "M" CAPSULES
A complete vitamin preparation that gives you all these vitamins: A, B, C, D, E, G, PLUS ESSENTIAL MINERALS. Pleasant, easy-to-take capsules provide an abundant source of the important vitamins and minerals that may be lacking in your diet.

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Copyright 1941

Republicans . . .

(continued from page 1)

by Real Estate Rehabilitation, County Civil Service, County Police System, Conservation Program in County Parks, Gas Tax Fund return to city for streets—and a platform faithfully followed.

The opposition did not challenge this record. They simply offered a so-called "record" of their own—and only—city administration. They disagreed violently over that "record" in 1937.

THREE

The Republican Party conducted a clean, straightforward, constructive campaign—without personal attacks, insinuations or tactics regnant to the people of this community.

The opposition chose the other type of campaign. Such campaigns have always been losing campaigns in this county.

Independent canvasses of Public Opinion in all sections of the City and County indicate the election of all Republican Candidates by a substantial majority.

To clean a greasy frying pan, cover the bottom with boiling water, add a teaspoonful of washing soda and boil until grease is dissolved.



Your guests know they're truly welcome when Mount Vernon rye is served. For Mount Vernon is "the patriotic American rye" and so pays a high tribute to all who are honored by its serving.



Mount Vernon
BOTTLED IN BOND
Straight Rye Whiskey

Copyright 1941, National Distillers Products Corp., N.Y.

Here's The Easiest Way In The World To Get The Silver You've Wanted!



In The Face of
A Shortage Of Silverplate

WEGMANS OFFER YOU A BEAUTIFUL, GUARANTEED

26 Piece Silver Service

\$3⁹⁸

FOR
JUST

10% Gov't.
Tax Included

WITH \$10 WORTH OF PURCHASES FROM WEGMANS

Over a year ago, we purchased directly from a world famous silversmith a number of these LOVELY ROSE sets of New England Silverplate. This special purchase enables us to offer these to our customers, for a limited time, at this amazingly low price. Silver tickets will be given at all Wegmans markets with purchases of 25c or more. When you have collected \$10 worth of tickets you are entitled to one of these lovely sets with the payment of only \$3.98 in cash. Not all purchases need be made at once.

All pieces of New England Silverplate . . . distinguished product of one the world's largest silversmiths . . . are exquisitely designed by master craftsmen and well plated with pure silver. The most used pieces (except the knives which have stainless blades) are reinforced at the points of greatest wear with a visible overlayer—an extra plating of pure silver to assure long and satisfactory wear.

START SAVING SILVER TICKETS NOW!

Clip This
Coupon!

THIS COUPON IS WORTH
\$2.50 IN SILVER
TICKETS

Bring this coupon to your favorite Wegmans market not later than November 15 and exchange it for \$2.50 worth of silver tickets. Only one coupon of course, allowed toward any one set.

Wegmans
HOME OWNED FOOD MARKETS
FREE PARKING FOR CUSTOMERS

Want Ads

ARTICLES FOR SALE

STERLING combination stove, 3 piece living room suite. Will sacrifice. 38 Clifford Ave.

OLD glassware, china, vases, cups, pitchers, baskets, curios. Gold plated and other decorative articles, miscellaneous items for collectors. Private, no dealers. 10 a.m. to 5 p.m. except Saturday and Sunday. Mon. 8828-W. 39 Cambridge St.

BUSINESS PERSONALS

CHICKEN PIES — delivered by dozen. Myers, 135 Depew. Genesee 424-M. 9tfc4

CHIROPRACTORS

FRANK BROWNELL, 65 Bronson. L. A. Young in attendance. Genesee 1492

HELP WANTED FEMALE

GIRL or middle aged woman for light housework and cooking. Good home and good pay. Phone Mon. 2048.

HOUSE FOR RENT

ACKERMAN, 46—Clean, modern, 6 room semi new ready. Reconditioned throughout, \$35. Parking station space free. Open days; evenings call Gen. 5336.

HOUSE for rent and sale. Finest rental service in the city. Personal selections to suit your needs in housing. Sales and rentals. Nora Shackelford, realtor. Stone 6636.

RADIOS REPAIRED

RADIOS checked free, tubes tested free, guaranteed repairs. Call Stone 6415 day or evening. K & L Radio Service, 169 Carter St.

PERSONALS

MABEL McCHESNEY, adviser. For appointment, call Stone 6782-X.

MRS. MORROW, at 55 Hubbell Park. Daily. Call personally or write for interview.

MISS BELLE is free for nursing and massage by hour, week or day. Main 7469.

MABEL McCHESNEY, adviser. For appointment, call Stone 6782-X.

REV. MABEL R. HAMMEL now located at 107 Troup St. Main 2219.

ROOM TO RENT

MARIA, 65 — Warm room, first floor, meals optional, Telephone and parking. Stone 3889-R.

WANTED TO BUY

RAGS — 2c lb., magazines 60c, papers 55c, mattresses, metals. Stone 3889-R.

RAGS — 2c lb., magazines 60c, newspapers in bundles 55c, iron, metals, tubes, batteries, mattresses, junk of all kinds for deefnse, top prices. Try us. Stone 370-L.

For cleaning badly tarnished silver, use a piece of raw potato smeared with baking soda.

For ordinary cleaning of silver, apply peroxide to a flannel cloth, rub it on a cake of soap and rub into the silver. Then polish with a soft cloth.

Your Daughter Has a Right to Know

No matter how you may long to evade the subject, it is every mother's sacred duty to tell her daughter about physical facts. And how much better it is to give your daughter this vital information, rather than to let her acquire it from girls of her own age.

In regard to feminine hygiene, she may receive entirely the wrong impression from others. Facts may be distorted, or wholly untrue. Due to lack of knowledge, many brides use douches of overstrong solutions of acids which can actually burn or scar delicate tissues.

Today, there is no need to use such deadly solutions for the douche. Science has given us Zonite. You will find no skull-and-crossbones on Zonite's label; Zonite is non-poisonous, non-caustic.

Yet, Zonite kills germs, bacteria on contact. Zonite actually destroys undesirable odors. Protects personal daintiness. Most important, is safe for delicate tissues.

So enthusiastically have women accepted the safe hygienic protection Zonite offers that over 20,000,000 bottles of Zonite have already been bought.

Free Book Tells Intimate Facts

If you hesitate to discuss feminine hygiene with your daughter, yet want her to be fully informed of the facts, give her this frankly written booklet, "Feminine Hygiene Today"—FREE—sent to you postpaid in plain wrapper. Send name and address to Zonite Products Corporation, Dept. 240A, 370 Lexington Ave., New York, N. Y.

Unexcelled
FUEL VALUES!

BLACK DIAMOND LEHIGH

Pennsylvania Anthracite

HARD COAL

One Quality — The BEST

EGG
NUT
STOVE **\$11⁷⁵**

PEA \$9.95 RICE \$7.10

BUCKWHEAT \$8.10

COKE Stove or Nut By Product \$11

Cash Prices Per Ton Shovel Off

Phone Genesee 7800

Black Diamond Coal Co.

OFFICE & YARD — 190 YORK STREET

Highland Hall

393 GREGORY ST.
Regular **\$5**. Also
Games **\$5**. Specials
WEDNESDAY 8:30 P. M.
Mrs. LeBerth, Mgr.

WEST AVE. MANOR

165 West Ave.
Mon., Tues., Thurs. — 1:30
Sun. 2:30 P. M.
Wed. and Fri. 8:30 P. M.
FRI.—ALL GAMES \$4

Beeley's Bingo

MON., TUES., FRI., SAT. at 8:15 P.M.
SUNDAY at 2:30 P. M.
WED. at 1:30 P. M.
Extra Board Free with Triple Board
ADMISSION 20c
142 GENESEE ST. in REAR

A B C PARTIES

Are Being Held As Usual
Tues., and Sat. Nite At 8:30
2011 E. MAIN
2 Jackpots—\$50 - \$145

BINGO

19th WARD CLUB HOUSE
257 HAWLEY ST.
Thurs., Fri. and Sat. Eve. 8:15
Fri. 1.45
Extra Board (FREE)
With Triple Board
\$25 Defense Bond Given
Saturday Nite

ANNOUNCEMENT

Your Old Announcer

WALLY JONES

Starting

BINGO

THURS. NOV. 6TH AT
8:15 P. M. Sharp
CARPENTER'S HALL
113 FITZHUGH ST.

This Coupon Worth

When purchasing triple board and book of specials. **25c**

23 GAMES, 25c Plus Tax

BINGO

SUNDAY NIGHT 8:15
2 JACK POTS \$90 - \$100

MONDAY NIGHT 8:15
2 JACK POTS \$70 - \$85

SUNDAY & MONDAY NIGHT
ALL REGULAR GAMES \$7

Wed., Fri. & Sat. Afternoons at 1:30

Wed. & Sat. Afternoon Wed., Fri., Sat. Afternoon

JACKPOT \$40 ALL GAMES \$3

UNION LEAGUE HALL

Gregory at South Ave.

TAKE SOUTH AVE. BUS TO DOOR

Thurs., Fri., Nites
TOWNER-REXY
All Games
\$250 \$5.00

Sat., Sun., Wed., Nites
No Sun. Game at Remy
TOWNER'S HALL
All Games
\$500 \$10.00

Tues. and Sun. Nites
HOLLYWOOD
All Games
\$500 \$10.00

Tuesday Night
HUDSON
Saturday
\$475 \$5.00

USE THESE FREE COUPONS

THIS TICKET WORTH
At Towners Thursday, Oct. 30. Good only when buying a book of specials and triple board. Subject to Federal Tax. **45c**

THIS TICKET WORTH
At Towners Friday, Oct. 31. Good only when buying a book of specials and triple board. Subject to Federal Tax. **45c**

THIS TICKET WORTH
At Hudson Theatre, Sat., Nov. 1. Good only when buying a book of specials and triple board. Subject to Federal Tax. **45c**

This Week
3 Ways To Win \$325 JACKPOT

LOOK! DON'T MISS IT!

Come to "Bond Nite Bingo" every Wednesday at Hollywood. Defense bond given absolutely free. Go where the crowd goes... there's a reason!

\$25 DEFENSE BOND GIVEN

Saturday Nite's biggest offer will be announced from our stage on Thursday and Friday nites.

EVERY WED., THURS., FRI. AND SAT. COME TO

HOLLYWOOD BINGO

35 PULLMAN AVENUE



Taste tells!
1870

100 PROOF

BOTTLED IN BOND

ESTABLISHED 1810

OLD OVERHOLT WHISKEY

IT FOUNDED THE FAME OF PENNSYLVANIA RYE... TODAY IT IS AMERICA'S MOST POPULAR BOTTLED IN BOND WHISKEY

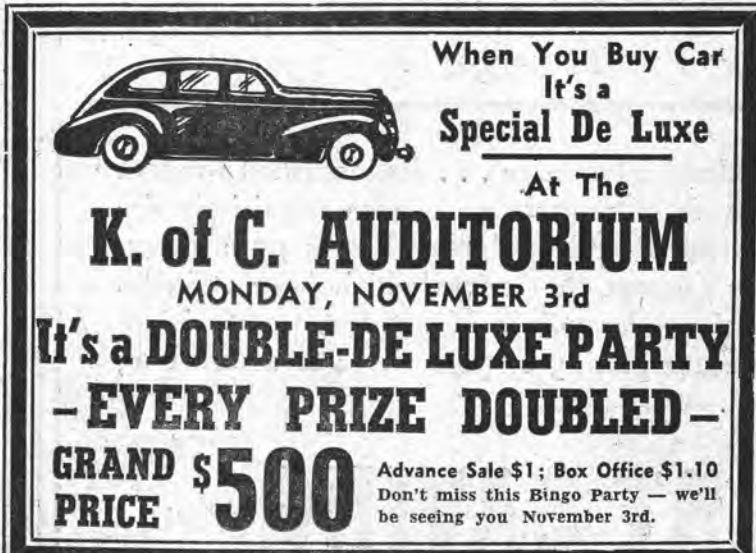
Taste tells!
1941

The BEST to YOU

National Distillers Products Corp., Copyright 1941, A. Overholt & Co., Inc., New York

\$BINGO\$
Every Saturday 8:30 P. M.
C. Y. M. A.
51 FRANKLIN SQUARE
Near Greyhound Bus Terminal
\$ ADMISSION 27c \$
Plus Fed. Tax—3c

Jackpot Game \$80
SPECIAL GAMES & ENTERTAINMENT
PLYMOUTH CHURCH
Corner of Plymouth and Troup
Every Sat. Nite At 8:30



When You Buy Car
It's a
Special De Luxe
At The
K. of C. AUDITORIUM
MONDAY, NOVEMBER 3rd
It's a **DOUBLE-DE LUXE PARTY**
— EVERY PRIZE DOUBLED —
GRAND \$500 PRICE
Advance Sale \$1; Box Office \$1.10
Don't miss this Bingo Party — we'll be seeing you November 3rd.

OPENING NITE, NOV. 1

The New **PARK HALL**
928 JEFFERSON AVE., NEAR PLYMOUTH

Exclusively devoted to playing Bingo in comfortable and pleasant surroundings. Come every Thursday, Friday, Saturday and Sunday for a new high in Bingo entertainment.

ALL \$5.00 OR GAMES \$5.00 MORE

23 GAMES 28c Including Tax

FREE

Exchange this coupon at the box office for a SILVER DOLLAR SPECIAL. You may win 10 silver dollars.


W. L. THOMPSON, MGR.

ROCHESTER SUN, THURSDAY, OCTOBER 30, 1941

THE MONEY YOU SAVE
WHEN YOU BUY
GLASSES
from
CHESTER A. KOHLER
Prescription-Optician
308 Present Bldg.
27 Clinton Ave. S. Stone 6170
Will make a fair down payment
for another member of your
family.

A new knob for pots or kettles can be made by slipping a screw through the hole with the head to the inside of the lid and screwing a cork on the protruding end. This knob will never come overheated and can be renewed when it has become soiled.

New 1941 Radios
PHILCO and ZENITH
25 to 40% LESS THAN '42 MODELS
22—1942 Models on Display!
Best Allowance In Town On Old Radio
EASY TERMS **BRAUN'S** **STONE 122**
900 PORTLAND — OPEN EVENINGS

In only ONE whiskey
SCHENLEY
You Get the BEST from
FOUR Great Whiskey States
.... Blended
with Specially
Distilled Grain
Neutral Spirits,
Schenley Gives
You Perfect
MILDNESS.

LUXURIOUS LIQUEUR QUALITY
The Taste It Takes FOUR States to Make

Schenley Black Label 67% Grain Neutral Spirits, 86 Proof. Schenley Red Label 72% Grain Neutral Spirits, 86 Proof. BLENDED WHISKEY. Cbr. 1941, Schenley Distillers Corp., N. Y. C.

ELSCO
QUALITY FOODS
STORES
32c POUND
KLEK Large Package 19c
KLEK Medium Pkg. 10c
SUPER SUDS Large Pkg. 23c
SUPER SUDS Medium Pkg. 10c
OCTAGON LAUNDRY SOAP 4 for 19c
OCTAGON TOILET SOAP 5c
OCTAGON CLEANSER 5c
OCTAGON SOAP FLAKES, 1 lb. 23c
OCTAGON GRANULATED SOAP, Free Dish Towel 24c
OCTAGON POWDER 5c
FAIRY SOAP 4 BARS 15c
LIPTON'S FAMOUS TEA
 YELLOW LABEL
1/4 lb. 23c
1/2 lb. 45c
20 Lipton's Tea Bags, 22c
BIG NEW DOG FOOD VALUE
Get new Ken-L-Ration for the vitamins proved essential to dog health! Plus lean, Government Inspected meat! A saving! Stock up now!
KEN-L-RATION 3 CANS 25c
5-lb. Bag 29c
24 1/2-lb. Bag .. \$1.09
ENRICHED PILLSBURY'S BEST FLOUR
Contains VITAMINS and IRON
No Change in Color, Taste, Baking Qualities
4 for 19c
Kirkman's Soap Flakes 23c
Granulated Soap 24c
FREE DISH TOWEL
LIFEBOUY SOAP 7c
LUX TOILET SOAP 7c
SWAN SOAP 2 for 11c
SWAN SOAP 2 for 19c
RINSO Large 23c
RINSO Small 10c
GOLD DUST Lge. Pkg. 18c
SPRY 22c, 3 lbs. 63c
1-Lb. 22c

OAKITE 2 PKGS. 23c
SMITH GREEN SPL. PEAS 1-LB. PKG. 15c
SMITH BARLEY 1-LB. PKG. 9c
Bean Sprouts 10c
Soy Sauce 3 oz. Btl. 10c
CHOW MEIN Combination
1 Can Chop Suey
1 Can Noodles
Both For 25c
CAMAY SOAP 3 for 22c
DOUBLE-CRISCO
ASK HOW TO
CONTEST PRIZES
HIGH-TEST OXYDOL
LGE. 23c - MEDIUM 10c
SILVER DUST large pkg. 23c
With BIG Cannon Dish Towel
FOR BETTER HEALTH
SCOTTISSUE 3 rolls 22c
WALDORF 4 rolls 19c
SCOTTOWEL 1 roll 10c
FRENCH'S CREAM SALAD MUSTARD 6 OZ. JAR 9c
Don Juan Stuffed Olives bottle 10c
Don Juan Stuffed Olives bucket 33c
SELOX For Speedy Suds 14c
PALMOLIVE SOAP 3 bars 22c
CHIPSO Lge. 23c - Med. 10c
ONE LARGE LUX 15c
WITH ONE AT USUAL PRICE
TWO PACKAGE THRIFT OFFER BOTH FOR 38c
P & G WHITE NAPTHA SOAP 2 for 9c
1 Lb. 22c 3 Lb. 63c



Pictured here is a section of the Riding Equipment Department of The Sports Shop, 23 Clinton Ave. S., where, it is said, riding enthusiasts can obtain everything connected with their hobby except the horse.

RUMMAGE SALE
A rummage sale, sponsored by Chapter 2 of St. Stephens Episcopal church will be held at 210 Main St. W. next Tuesday under the chairmanship of Mrs. Edward Brooks.

EXPERT SHOE
• Repairing
• Re-fitting
• Rebuilding
• Re-soling
• Dyeing
• Cleaning

CALL MAIN 895
BALL
SHOE REPAIR
34 NORTH CLINTON

Office Practice Subjects Offered At Night School

Classes in short-hand, type-writing, office-machine practice and dictation direct-to-typist are now available at Monroe High School, Friday evenings, 7 to 10 p. m.

Two classes in sewing and dressmaking are also available at No. 38 School on Latta Rd. One class meets Tuesday mornings, 9 a. m. to noon with the second in the afternoon from 1 to 4 o'clock.

Two other classes in sewing and dressmaking meet in the Congregational Church, Titus Avenue, Irondequoit. Both classes meet on Fridays; one from 9 a. m. to noon, and the other 1 p. m. to 5 p. m.

These classes are sponsored by the Rochester Board of Education, financed by Works Projects Administration.

Keep False Teeth Purified Says Dr. Sherwin

The world progresses—new discoveries make history. Now, thanks to Dr. L. W. Sherwin, a well known authority on oral hygiene, false teeth and dental plates can be made to glisten with purity and immaculate cleanliness with just a 10 minute daily bath, with amazing Stera-Kleen.

FEMALE WEAKNESS
Lydia E. Pinkham's Compound Tablets (with added iron) not only help relieve monthly pain but also weak, nervous feelings—due to monthly functional disturbances. They help build up resistance against such symptoms. Follow label directions.

GET THIS NEW
Jibby Knife-Edger
ABSOLUTELY NEW

A NECESSITY IN EVERY HOME
Genuine Rima Flexstone porta smooth, sharp edge on dullest knife quickly and easily.
Send Only 25c and 3 Ideal Dog Food Labels to
WILSON & CO. Chicago
Box 6170
See Dealer for Order Blank

HOMO
FIVE STAR BRAND
COUGH MEDICINE FOR QUICK, EFFECTIVE RELIEF FOR COUGHS DUE TO COLDS
Homo Cough Medicine is a scientifically compounded remedy for coughs resulting from colds and for minor throat irritations. Priced at 60c and \$1.00.
Other HOMO Five Star Brand products for the relief of colds are: HOMO Nose Drops, 35c; HOMO Vapor Salve, 35c; HOMO Pain Tablets, 25c; and HOMO Mouth Wash and Gargle, 35c and 75c.
ON SALE AT YOUR DRUGGIST OR WRITE
HOMO DISTRIBUTING CO.
580 South Park Ave. Buffalo, N. Y.

BENEFIT SALE
A rummage sale for the benefit of British children who have been bombed out of their homes will be continued tomorrow and Saturday at 222 Main St. W. The sale is sponsored by members of the Go-Get-It Club.

OPEN TONITE 'TIL 9
MEN'S SWEATER CLEARANCE
Slightly Counter-Soiled
VALUES TO \$3 \$1.69 **VALUES TO \$4 \$2.69** **VALUES TO \$6 \$3.69**
Every Sweater Perfect! Nationally famous labels. Pull-overs, Buttons, Zippers. Put one away for a Christmas gift.

The SPORT SHOP--23 Clinton Ave. S.

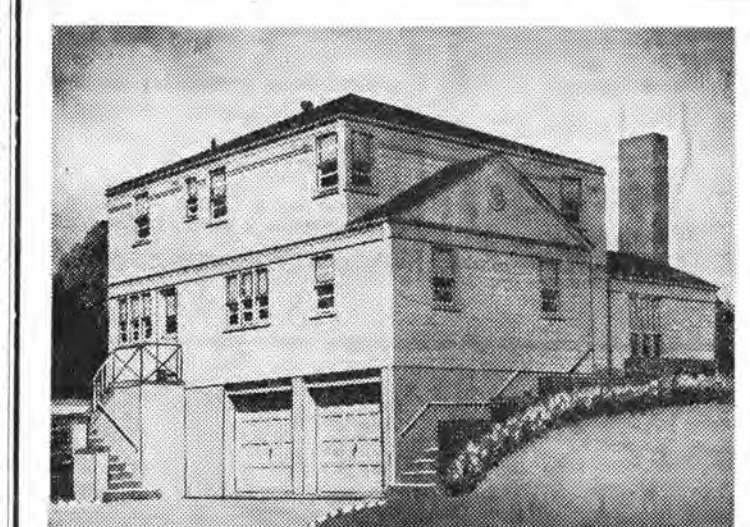
"If Our Cities Are Bombed". Fiorella LaGuardia
A timely article on preparedness for all Americans by the Mayor of New York and Director of Civilian Defense.
"Exempted". A short story by Fannie Hurst
"Can Hitler Make Peace Now?" Pierre Van Paassen
Other stories and articles comprising the most remarkable collection of famous authors ever gathered in one issue.
5c Nov. 8. LIBERTY WEEKLY NOW ON SALE

DOLANS... Where You Buy THE CUTS OF CHICKEN YOU PREFER
Breasts lb. 49c | Livers lb. 45c | Necks lb. 12 1/2c
Wings lb. 23c | Giblets lb. 19c | Legs .. lb. 39c
DOLANS 600 JEFFERSON AVE. cor. Bartlett Telephone Genesee 1417
Mrs. Julia Hewitt, 26 Ernestine St.

Now Is The Time To Check Your
• Heater • Heater Hose & Fittings • Winter Front
Any Part—Any Make—WHEN You Want It!
SCHUBER AUTO PARTS
558-564 LYELL AVE. PHONE: GLEN. 6775 ROCHESTER, N. Y.

HALLOWEEN PARTY FRIDAY, OCTOBER 31st Prizes For Best Costumes
WE CATER TO Bridge Parties • Showers • Bridal Parties
FOR RESERVATIONS CALL GENESEE 7875
EDWARD'S GRILL 1160 JAY STREET
Chicken ON THE ROUGH (Formerly Punk Rows) EVERY FRIDAY NITE
REAL FISH DINNER SCALLOPS • OYSTERS
Orchestra Fri., Sat., Sun.

OUR "GET ACQUAINTED" OFFER
CLIP THIS AD AND SAVE MONEY
PRESENT THIS AD AND RECEIVE A LIBERAL DISCOUNT ON GUARANTEED COAL AND COKE
LAKE COAL COMPANY
255 LYELL AVE. OPP. FIRE HOUSE



The Most Modern Homes Use GAS for COOKING
And for House-Heating, Water-Heating and Summer Cooling, Too
The new Weis & Fisher model home, located in Aberthaw Road, off Hillside Avenue, represents the most modern ideas in construction and convenience of arrangement. It was inevitable, therefore, that gas should be chosen for cooking, heating and summer cooling. See the beautiful new wonder kitchen with its marvelous ventilating system that carries off all cooking odors.
Public Inspection Closes Tomorrow Night!
After tomorrow night the house will be occupied and will not be open for public inspection.
Rochester Gas & Electric

FREE PARKING . . . OPPOSITE OUR STORE
FREE DELIVERY CALL MAIN 786
BERGHASH
WINES LIQUORS

"LONDON INN" GIN
90-PROOF DISTILLED DRY GIN!

When it comes to gin, London Inn is Rochester's best value. Made according to the same recipe which years ago was imported from England. London Inn gin is equally good used "straight" or in cocktails.
Compare With Any \$2.00 Value
\$1.55 FULL 4/5 QUART

"KERRIGAN'S WHISKEY"
A BLEND OF SMOOTH FLAVOR & BOUQUET!

Private stock blended whiskey that's tops in value, taste and bouquet . . . and it's a full quart at this unusual price. This Berghash exclusive is bought regularly by thousands of Rochesterians. Try it!
Compare With Any \$3 Value!
\$2.29 FULL QUART
2 QUARTS FOR \$4.40
CASE OF 12 QUARTS \$25.20

"MCCUNN'S INVINCIBLE"
EVERY DROP OF THIS WHISKEY AT LEAST 4 YEARS OLD!

Since 1894 McCunn's has been the favorite of those who know liquor and appreciate the finest. Mildness and mellowness make this a great whiskey . . . at an unusually low price.
Compare With Any \$3.75 Value!
\$2.89 FULL QUART
2 QUARTS FOR \$5.50
CASE OF 12 QUARTS \$30.50

"RON CORONA" RUM
GOLD LABEL IMPORTED FROM THE WEST INDIES!

86-proof imported rum at this amazing price! Just try it and you'll realize what an outstanding value it is! Price guaranteed only as long as our present supply lasts!
REGULAR \$2.25 VALUE!
\$1.89 FULL 4/5 QUART
CASE OF 12 ... \$21.00

"CHATEAU BRISAC" WINE
EVERY DROP 100% PURE CALIFORNIA WINE!

Superb flavor and rare bouquet are what make 100% pure California Chateau Brisac Wine so popular among those people who really appreciate good wines. Sold on a money-back guarantee. 12 varieties . . . sweet or dry.
Compare With Any \$2.50 Value
\$1.69 FULL GALLON
Sold On Money-Back Guarantee!

Sweet Wines (Port, Sherry, Tokay Muscatel, White Port) pint 25c
Grape Brandy, 1/2 pint 50c
BERGHASH
124 CLINTON AVE. SOUTH
NEXT TO LOEW'S THEATRE

RUGS 9x12 \$1.00
CLEANED and STEAMED
KUGS, Steamed, Cleaned, Washed,
Sized, Moth, Damp and
Germ-proofed
ELTER CO. Est. 1872
Glenwood 3466 — 44 Arthur St.

**WORLD'S
LARGEST
SELLER
AT 10¢**
**ST. JOSEPH
ASPIRIN**

**For tough jobs
in the open**

**RUGBY Flintwist
Sweaters**

Wind, snow and sleet stay on the outside for the man inside of a "FLINTWIST" Sweater. And it gives you this protective warmth for years.

Cable constructed yarns, triple knit, knitted in the secret of this wonder wear and warmth. It's an exclusive method of knitting found only in "FLINTWIST" Sweaters. Buttons or Zipper styles in all popular colors.

Knitted and fully guaranteed by
RUGBY KNITTING MILLS, Inc.
Mrs. Julia Hall, 35 Morville Dr.

RUGBY SWEATERS SOLD EXCLUSIVELY AT
Champion
KNITWEAR CO. 171 ST. PAUL ST.
1/2 Hour Parking at Bill's and Strand Parking Stations

NEW! Smashing all former VALUES!!

3 for 1 Sale OF LAMPS

BETTER Light for BETTER Sight

Foot Control
MITE-LITE Switch

Three... for the PRICE OF ONE
FOR THE FIRST TIME IN HISTORY
12 STAGES OF LIGHT

50 down 50 up

Three... for the PRICE OF ONE
FOR THE FIRST TIME IN HISTORY
12 STAGES OF LIGHT

Mail Coupon TODAY

THE UNION
EAST AVE. AT UNION OPEN EVENINGS

Seagram keeps the
TOUGHNESS OUT
... blends extra
PLEASURE IN

THE 5 CROWNS

Seagram's 5 Crown

SAY SEAGRAM'S... AND BE SURE!

Seagram's 5 Crown Blended Whiskey: 86.8 Proof. 72-75% grain neutral spirits. Seagram Distillers Corporation, New York

Another way to clean stained enamel is to rub well with baking soda and wash with hot soapsuds.

**BUY YOUR FUR WHERE
QUALITY IS HIGH AND
PRICE IS LOW!**

Clifford Fur Co.
1253 Clifford Ave.
1 Block off Portland
**CLIFFORD FUR
SELLS FOR LESS**

Bilious? Cranky?

**Take Beechams
Pills Tonight
for a Change!**

For thorough, pleasant relief from temporary constipation, depend on this purely vegetable compound. No calomel (mercury). Millions of packages sold annually throughout the world. Buy Beechams Pills today! Only 10¢—also 25¢ and 50¢ sizes. All drugists.

**BEECHAMS
LAXATIVE PILLS**

**Take Beechams
Pills Tonight
for a Change!**

**PHONE MAIN 238
SIEBERTS**
CORNER
ST. PAUL & ANDREWS
FREE PARKING • OPEN EVENINGS

**HAVE
"ART" BROWN
(Former Journal Photographer)
TAKE YOUR
HALLOWE'EN
PARTY
PICTURES**

Reasonable Prices

**PHONE
MAIN 3934**

**DON'T MISS THE
ICE REVUE
OF 1942**

All Next
Week
27 Great Acts
EXPO PK.
8:30 P.M.

**The Fastest
Show On Earth!**

General Admission 75¢ plus tax

RESERVE YOUR TICKETS NOW
Reserved \$1.00-\$1.25-\$1.50—Box Seats, \$2.25, six to a box, tax included. Matinee 10¢ to 3 p.m. Ticket Office, Sagamore Hotel, Stage 4076 at Sibley's. Make check to Willard B. Punnett.

TONIGHT "GOOD NIGHT"
to colds' miseries. Slip away from aches, muscles, sniffles, into sleep. Here's double help that acts almost instantly. Rub with Penetro. 25¢.
Use as directed.

**4¢ A DAY FOR
AUTOMATIC
HOT-WATER**

**SMALL
DOWN
PAYMENT
EASY
TERMS**

**NEW DUO-THERM
FUEL OIL WATER
HEATER GIVES...**

Hot water for an average family at less than 4¢ a day!
Fully automatic hot water—no gas or electricity!
Plenty of hot water—has extra-large storage capacity and faster heating service!

**PHONE MAIN 238
SIEBERTS**
CORNER
ST. PAUL & ANDREWS
FREE PARKING • OPEN EVENINGS

**HAVE
"ART" BROWN
(Former Journal Photographer)
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50 ONLY!

**BLUE MELTON
O'COATS**

These fine, warm coats are worth \$17.50! Smartly styled. Wide lapels. Double-breasted.
Sizes 34 to 46.

\$9.88

A variety of shades popular among young men. Sizes 22 to 46, \$20 value.

\$13.88

GARSONS CLOTHES
88 STATE ST. Next Door To Reliable Furniture

KEY COUPON
IVORY SOAP
MEDIUM SIZE
3 for 13¢
Limit, 3

KEY COUPON
Clothes Pins
Reg. 10¢ Box 49
2 for 11¢
Limit, 2

KEY COUPON
**Single Edge
BLADES**
Pkg. 3 Reg. 10¢
2 for 11¢
Limit, 4

KEY COUPON
**BORDEN'S CHOCOLATE
MALTED MILK**
Lb. Can
19¢
Limit, 2

KEY COUPON
**Giant Crystal
ASH TRAYS**
Limit, 2
7¢ Value 15¢

**Saccharin
TABLETS**
Bot. 1000 1/4 or 1/2 Gr.
44¢

**Aspirin
TABLETS**
5 Grain
Bot. 100
6¢

THIS WEEK'S SPECIALS AT

KEY
ROCHESTER'S MODERN
**CUT RATE
DRUG STORES**
TODAY THRU NEXT WEDNESDAY

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 \$2.49
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

**VITAMINS
FOR HEALTH DEFENSE**

SUPER "D" PERLES 86¢
Upjohn's, \$1.25 Size. 57¢
NAVITOL, SQUIBB 69¢
10 c.c. Reg. 65¢ Size
COD LIVER OIL
Mead's, Half-Pint Size 69¢

FULL LINE

MEAD'S OLEUM 67¢
Percomorphum, 10c.
WHITE'S (100's)
Cod Liver Oil Tablets 89¢
RAY "D" YEAST
Pkg. of 200 Tablets 89¢

SQUIBB'S
ADEX TABLETS 79¢
Tonic, 30 cc. size
CERULEXIN Comp. 1.34
Tablets, 30's
MIDICOL, with
Vitamin B-6 2.49
JECULIN 2.49
Tonic, 12 oz. size
JECULIN 2.49
Capsules, 44's
YEAST TABLETS 49¢
MYLADOL 2.49
Tonic, 12 oz. size
SUPERB-D 77¢
Concentrate, 1 p. c.

UPJOHNS
ACCESSORONE 1.49
Tonic, 30 cc. size
CERULEXIN Comp. 1.34
Tablets, 30's
MIDICOL, with
Vitamin B-6 2.49
JECULIN 2.49
Tonic, 12 oz. size
JECULIN 2.49
Capsules, 44's
YEAST TABLETS 49¢
MYLADOL 2.49
Tonic, 12 oz. size
SUPERB-D 77¢
Concentrate, 1 p. c.

PARKE-DAVIS
HALIVER OIL 43¢
Box, 6. Vial 74¢
With Viotherol, 5¢
NATOLA 57¢
Box, 6. Vial 74¢
With Viotherol, 5¢
NATOLA CAPS 1.09
Box of 20 1.23
Tonic, 12.35 Size 1.06
METATONE 1.06
Tonic, 12.35 Size 1.06
VIOSTEROL 53¢
Concentrate, 1 p. c.

**HALIBUT
LIVER OIL**
SQUIBB-ABBOTT
PARKE, DAVIS
(Plain)
Box of 50 79¢
Box of 100 1.29
Box of 250 2.59
Box of 500 4.69

Get Ready for WINTER

**SAVE FUEL AND MONEY WITH
STORM SASH**
... Help Defense!
FROM
\$1.50

L. Giordano & Sons
LUMBER—SASH—DOORS
1021 HUDSON AVE. And 200 CLIFFORD AVE.
STONE 4949

KEY COUPON
FACIAL TISSUE
Box 500 Reg. 25¢
12¢
Limit, 2

KEY COUPON
**Prophylactic
TOOTH POWDER**
25c Can
8¢
Limit, 1

KEY COUPON
SHOE POLISH
BLACK or BROWN
Household Size
4¢
Limit, 1

KEY COUPON
POT CLEANERS
COPPER
4 for 11¢
Limit, 4

KEY COUPON
BANDAGE
2"x10 Yds. Reg. 10¢
2 for 13¢
Limit, 2

KOTEX JR.
5¢c Value!
Pkg. 30
48¢

**SQUIBB
ASPIRIN TABS.**
Bot. 200
59¢

**SULPHUR
CANDLES**
Reg. 10¢
2 for 11¢

**VICK'S
VAPO RUB**
35c Size
27¢

**HIND'S
Honey & Almond
CREAM**
Reg. 50¢
25¢

**BAUME
BENGAY**
Reg. 75¢
59¢

**ANACIN
TABLETS**
Bot. 30 Reg. 75¢
59¢

**10 Gillette Blades
plus
25c Gillette Shave
Cream**
75c Val. All For
49¢

A COLD?
For Quick Relief in
Cold Distress...Try
Alka-Seltzer
Reg. Size
49¢

**Williams Apple
Blossom Soap**
Reg. 6c Size
3 for 11¢

**Luckies, Camels,
Chesterfields, Raleighs,
Pall Mall,
Herbert Taylor, Philip
Morris,
2 PKGS.
29¢**

**LUCKY
STRIKE
CIGARETTES**

Fall and Winter Values In Wearing Apparel, Food and Household Needs Are Advertised
In This Issue! Read The Sun for Your Shopping Guide to Save Time and Money

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Delivered Every Thursday

FIFTH YEAR—No. 2

ROCHESTER, N. Y., THURSDAY, NOVEMBER 6, 1941

To 75,200 Rochester Homes

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

Popular Plays Scheduled For Children's Series

A completely new feature has been added to the popular series of children's plays annually presented in the Eastman theater under sponsorship of the Educational Committee of the Rochester Civic Music Association.

Through an exclusive arrangement with the educational committee of the Rochester Civic Music Association, The Rochester Sun offers its readers a special discount coupon for the "Mrs. Wiggs of the Cabbage Patch" performance. Clip the coupon on another page of this paper and present at the theater box office. It entitles the holder to a ten-cent discount on any price seat. Tickets may be purchased for as little as 15 cents (plus tax) with the special Sun coupon.

It is the performance of a narrative ballet, "Daniel Boone," by the Edwin Strawbridge Ballet. Date of this production is January 17, 1942.

The plays, four in number, will again be produced by the Children's Theater Company of New York under personal direction of Mrs. Clare Tree Major. First production in this series will be the dramatization of that ever-popular Alice Hegan Rice story, "Mrs. Wiggs of the Cabbage Patch." It will be seen in the Eastman theater on Saturday afternoon, November 22, at 3 p. m.

This story of the less fortunate...

Paper Conservation Plea Voiced By Committee

A plea for the saving of waste paper, paper boxes and other packaging materials was voiced this week by the Chamber of Commerce's special committee on conservation of paper.

The committee specifically advocated the following measures:

1. Save waste paper of all kinds, especially fibreboard and cardboard boxes or cartons.
2. Do not permit any waste paper to be burned or destroyed.
3. See that waste paper, unusable paper boxes and all waste paper materials are turned over to collectors who supply paper mills.
4. Conserve paper, paper boxes, bags and wrapping and packaging materials of all kinds. Take steps to avoid waste in the use of such materials. There are many ways in which economical use of packaging materials may be prevented.

Shortage of paper is a direct result of the nation's defense program, and indications are that the situation will become more acute in the matter of civilian supply.

All citizens are advised to save their paper supplies and sell them to collectors or call one of the social service agencies who, in turn, will route them through the proper channels.



Furs Styled Like Fabrics In Flattering Winter Hats

It's Equally Smart to Contrast or Match Your Fur Hat to Your Coat

Fur hats are "millinery" this season! If, heretofore, you've denied yourself the glamour of a fur-trimmed hat because you felt it looked "too heavy" for your finely chiseled features, take heart! For fur hats are no longer bushy arrangements which make you look like a mountain trapper—rather they are skillful combinations of fabric and supple pelts handled like fabric.

Like a piece of rare embroidery or brocade, opulent looking furs face the brims of bonnet shapes, give a luxury look to fez and shako styles. Every style and shape hat turns to fur for glamour this season. For fur hats are fashion's pets to wear with every type of costume, from simple basic dress or suit to heavy winter coat.

Contrast Furs in Hat and Coat

Last season you matched your fur-trimmed hat to your fur scarf, your chubby, the collar on your coat, or your fur coat. This year you'll wear it to glamorize every costume. You may match the fur on your hat to your fur scarf, collar or coat... but it's equally smart and definitely new to go in for fur contrast. For instance, a hat and muff of black fox with your Persian lamb coat or Persian trimmed suit. A black skunk trimmed hat and huge pillow muff look stunning with a black seal skin coat; see (Continued on Page 2)

'Quiz Kids' Finals At Palace Theatre Saturday Morning

Saturday morning at the Palace Theatre, Rochester will be exposed to a display of juvenile knowledge which is expected to outshine all other "intelligence contests" of the past decade.

For, at 10 a. m. five "Einsteins," winners of the local Quiz Kids Contest semi-finals will mount the stage to vie for the first prize of an all-expense trip to Chicago; a radio appearance on the national Quiz Kids program and a 100 dollar defense bond.

The contest is sponsored locally by Sibley, Lindsay and Curr Co.

Radios were awarded to the school homerooms of semi-finalists who are: Perry Meyers, 242 Ormond St., East High School; Gloria Gerber, 396 Thurston Rd., West High; John Ashberry, 68 Maple Ave., Sodus, Sodus High; Charles McHale, 65 Adams St., and James Strachon, 46 Heidelberg St., both of Madison High. All contestants are 14 years old with the exception of Gloria who is 13.

Each of the finalists will be eligible for a prize of defense bonds, ranging in denomination of \$15 for second to \$250 for fifth place winner.

Admission Saturday will be by ticket only, which may be obtained free on Sibley's Third Floor. Motion pictures and an organ recital by Tom Grierson will complete the Saturday show.

A SAVING on Every Purchase or Your Money Back

OPEN EVERY EVENING UNTIL 9 P. M.

FEATURING:

MACKINAW COATS—FINGERTIP COATS—LEATHER JACKETS—WOOL JACKETS—SNOW SUITS—SWEATERS—HUNTING APPAREL—SHOES—RUBBERS—RAINCOATS—Wool Shirts and 1000 Other Items.

ROCHESTER JOBBING HOUSE GUARANTEES SAVINGS IN SPORTSWEAR FOR THE ENTIRE FAMILY

WHY JOBBING HOUSE PRICES ARE LOWER:

(1) Early Buying—Months ahead of other stores when prices were lowest. (2) Low Overhead—No high rent, no expensive fixtures and no deliveries at extra cost. (3) Huge Purchases—Quantity buying and specializing produces lowest possible prices. (4) Minimum Profits—Quick turnover and quantity selling makes possible smaller profits.

Rochester's Most Complete Stock FINGERTIP MACKINAW COATS

FROM \$5.98 TO \$21

The best your money will buy! Compare! We claim our values and varieties are unbeatable. Come and look over our stock—you yourself will admit what we say is true. This stock of fingertip and mackinaw coats is the finest you've ever seen. Make us prove it!

MEN'S COMBINATION LEATHER WOOL JACKETS \$4.98

MEN'S HEAVY WOOL MELTON JACKETS \$3.98

MEN'S SPORT SWEATERS \$1.89

LADIES' AND GIRLS' SPORT SWEATERS 95c

ROCHESTER'S MOST COMPLETE STOCK—MEN'S LEATHER JACKETS \$17.95

MEN'S HEAVY SHAKER-KNIT; SHAWL COLLAR COAT SWEATERS \$4.48

STUDENTS! YOUNG MEN! THE BUY OF A LIFETIME! Corduroy - Reversible Fingertip COATS \$4.98



CHILDREN'S SNOW SUITS \$4.98 TO \$12.95

A wide choice of wools and poplins for boys and girls. Many new styles—many new colors. All warmly lined and reinforced at points of strain.

LADIES WATER-REPELLENT Gabardine JACKETS \$2.99

MEN'S REVERSIBLE RAINCOATS \$3.48

COMPLETE STOCK—MEN'S RUBBER ARCTICS \$1.19

MEN'S 10% WOOL UNION SUITS \$1.35

BOYS' HOODED MACKINAW COATS \$5.39

BOYS' HEAVY Corduroy KNICKERS \$1.98

BOYS' COMBINATION WOOL JACKETS \$3.98

BOYS' SPORT SWEATERS 95c

Children's Lined SKI PANTS \$1.98

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

BOY'S FANCY PLAID Flannel SHIRTS 85c

Fur Hats . . .

(Continued from Page 1)

look stunning with a black seal

skin coat; so does a hat with silver fox trim.

Silver fox, mink, Persian, sable dyed muskrat, beaver, London dyed squirrel and

skunk are the most popular fur trims of the season and appear on every type of hat from pillbox to huge bonnet brims.

Large brims, pompadour and bonnet brims are new notes in collections, and are usually trimmed with flat furs, such as mink, Persian and beaver. Superbly elegant looking brimmed hats often have the entire brim faced with fur. However, for the smaller woman, there are hats with only the center of the brim furred. And for the woman with small, delicate features, there are medium brims with only a fur banding at the edge—as, for example, an aqua blue suede hat with heart-shaped pompadour brim, and a narrow band of beaver used like a ruching around the brim's edge.

Jersey drapes of bright colors, such as blue, crimson, golden sherry, give a sleek, sophisticated air to otherwise simple little turbans, pillboxes and shakos. These are styled so they may be worn as a scarf around your shoulders, or draped smoothly around your face in the new bandaged fashion.

More and more furs are manipulated like fabrics. Beaver, sheared short, is shirred and puckered on pompadour brims in quilting effect. All types of furs are twisted and tied into bows, and perch jauntily on turbans and pillboxes.

Silver fox is shown in both lavish and restrained treatments. Small, trim little hats

with a bright splash of silver look perfect with street and tailored clothes. Others, with a greater expanse of fox and set off with drapes, are destined to win envious glances at important afternoon and cocktail occasions.

There is as much variety in fur treatments as there is in millinery styles . . . literally a fur-trimmed hat to flatter every face, complement every costume from the trim tailored street costumes to important afternoon and cocktail dresses.

THE BEST COAL-VALUE IN THE CITY

BLACK MAGIC
Long Burning — Low Ash
QUALITY

COAL **\$11.85**
TON CASH
Egg Stove Nut
shovelled Off

Buckwheat \$8.25 Ton
Pea Coal \$9.35 Ton
Established Over 25 Years

SEMET-SOLWAY COKE \$11.00
GEN. **586**

PAYNE & DUNHAM

Weed's ROCHESTER'S MOST INTERESTING STORE

SALE!
5-Pc. Crown Pottery

BOWL SETS
69c SET

5 pieces, high glazed inside and out. 5, 6, 7, 8 and 9 inch sizes. Choice of green or brown.



White Onyx with Assorted Color Pots

For Walls or Windows

Charm Shelves
Reg. \$1.00
Value **79c**

Adds charm and beauty to any room. Ideal for plants throughout the winter. In white enamel, with two 20" bulb edge glass shelves.

PLANT STANDS **\$1**
Sturdy, decorative stands, complete with 3 Easy-Gro pots.

MAIN 7900

Weed's
15 EXCHANGE ST.
Free City Deliveries

FREE PARKING OPPOSITE



The Most Modern Homes Use GAS for COOKING

And for House-Heating, Water-Heating and Summer Cooling, Too

The new Weis & Fisher model home represents the most modern ideas in construction and convenience of arrangement. It was inevitable, therefore, that gas should be chosen for cooking, heating and summer cooling. Many other new modern homes, selling for as low as \$6,000, use gas for these purposes and for silent Servel refrigeration as well.

Rochester Gas & Electric

You Can Get Quick Relief From Tired Eyes

MAKE THIS SIMPLE TEST TODAY

EYES OVERWORKED? Just put two drops of Murine in each eye. Right away it starts to cleanse and soothe. You get—

QUICK RELIEF! Murine's 6 extra ingredients wash away irritation. Your eyes feel refreshed. Murine helps thousands—let it help you, too.

TRIAL OFFER! Send 10c for generous sample bottle of Murine. Address: The Murine Co., Dept. GH, Chicago.

MURINE
FOR YOUR EYES
SOOTHES • CLEANSSES • REFRESHES

MOORE'S BUNGALOW RANGE
Quality SINCE 1857

A TWO PURPOSE COOKING RANGE HEATING



You Get Two Stoves in One with this Moore's Two Purpose Range

A Gas Range for Cooking and A Coal Range for Heating

• Light-Minute Minder and Condiment Set

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Come In Today and See This Wonderful Dual Range Value

PHONE MAIN 238

SIEBERTS
CORNER

ST. PAUL & ANDREWS

FREE PARKING • OPEN EVENINGS

OR TONIGHT SAY

GOOD NIGHT

Save them behind—slip away from heavy muscles and stuffy, burning nose and throat. Into deep. Rub throat and chest with Penetro is directed. Penetro does "double-relief" duty. You feel it work inside and outside. And it starts almost instantly, inside, soothing, cooling vapors sweep into breath passages—break up mucous congestion. Outside, it comforts by counter-irritation. . . . Always demand Penetro. 25c, double supply 35c.

LAST 3 DAYS!
LEFT'S GIGANTIC GIRLS' COAT SALE

OPEN THURS., FRI. & SAT. 'TIL 9

Teensters' choice for school and dress . . . and mothers' choice for down-right bargains. Left's gigantic girls' coat sale will last only three days more! Mothers, you better hurry . . . our present stock cannot last long. Fleeces and tweeds, some with hoods . . . some fur-trimmed. Sizes 7 to 16. Finest quality. Smartest styling.



\$5
VALUES TO **\$10.95**

TODDLERS' LEGGING SETS **\$2.85**
VALUES TO \$5.95
Complete set made of good warm fabric that will wear and wear! Where but at Left's can you find value like this? Just think. Selling for less than half the original price!

BOYS' & GIRLS' LEGGING SETS
A value made famous in Rochester by Left's. Warm, rugged legging sets made to sell for \$10.95 . . . NOW **\$5.95**

GIRLS' HATS
To go with your daughters' new winter coat . . . a hat that is smart, sturdy and always in good taste. Regular \$1.75, now **75c**

EVERYTHING . . . FROM TOTS TO TEENS

You're Right When you Buy at **LEFT'S**
126-128 CLINTON AVE. S.
NEXT TO LOEW'S THEATRE . . . FREE PARKING

AGAIN...Ingersoll LEADS THE WAY!

MADE IT IN 2 SECONDS BY MY Ingersoll SWEEP-SECOND WRIST WATCH!



EXTRA USES! EXTRA VALUE!
Red hand tells seconds!



Ingersoll SWEEP-SECOND WRIST WATCH **\$4.50**

Dozens of extra uses in the special sweep-second feature! Ideal for amateur photographers. Chromium finished case, non-staining back, unbreakable crystal. Red numerals at 15, 30, 45 and 60 seconds. Black leather or pliskin strap.

Other Ingersoll Sweep-Second Watches, \$2.75 to \$6.50. Be sure to see the New Ingersoll Warrior Wrist Watch with Sweep-Second Hand, \$4.95. Other big Ingersoll values include Swagger Wrist Watch, \$3.50; Escort Radiolite Pocket Watch, \$2.50; Mainliner Wrist Watch, \$4.25 and \$5.25.

Ingersoll-Waterbury Company, Waterbury, Conn.
Price subject to change without notice. Federal Tax Extra

DON'T GAMBLE—buy Ingersoll
YOUR \$ NEVER BOUGHT A BETTER WATCH

At Marks & Abramson
JEWELERS — OPTICIANS

10 STATE ST. Around the Corner From Main Street

—Store Open Thursday & Saturday Evenings—

BUDGET TERMS AT NO EXTRA CHARGE

PENN VACUUM STORES—ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

The Cleaner With 101 Uses **FULLY GUARANTEED** For Same Length of Time as New ELECTROLUX

ELECTROLUX
BEAUTIFULLY REBUILT . . . AND COMPLETE WITH ATTACHMENTS

Easy Terms **\$16.95** FULL CASH PRICE

Liberal Allowance on Your Old Cleaner

Hand Cleaner • BRAND NEW FAMOUS MAKE **\$4.85** FULL CASH PRICE

If You Can't Come In . . . PHONE or Write for Our FREE HOME DEMONSTRATION

10-DAY TRIAL PLAN! Orders Filled SEND DEPOSIT \$1

PENN VACUUM STORES
30 SOUTH AVE. OPEN EVENINGS TILL 9 P. M. STONE 6747

IMPORTANT! ASK US ABOUT THE THREE ADVANTAGES OF BUYING FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

Weis & Fisher

THRIFT THURSDAY SPECIAL

"Sparton" combination Radio-Phonograph



This Sparton is comparable to other sets selling for \$160 and over! The only place in Rochester you can see, hear and buy a Sparton is at Weis & Fisher. You'll hear the finest tone quality money can buy! Stop in and listen TO-NIGHT.

10 Tube Performance

\$119.50
Model 8W71-2

"rochester's showplace of furniture fashion"
80 CLINTON AVE. SOUTH

In Only ONE Whiskey

SCHENLEY

You Get the BEST from FOUR Great Whiskey States

Blended with Specially Distilled Neutral Grain Spirits, Schenley Blends Give You Perfect MILDNESS.

ALL FOUR famous whiskey states give their finest to one grand "blend of the best" . . . Kentucky for richness, Maryland for bouquet, Indiana for smoothness, Pennsylvania for body. All this . . . and Schenley mildness, too!



LUXURIOUS LIQUOR QUALITY

The Taste It Takes FOUR States to Make

Schenley Black Label 87% Grain Neutral Spirits, 86 Proof. Schenley Red Label 72 1/2% Grain Neutral Spirits, 86 Proof. BLENDED WHISKEY. Coor. 1941, Schenley Distillers Corp., N. Y. C.

Beauty for Madame!

By Expert Operators
SPECIAL \$1.50 VALUE
Oil Shampoo, Rinse
and Finger Wave **\$1**
Monday, Tuesday, Wednesday Only.
Please Mention or Bring This Ad.
Loucheur's 100 BURKE BLDG.
Salon de Coiffure OPEN EVENINGS
MAIN 2851



A Lamp is Part of Your Room Choose it Carefully

Crystal and brass-base lamps add richness and harmony that is matchless. You'll find just the right lamp in our wide selection to add a touch of enchantment to any room in your home. We'll be glad to offer suggestions on color harmony.

Smith Ceramic Studios 903 Monroe Ave.

COUPON

This Coupon Is Worth

10c

Towards Price of Admission To See

"MRS. WIGGS OF THE CABBAGE PATCH"

EASTMAN THEATRE

Saturday, Nov. 22, 1941

3 O'Clock

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

(Plus Tax)

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

Name

Address

Age

DON'T DO THIS!



Let the Roller Reducer Remove Extra Inches

This famous automatic exerciser does all the work and the inches are rolled away safely and pleasantly. Also Exercise, Cabinet Bath, Shower, Vibrator.

Phone STONE 348

Virginia & Jane Salon

402 Present Bldg.

27 CLINTON AVE. S.

Opposite Seneca Hotel

GRAND RAPIDS — JAMESTOWN FURNITURE



At Savings Of
25%!

You may actually have the best for less at River's! You'll enjoy trading there too — stop in tonight and see! Compare River's values, quality and service.

OPEN TUES., THURS. & SAT. EVENING 7-TIL 9:30

30 Years on South Avenue — There Must Be a Reason!

FRANK A. RIVERS CO.

INCORPORATED

226 SOUTH AVENUE

AT SMALLS Modern Optical Department!

FOR STUDY OR SPORT YOU NEED

GOOD VISION



Don't miss out on your subjects in classes, don't miss that speedy reverse during the game . . . Enjoy good vision with corrective glasses. Let Dan G. Albert, registered optometrist examine your eyes and prescribe proper lenses. See him today!

We Use Only Bausch & Lomb
And Shur-On Lenses!

Take Months To Pay!

Buy with confidence at

Smalls

28 MAIN STREET, East

"A DAY IN PORT" — By Margaret Culkin Banning

An absorbing story proving that while there are wars for men to fight, there will be ways of holding a husband.

"BUG DOCTOR" — The Remarkable But True Story of An Alienist in Prison.

MANY OTHER GREAT AUTHORS IN THIS ISSUE INCLUDING: FAITH BALDWIN, AHMED ABULLAH, WALTER KARLO, JACK LAIT, ALEC TEMPLETON, GEORGE SOKOLSKY, ETC.

5c Nov. 15 Issue **LIBERTY WEEKLY** Nov. 15 Sale 5c

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Children's Play . . .

(Continued from Page 1)

nate section of Louisville, Ky.,

was inspired by the personal

observations of the author and

her mother. The interest created

by publication of this novel was

so great that conditions were

rapidly changed for the better

through efforts of women's or-

ganizations in the Southern

city.

Other plays scheduled for the

series and the dates are:

"Little Women," January 3.

"Penrod," February 14.

"Toby Tyler," April 25.

In each case, professional

Broadway actors and dancers

will populate the casts in dra-

matizations wrought especially for

children by Mrs. Major.

PENNY SUPPER

Venus Rebekah Lodge will

hold a Penny Supper on Thurs-

day, Nov. 13th, at the I.O.O.F.

Temple, 11 Clinton Ave. N.

Mabel Maxwell and Irene Mc-

Dowell will be in charge.



70x80 PLAID Blanket

98c \$1.49 Value

Beautifully made in crispy, toasty warm plaids. Richly bound saten edges 2 inches wide. Single bed size 70x80, long enough for 6-footers to use. Limited quantities at this sensationally low price! Please, no mail, phone or C.O.D. orders. On sale Second Floor Monroe.



**70x80 DOUBLE
PLAID BLANKET**
1.98

Regular \$2.69 value! 5% new wool, 95% finest Hurricane cotton, saten bound edges, assorted plaid colors. Second Floor Monroe.



**81x99 Cotton
BLANKET**
1.29

Regular \$1.79 Value, extra large, double bed size, high fleecy nap. Blue, pink and yellow. Second Floor Monroe.



**72x84 Giant Size
PLAID BLANKET**
2.79

Regular \$3.79 value! Double bed size, 5% new wool, 95% cotton. Attractive plaid combinations, in several colors, satin bound edges. Second Floor Monroe.



**72x90 Double Plaid
BLANKET**
3.29

Regular \$3.98 value, double bed size, with attractive borders, bound with matching saten. — Second Floor Monroe.

250 Only! Regular \$2.69 Value

COMFORTER

**72x84
Size**
1.98

Beautifully covered cambric comforters, well fluffed, cotton filled. Choice of solid colors with floral centers and plain borders. Please, no mail, or phone, or C.O.D. orders. — Second Floor Monroe.



Sears Roebuck and Co. MONROE at 5. UNION 476 RIDGE ROAD WEST Rochester, N. Y.

in the National's Basement.

STORE OPEN TONIGHT UNTIL 9 P. M.

Basement Overcoats With A Very Decided "Upstairs Look"

New, In The Styles of Them Appealing, In The Colors of Them . . . Here's Overcoat Quality You Won't Find In Any Other Low-Price Department In This City!



THEY'RE fashion-right! They're newly-tailored for this season! They're appealing! You can get a handsome hair-fleece overcoat, if you want one! You can get a rough texture coat, if you prefer that kind. You can get a smooth-face one, if you'd rather. We have all kinds here . . . and all the right this-season models . . . raglans, Bal styles, the very popular fly-front single-breasteds or big, burly warm ulsters . . . in brief, any overcoat you ask for.

**Basement
O'coats AND Suits**
\$18.95

* OTHERS, \$21.95 & \$23.95 . . . IN ROCHESTER'S LARGEST VARIETY

Value - Hi
Basement
Clothes
For Boys
That Really
Live Up To
Their Name



This Season's Top Favorite

Zipper-Lined Coats

\$16.95

A two-purpose, double-duty coat in the newest colors of the year. Wear it as a topcoat, now . . . later on, with the lining zipped in, it's a warm winter overcoat. Heather-mixtures, herringbones, diagonals.

Shortie Reversible Coats

\$10.95

The hottest style of the season, as any lad will tell you. New camel shade reversible coats and all the latest colors in heavy military-style fleeces. Sizes 12 to 22.

New, Fall Student Suits

\$12.95

Good - looking, long - wearing tweeds, herringbones, and heather mixtures. All in the wanted new 3-button . . .



You Can Charge It!

Pay 1/3 Dec. 10 - Jan. 10 - Feb. 10

MAIN ST. at ST. PAUL

LINCOLN'S

MAIN ST. at ST. PAUL

Friday and Saturday Specials



Men's Striped or
Block Plaid
SHIRTS
\$1.39

Warm, sporty flannel shirts—zipper neck and button-front plaids, sanforized for permanent fit, in Norway stripes and pastels.



Your Dollar Buy Real Good Shirt!

MEN'S SHIRTS

- White Broadcloths
- Selected Fancies
- Wrinkle-free Collars

They compare favorably with \$2 shirts sold elsewhere! All with wrinkle-free collar that needs no starching. Fine count white broadcloths, and fancies in a selected assortment of patterns and colors.

\$1



Men's Yukon
Plaid

MEN'S
AVIATION STYLE
CAPESKIN
JACKETS
\$7.98

Warmly plaid lined, with zipper front and pocket. Aviation and Cossack style. Sizes 38 to 46.

Heavy plaid flannels with regulation button front. Especially made for outdoor work and sportswear. Variety of colors and patterns. Sizes 14½ to 17.

FLANNEL SHIRTS
\$1.00

Boys' Sir Richard Jr.

DRESS SHIRTS

80 square fancies and fine count 120x60 white broadcloths with stand-up collar. Sanforized. 8-14½.

79c

Boys' Corduroy **SKI CAPS** **59c**



Men's button fabric front
two-tone sport

SWEATERS

Fabric button front, raglan sleeves. Two-tones. Sizes 32 to 46. **\$1.98**

MEN'S ALL WOOL COAT SWEATERS **\$2.25**



Boy's two-tone coat or
slip-on style zipper

SWEATERS

Full zipper front, with raglan sleeves, 2 front pockets. 2-toned front panel. 2-tone brown, green and blue combinations. Sizes 30 to 36. **\$1**

BOYS' ALL WOOL COAT SWEATERS **\$1.98**

Boys' Hooded **SWEAT SHIRTS** **\$1.89**

Warm, fully lined sweat shirts in plain colors. Sizes 10-20.

Here You Are—Warm Winter - Weight

FLANNEL PAJAMAS

Warm Scotch plaid flannels, with solid color matching trim. Full cut for extra comfort, in favorite notch or middy styles. Sizes A-B-C-D. **\$1.29**

Men's Blazer type Broadcloth **PAJAMAS** **\$1.69**

BOYS' FLANNEL PAJAMAS

Warm, cozy, comfortable, pajamas of striped flannel, in notch and middy styles. Buy now for Xmas! Sizes 8 to 18. **\$1**



Boys' All-Wool 6 to 18

MACKINAW

Attached zipper top hood. Warm full plaid lining, deep warm pockets, raglan sleeves. Blue, red, brown plaids. Sizes 6 to 18. **\$4.98**

BOYS' FLANNELETTE SHIRTS

Choice of heavy block or Scotch plaids with sport or regulation collar. One pocket, button front. Sizes 6 to 18. **79c**

Misses' SWEATERS or BLOUSES

ALL BRAND NEW
ALL WORTH \$1.59

\$1.15

Novelties & Classics

Long and short sleeved cardigan and slip-on sweaters, 100% all wool. Long sleeved multi-filament and gabardine blouses, neatly tailored. Sizes 30-40.



SPECIAL SALE BLOUSES or SKIRTS

Crepe - Rayon - Satin - Gabardine

BLOUSES

Neatly tailored, beautifully finished blouses in tuck-in styles. All long sleeved, with single or French cuffs. Sizes 32 to 40. **\$1.59**

Men's Wear - Plaid - Flannel

SKIRTS

Outstanding values in menswear, flannel and ribbed skirts. Plaids and solid colors. 24 to 30. **\$1.59**



DICKIES or TUXEDO BLOUSES

Sharkskin dickies and slub broadcloth tuxedo blouses, both with convertible necks. White, pink, blue, maize and auge. **59c**



Men's Part Wool or Lisle

WINTER WEIGHT, COLORFUL

SHIN or HALF HOSE

Checks, stripes, clocks and conventional patterns in these heavy-weight shins and half hose. Sizes 10-12. **25c Pr.**

MEN'S BLAZER 100% WOOL HOSE **49c**

WOMEN'S RAYON AND WOOL

NOVELTY MITTENS **59c**

WOMEN'S 60% WOOL GLOVES.....\$1.00

CHILDREN'S ALL WOOL MITTENS.....39c

New! For The High School Miss

GENUINE BUNNY FUR MITTENS

\$1

With water-repellent gabardine palm. Fuzzy back fully lined. Assorted colors.

Men's Lined and Unlined

Pig-grain GLOVES

\$1

Sizes 8-10½
\$1.29 Value





Celebration Values In Honor of the Merchant Prince, D. M. EDWARDS

Edwards Days

LAST 2 DAYS
FRIDAY
AND
SATURDAY

Stock Up Now for the Winter! Carload Purchase of Pantry Shoppe PURE PRESERVES



Packed expressly and exclusively for Edwards. The last obtainable at a sale price! Since we purchased this assortment, the price has increased 25%. (No preservatives used... just like homemades!)

- Your Choice at **19c** Reg. 29c Value
- 35-oz. Quart Jar Pure Apple Butter
 - 1-Pound Jar Delicious Orange Marmalade
 - 12-oz. Breaded Edge Light Weight Tumbler — Pure Whole Strawberry Preserves
 - 1 Pound Lightweight Tumbler Pure Grape Jam
 - 10-oz. Tumbler Pure Currant Jelly

- Pure Preserves in Fruit Juice Tumblers
- Strawberry
 - Raspberry
 - Apricot
 - Pineapple
 - Blackberry
 - Damson Plum
 - Peach
 - Grape Jam
- 60c**

From Our Own Candy Kitchen

Worth 60c Lb. **29c lb.**

- Chocolate Peanut Clusters
- Milk or Dark Chocolate Coated Coconut Caramel Smacks
- Assorted Cream Filled Sticks
- Assorted Buttercream Drops
- Chocolate Coated Soft Jellies
- Chocolate Raisin Clusters
- Milk Chocolate Crunchies
- Peppermint Patties
- Wintergreen Patties

Beautiful 3-Pound Tin Home-Style Cookies

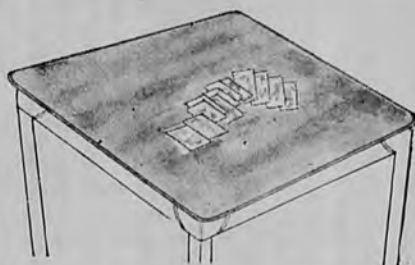
Edwards Days Only **99c** 3-lb. Tin

Prepared according to famous old Cape Cod recipes. 10 varieties and over 200 wholesome, full flavored cookies, including nut cookies, filled sandwiches, etc. Grand for the boys in service.

Choice of Photographs On Tin Box:

- Terrier Dog
- Pussy Cat
- Roses

EDWARDS—Street Floor



Suede or Cotton Quilted CARD TABLE COVERS

Reg. 79c **69c** ea.

Suedes: Made in full size. Assorted colors and elastic corners.

Quilted: Beautifully designed and available in a host of smart colors.

Soldiers' Service Diaries **39c**

Several different styles bound in cloth or simulated leather. All with convenient zippers. Other diaries at 85c.

Edwards Junior Paper Towels

Ordinarily 2 packages cost you 25c! 7 1/2 x 11 sheets. 150 sheets to a roll. **44c** 150 extra-large sheets in a roll. They measure a full 11 x 13 inches.

Edwards Sr. Kitchen Towels

150 extra-large sheets in a roll. They measure a full 11 x 13 inches. **37c**

EDWARDS—Street Floor

Reg. 98c Yard **79c** yd.

A fine fabric that "apes wool." Good range of fall colors to pick from. 39 inches wide.

Reg. 49c Yard **39c** yd.

A Crown-Tested French Crepe in all wanted colors. For lingerie and linings. 39" wide.

EDWARDS—Second Floor

Now Is The Time to Open An EDWARDS 90-DAY CHARGE

Pay Conveniently As Follows:

1/3 Dec. 10th - 1/3 Jan. 10th - 1/3 Feb. 10th

Use Your Edwards Charge-Plate In the Red Case



Mohawk and Alexander Smith Weave New Axminsters RUGS

Edwards Days Only

36⁵⁰

Comparable with Rugs Selling at 43.50

Not the limited number of patterns you might expect to find at such a special price... but a most comprehensive assortment of all the very newest and smartest designs. Most likely you're familiar with these famous grades, but just in case you're not (perhaps you're a newlywed) ask your friends about Mohawk and Alexander Smith rugs at this price. They'll tell you that the value is truly a rare one!

EDWARDS—Fourth Floor

Emerson and Philco TABLE MODEL RADIOS



Your Choice at **16⁹⁵**

Both of these famous-name radios feature built-in aerials. Both insure long, trouble-free service. These days, at this price, they're really good values!

Lay-Away for Gifts
EDWARDS—Sixth Floor

ARMS & BACK STUDIO COUCH

42⁵⁰

10% DOWN
BALANCE
WEEKLY OR
MONTHLY



You can tell this is a "quality" studio couch just by looking at it! Clean-cut lines, plump appearance and rich coverings give it an unmistakable luxuriousness. A double-duty piece of furniture, you can convert this couch into a full size bed or twin beds quickly and conveniently. Equipped with a fine innerspring mattress that puts all its emphasis on long-term comfort... Covered in durable, eye-pleasing tapestries in all wanted shades. Excellent value—the kind you always expect to find in Western New York's largest bedding department!

EDWARDS—Seventh Floor

SAVE ON PAINTS and WALLPAPER



Majestic Flat Wall Paint
Specially Priced **25c** gal.

Our first grade flat. Covers 600 square feet in one coat. Spreads like butter. Gives long, fine service.



Imperial Semi-Gloss
Specially Priced **26c** gal.

A gloss that gives a satin-like finish on walls or woodwork. Colors of ivory, cream, buff, green, white.



"Red Giant" Floor & Porch
Reg. 2.85 **22c** gal.

For inside floors, for outside porches. Colors of gray, slate, buff, light oak, dark oak, brown, mahogany.



"Coral" Interior Gloss
Reg. 2.85 **22c** gal.

For walls or woodwork... for kitchen or bathroom. Gives an enamel-like finish that wears well. Washable.



"Coral" 4-Hr. Varnish
Reg. 1.75 **12c** gal.

A waterproof varnish that can be used inside or outside. Has a hard finish. Dries in four hours.

SAVE DURING THIS SALE OF WALLPAPER



3 days of excellent wallpaper values! If you're planning to redecorate, you'll save dollars by choosing your papers now!

Reg. 10c to 15c Wallpapers 2 Rolls 14c
Reg. 19c to 25c Wallpapers 2 Rolls 27c
Reg. 25c to 35c Wallpapers 2 Rolls 39c
Reg. 35c to 50c Wallpapers 2 Rolls 56c
Reg. 59c to 75c Wallpapers 2 Rolls 78c

EDWARDS—Fourth Floor

Sibley's 36th Semi-Annual BASEMENT Sale



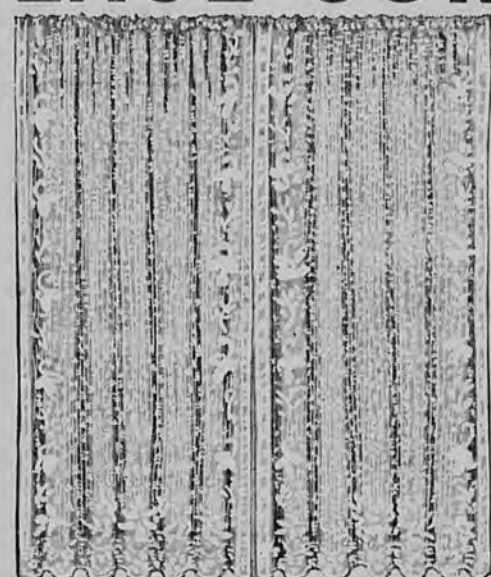
Save \$10 On This Magnificent \$59.00 3-Pc. Solid Maple Bedroom

You get a choice of dresser or vanity, full or twin size bed, and a handsome 4-drawer chest! Smartly designed in the early American manner of solid maple with a luxurious smooth finish that becomes even more beautiful with use. Solid oak interiors! Dovetailed construction throughout! Plate glass mirrors! A rare value at the regular price of \$59.00. Buy on our convenient Budget Plan. Pay only 10% down, then pay the balance in convenient installments which include our modest carrying charge.

SALE PRICED **\$49**

ATLSE 13

Regular \$1.19 Famous Scranton LACE CURTAINS



SALE PRICED **79c** Pair

• 4 Attractive Scranton Patterns in All-over or Border Designs

• Full 30-inches wide and 2½ yard Long.

Dress up every window in your home now when you can buy these famous make curtains at this exceptionally low price. Every pair is made with an adjustable top — all ready to hang on your rods. A remarkable value at just 79c for this week only!

ATLSE 14



GIGANTIC VALUE!
Regular \$19.75 'Nocturne'

Spring Edge Mattress

First time at this rock-bottom price! Extra deep spring unit for extra sleeping comfort and longer wear. The "Nocturne" is fully ventilated! Carefully covered with durable blue and white striped ticking to give you years of service. Sateen box edge. A real mattress value you can save \$4.00 on during this great Sibley Basement sale!

\$15⁷⁵

ATLSE 15

Gigantic Value In Irregulars of \$3.75 Lovely To Look At, Long Wearing BROADLOOMS \$2.98 SALE PRICED

Thick pile, rich broadloom in the greatest pattern and color selection we have ever been able to offer you at this sensationally low price! Hook, leaf and modern designs in every color. Measure your rooms and be on hand at 9:30 for the very first selection of this marvelous buy this week only.

Regular \$3.95 RUG CUSHIONS \$2.98

Heavy jute to make your rugs wear longer! 9x12 with finished edges.

ATLSE 16



5 Styles of Regular \$1.25 VANITY LAMPS

SALE PRICED **\$1.00**

Smart styles with crystal bases and glass or clare de lune shades in every wanted color, including plenty of whites. Save 25c on every fine lamp in this sensational group.

ATLSE 17



Manufacturer's Closeout Silverplate

EACH **11c** Plus Tax

Heavily plated forks, tea, dessert, table and soup spoons, salad forks, butter spreaders, sugar shells. Dozen, \$1.25. Stainless Steel Knives, Each, 15c; Dozen \$1.70.

ATLSE 17



CLOCKS \$2.98

Well known makes in 8-Day, 30-day, alarm clocks! Clocks for every room in finish. Gigantic values at an astonishingly low price.

ATLSE 17

LINENS & BEDDINGS

Irregulars of 39c Quality TURKISH TOWELS

SALE PRICED **29c**

Generous size 22x40 fine, lofty turkish towels in a grand sale assortment of colors and patterns. Extra heavy quality!

\$1.49 Values! Colorful Chenille

BATH SETS

SALE PRICED **\$1.00**

Bath mat and lid cover in two attractive patterns of heavy quality chenille. Solid colors of: rose, blue, green, gold, orchid, peach.

ATLSE 14 AND 15

Beautiful Selection of 49c to 59c RAYON FABRICS

SALE PRICED **29c**

Colorful heatherspun plaids and checks and gay spun rayon prints for your dresses, blouses, housecoats and for the children's clothes.

3,000 Famous Make Irregulars! SHEETS

One of our very best buys of the year! Fine quality, bleached sheets with only weaving imperfections. A size to fit every bed!

Value If Perfect	Size	Sale
\$1.29	54x90	\$1.00
\$1.29	63x99	\$1.00
\$1.39	63x108	\$1.05
\$1.39	72x99	\$1.05
\$1.59	72x108	\$1.09
\$1.50	81x99	\$1.09
\$1.79	81x108	\$1.19

22c Knitting Bag HANDLES

19c Pair

Made of clear lacquer wood! Specially priced for this week only at just 19c!

29c Unbleached MUSLIN

Yd. 18c 6 for \$1

36-inch Hadley unbleached cotton for sheets and many other household purposes.

18c "Tower Mills" COTTON

Yd. 11c 10 for \$1

36-inch famous brand unbleached cotton for sheets and many household uses.

\$1.79 Unbleached MATTRESS COVERS

\$1.49

80-square unbleached muslin covers with taped seams. Rubber buttons. Pieced.

25c Value Martex TOWELING

18c Yd. 6 yds. \$1

Famous make 18-inch bleached toweling with gaily colored borders.

A \$1.19 Value SHEET BLANKETS

84c

Size 70x84 plaid "Nashua" sheet blankets. All white, soft and warm.

79c 4-Oz. Skein WOOL YARN

65c 2 for \$1.25

Wide assortment of colors including pastels, dark shades and variegated.

Smart \$2.49 Values! OVERDRAPE

\$1.98

Heavy quality rayon damask and roughtex. Pinch pleat tops. 36"x2¼ yards.

\$1.25 Reversible O'CEDAR DUSTER

98c

Save 27c on this efficient O'Cedar duster. Remember the regular price is \$1.25.

\$3.98 Chenille SPREADS

\$2.98

Closely tufted! New patterns in single and double sizes. Lovely solid colors!

\$2.59 Bed PILLOWS

\$1.59

Plumply filled 21x27 pillows. Filled with 95% duck feathers; 5% duck down.

Irregulars of 16c TOWELS

11c 10 for \$1

Part linen carnival stripes! For dish or hand use. Very absorbent. Very special!

25c Bleached PILLOW CASES

19c

45x36 size fine quality bleached pillow cases. Exceptional values at just 19c.

Sibley's 36th Semi-Annual BASEMENT Sale

Irregulars of \$1.65 to \$3.50 MEN'S SHIRTS



SALE PRICED **98c**

- White On Whites!
- Lustrous Rayons!
- Beautiful Oxfords!
- Gleaming Chambrays!
- Woven Broadcloths!
- Woven Madrasses!
- Tab Collars!
- Round Collars!
- White With Collar Attached Or Neckbands!
- Sizes 13 1/2 to 17!

Every shirt in the group was manufactured by a famous maker whose high standard of perfection tossed out even the minor flaws you have to look more than twice to locate. This is your chance to "stock up" on every kind of shirt you need for months to come and save yourself money at one and the same time.

Irregulars of \$2.00 to \$3.50

MEN'S PAJAMAS

SALE PRICED **\$1.29**

Notch collars, middies, plain coats! Broadcloths, madrasses, satens, novelty weaves, and balbriggans! Sizes A to D.

Our Luxurious Regular \$29.95 FUR TRIMMED COATS



SALE PRICED **\$23.95**

Coats you'll be proud to wear... proud to have made this \$6 saving on! Beautiful rich furs include mink, dyed marmot, vicuna, Manchurian wolf, squirrel, pieced Persian, and many others. Styles in black, and all the new shades. Superb blends of reused and reprocessed wools, rayon and cotton. 12 to 20; 38 to 52.

Our Reg. \$12.95 Exclusive

SPORTS COATS

\$9.95

Double or single-breasted styles in boxy types. Hollywood type wrap-arounds. All in heatherish looking tweeds, smart checks and plaids, sophisticated black and plain colors! Camel tan! Beautiful blends of reused and reprocessed wool, rayon and cotton. 12 to 20; 38 to 44.



Actual \$4.95 Values in WOMEN'S ROBES

\$2.59
Wraparound, zipper styles in rayon suede cloth. Wine, toper, navy, rose. 22-44.

\$4.95 - \$7.95 Values FLANNEL ROBES

\$3.29
Women's Parker Wilder zipper and wraparound styles. Some embroidered. 14-44.

Irregulars of 69c Values POLO SHIRTS

39c
Fine cotton knit for boys and girls! Striped and solid color styles! This week only!

Closeouts of \$1.09 GIRLS' BLOUSES

79c
Shirtmaker, nautical, and dressy types in gay, bright colors. 3 to 6x; 7 to 14.

Girls' \$2.95 Values! SKIRTS & JACKETS

\$1.29
All wool skirts. Pleated and swing styles. 3 to 16. Corduroy jackets. 7 to 14.

Seconds of 44c - 54c SIBETTES

27c
75% cotton, 20% wool; 5% silk! Warm knitted panties. Regular or extra sizes.

\$1.00 Values in GIRDLES

57c
2-way stretch panty or regulation girdles in latex, cotton and rayon. All sizes.

Seconds of 29c RAYON UNDIES

19c
Panties, stepins, and briefs. Some tailored styles. Small, medium, large. Tearose.

Seconds of 25c - 39c ANKLETS

16c
New fall shades in anklets, knee high hose and even boys' golf hose. 6 1/2 to 11.

Seconds of 19c to 25c TRAINING PANTS

12c
Cream color combed cotton. Some with rayon stripe. Stock up now! Sizes 2 to 8.

Seconds of 59c HOSIERY

39c
Silk and rayon circular knit high twist hose. Reinforced heel and toe. 8 1/2 to 10 1/2.

35c Quality RAYON HOSE

24c
Good service weight hose with cotton heel and toe for extra wear. 8 1/2 to 10 1/2.

\$1.00 Men's Flannelette PAJAMAS AND NIGHT SHIRTS

79c Ea.
First quality coat and slip-on pajamas! 3-button front night shirts! Regular sizes.

Regular \$1.39 MEN'S GLOVES

\$1.00
Fleece or unlined gloves in slip-on and snug wrist styles. Capeskin or pigtex.

\$1.00 and \$1.29 BOYS' SWEATERS

67c
Zipper or button-front and pull-overs in plain colors and fancies. For school or sports.

\$2.24 AND \$3.19 BEFORE AND AFTER THIS SALE!

RAYON DRESSES

SALE PRICED **\$2.44**



Dresses you dream about at this tiny price! Every style a top-notch from our regular stock... marked at just \$2.44 to save you money in our 36th Semi-Annual Sale. Dresses for career or campus! Date dresses! Sport and street types! Plenty of blacks! Dazzling high colors! High cost details! Every new and wanted style you could ask for... all at this one low sale price, just \$2.44.

SIZES:
12 to 20;
38 to 52.



Special Values in

Girls' Coat Sets

\$4.79

Teal, wine or blue coat sets in single or double breasted styles. Durable rayon linings, and hoods lined with rayon velvet. Ski pants to match. Blends of reused and reprocessed wool, rayon, and cotton. Sizes 7 to 12.

Regular \$4.39 Big Plaid

MACKINAW

\$2.99

Cut full for freedom and warmth! Blue or maroon plaids, belted all the way around and made with 4 big pockets. Fine blends of reused wool rayon, and cotton. 8 to 18.



Sensational Sale Values in

INFANTS' WEAR

- Knit Gowns, Seconds of 79c 39c
- Knit Towels, 16x22, 19c Values 12c
- Knit Wash Clothes, 9x9, 15c values 9c
- Flannelette Diapers, 24x24, Seconds \$1.19 89c
- Flannelette Sheets, 36x36, 59c values 39c
- Receiving Blankets, Seconds 29c 18c
- Receiving Blankets, Seconds 39c 25c
- Crib Blankets, 10% wool and 90% cotton to 33 1/4% wool and 66 2/3% cotton. Satin bindings. Plaids, novelties, pink, blue, white. Seconds \$1.95 to \$2.95 \$1.54
- All Wool Mittens and Bonnets, Seconds and closeouts, 39c to \$1.00 27c
- Training Pants, Seconds of 29c to 49c 17c
- Carriage & Bassinet Pads, Novelty Coverings. Seconds \$1.19 79c

ACTUAL 69c VALUES!

FLANNELETTE GOWNS

SALE PRICED

54c



Women's warm cotton flannelette gowns. Full cut, 52 inches long. One-button yoke front styles in white, tea rose, or striped patterns. Heavy and toasty warm for chilly winter nights. Sizes 16, 17, 19, 20.



Famous Manufacturer's Seconds of \$1.98 to \$2.65 Quality

ZIPPER GALOSHES

SALE PRICED **\$1.00**

Every pair water-proof! We purchased this lot last March to be able to offer you rubber, fleece lined zipper galoshes at the unheard of price of just \$1.00! You profit to the tune of a great saving, during our great Basement Sale! Brown or black in sizes 6 to 9; 5 heel heights.

IRREGULARS OF \$1.19 TO \$1.95

COTTON DRESSES

SALE PRICED

89c



Pretty floral prints, stripes and checks in a gigantic sale purchase of dresses to keep you well dressed about the house or marketing. Every one is a real value... and very worthwhile saving at our Basement sale price of just 89c.



Gigantic Selection of Regular \$1.25 and \$1.95

FALL FELTS

SALE PRICED **99c**

The pretty berets and bonnets, sporty casuals you wear from morning till night! Glamorous pompadour styles. You can afford a different hat for every costume in your winter wardrobe during this sale! Blacks and high shades to set off your dark coats! See how much style you can buy for only 99c in this great sale!

Headachy? All in?



Take Beechams Pills Tonight for a Change!

For thorough, pleasant relief from temporary constipation, depend on the pure vegetable compound. No calomel (mercury). Millions of packages sold annually throughout the world. Buy Beechams Pills today! Only 10¢—also 25¢ and 50¢ sizes. All druggists.

BEECHAMS
LAXATIVE PILLS

Get Ready for WINTER

SAVE FUEL AND MONEY WITH
STORM SASH
... Help Defense!

FROM
\$1.50
AND UP

L. Giordano & Sons
LUMBER—SASH—DOORS
1021 HUDSON AVE. and 200 CLIFFO'D AVE.
STONE 4949

WHAT CAUSES
EPILEPSY?

A booklet containing the opinions of famous doctors on this interesting subject will be sent FREE, while they last, to any reader writing to the Educational Division, 535 Fifth Ave., New York, N.Y. Dept. NS-161.

HOMO
FIVE STAR BRAND
COUGH MEDICINE FOR
QUICK, EFFECTIVE
RELIEF FOR COUGHS
DUE TO COLDS

Homo Cough Medicine is a scientifically compounded remedy for coughs resulting from colds and for minor throat irritations. Priced at 50¢ and \$1.00.

Other HOMO Five Star Brand products for the relief of colds are: HOMO Nose Drops, 50¢; HOMO Vapor Salve, 50¢; HOMO Pain Tablets, 25¢; and HOMO Mouth Wash and Gargle, 50¢ and 75¢.

ON SALE AT YOUR DRUGGIST OR WRITE
HOMO DISTRIBUTING CO.
580 South Park Ave., Buffalo, N.Y.

NOTICE

NOTICE IS HEREBY GIVEN that License No. GB-1749 has been issued to the undersigned to sell beer at retail in a grocery store under the Alcoholic Beverage Control Law at 302 Grand Avenue, Rochester, Monroe County, N.Y., for off-premises consumption. Samuel Ostroff, doing business as THURFT PROVISION STORE, 302 Grand Avenue, Rochester, N.Y.

NOTICE

NOTICE IS HEREBY GIVEN that License No. GB-1873 has been issued to the undersigned to sell beer at retail in a grocery store under the Alcoholic Beverage Control Law at 80-101 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.

Dolans
Where You Buy the Parts of Chicken You Prefer...
SPECIAL THIS WEEK

COUPON
CHICKEN
LEGS 33¢
lb.

DOLAN'S
600 Jefferson Ave.
GEN 1417

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CHICKEN
LEGS 33¢
lb.

DOLAN'S
600 Jefferson Ave.
GEN 1417

Save Money! MILLER'S 100% Guaranteed

COAL SPECIAL \$11.95

"SPECIAL" STOVE, EGG AND NUT...
PEA \$9.95

ARDEAN R. MILLER
PHONE GEN. 20 Finest Service For 31 Years

KEY COUPON

Palmolive SOAP
3 for 13¢
Limit 3

KEY COUPON

WOODBURY HAND LOTION 19¢
50¢ Bottle—Limit 1

THIS WEEK'S SPECIALS AT

KEY
ROCHESTER'S MODERN CUT RATE DRUG STORES
TODAY THRU NEXT WEDNESDAY

470 N. GOODMAN NEAR MAIN
724 WINTON ROAD NO. 100 (REAR)
1861 MONROE NEAR WINTON
457 RIDGE RD W. NEAR DEWEY

KEY COUPON

Sweetheart SOAP 4¢
Limit 4

KEY COUPON

WALDORF TOILET TISSUE
3 for 11¢
Limit 6

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SPECIAL THIS WEEK

COUPON
CHICKEN
LEGS 33¢
lb.

DOLAN'S
600 Jefferson Ave.
GEN 1417

SPECIALS AT HARMIN'S

EASY TERMS at NO EXTRA COST!

XMAS LAY AWAY
Make your gift selections NOW — avoid last minute Christmas crowds and confusion. As little as 50¢ holds your purchase 'til Christmas.

3 DIAMONDS 75¢ WEEK
\$24.95

14K natural gold. Beautiful centered diamond flanked by two smaller diamonds. Very specially priced.

SPECIAL! NEW! DIFFERENT
Key Cases
Genuine calf or Morocco, 2K x 5 x 1/2, slide out automatically — snap back in a jiffy! Can't jangle loose — always protected.

49¢

SPECIAL!
YOUR CHOICE... Finished in yellow gold. Dainty — beautiful. Cash only at this price.

GOLD KEY CHAINS, 79¢

OPEN THURSDAY AND SATURDAY EVENING, TILL 9

Harmin's
CREDIT JEWELERS
21 MAIN STREET, East

KEY COUPON

Adhesive TAPE
1/2 Inch x 5 Yds.—Reg 10¢
2 for 13¢
Limit 2

KEY COUPON

WOODBURY SHAVE CREAM
35¢ Size
13¢
Limit 1

HOLLYWOOD MIXER FREE

with your purchase of ONE PACKAGE OF
BETENE

Delicious Food Drink. Not a Drug. Contains vitamins A, B1, B2 (G), C and D and essential minerals. Recommended by physicians. Good for adults and children. Free Mixer with your purchase of BETENE. THIS WEEK ONLY!

Reg. \$2.25 Size AND MIXER BOTH \$1.49 FOR

KEY COUPON

PURE GRAPE JUICE
Pl. Bot. Reg. 25¢
Limit 2
12¢

KEY COUPON

MILK OF MAGNESIA TABLETS
Tin 30 Reg. 25¢
Limit 2
8¢

THE BOND OF FRIENDSHIP

THE PATRICIAN OF AMERICAN RYES

You can pay no more flattering tribute to your guests than to serve them Mount Vernon. And you yourself can drink no finer whiskey than this illustrious rye — enriched by tradition and delicate in flavor.

Mount Vernon
Bottled in BOND
Straight Rye Whiskey
"THE BEST TO YOU!"

Copyright 1941, National Distillers Products Corporation, New York

Harmin's
CREDIT JEWELERS
21 MAIN STREET, East

KEY COUPON

WOODBURY TALC POWDER
25¢ Can
Limit 1
11¢

McKESSON
MILK OF MAGNESIA TOOTH PASTE
Reg. 25¢ Size
2 for 29¢

GLO-COAT BARGAIN!

While They Last!

1/2 GLO-COAT 98¢
FLOOR POLISH
1/2 SHI-NUP 23¢
SILVER POLISH

Both for only 1/2

Johnson's GLO-COAT for gleaming floors Johnson's SHI-NUP for sparkling silver. Take advantage of this offer and you get both at a substantial saving!

KEY COUPON

Playing CARDS
Bridge or Pinochle Reg. 35¢
22¢

KEY COUPON

HOREHOUND DROPS
Pound Package
16¢

AT KOMINZ TIRE CO.
Where Prices - Terms & Service are RIGHT!

TIRES

5.50x17	\$5.95
6.00x16	\$6.95
6.50x16	\$8.95

DE SOTO FIRST QUALITY 1 YEAR GUARANTEE
50¢ DOWN — 50¢ WEEK. Prices Include Old Tires
Other Sizes At Proportionately Low Prices
Plus Federal Tax

Guaranteed In Writing and Installed

24 Month Guaranteed \$5.75 LOW AS
BATTERIES \$2.75
Guaranteed 6 Mo. All Prices Include Old Battery 50¢ WEEKLY

OIL HEATERS FROM \$4.75

FINER
Entertainment
from BROADCASTS and RECORDS

Featuring
Permanent Type Needle in Featherweight Tone Arm
14-Inch Concert Grand Speaker • 64 Position Radiogram Tone • Electric Automatic Tuning

NEW 1942
Radio-Phonograph Combination
Automatically picks up to 12 records — includes American and Foreign broadcasts. Radiogram tone masters. Push-pull amplification. 14 inch concert grand speaker. Genuine lifetime supertone needle in low pressure pick-up. Wave magnet, 10 tubes including rectifier.

\$199.95

McKESSON
ASPIRIN TABS.
Bottle of 100 Tablets
2 for 49¢

KOTEX JR.
85¢ Value
Box 30
48¢

CLAPP'S BABY FOODS

STRAINED FOR BABIES
CHOPPED FOR CHILDREN

3 for 19¢ 3 for 25¢

VASELINE HAIR TONIC
LARGE I SIZE
37¢

SAL HEPATICA
60¢ Size
49¢

TREET BLADES
14 for 25¢

HALIBUT LIVER OIL CAPSULES
Highest Potency Box 50
59¢

AT KOMINZ TIRE CO.
Where Prices - Terms & Service are RIGHT!

TIRES

5.50x17	\$5.95
6.00x16	\$6.95
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24 Month Guaranteed \$5.75 LOW AS
BATTERIES \$2.75
Guaranteed 6 Mo. All Prices Include Old Battery 50¢ WEEKLY

OIL HEATERS FROM \$4.75

KOMINZ TIRE CO., INC.
182-184 MONROE AVE. At Savannah St. Open 9 A.M.-9 P.M.
417 MONROE AVENUE At Averill

VICKS NOSE DROPS
30¢ Size
24¢

Upjohn Unicaps
BOT. 100
\$4.95

NO DULL DRAB HAIR
when you use this amazing
4 Purpose Rinse
In one, simple, quick operation, LOVALON will do all of these 4 important things for your hair:
1. Gives lustrous highlights.
2. Rinses away shampoo film.
3. Tints the hair as it rinses.
4. Helps keep hair neatly in place.
LOVALON does not dye or bleach. It is a pure, odorless hair rinse, in 12 different shades. Try LOVALON.

5 rinses for 19¢

LOVALON

PACQUIN HAND CREAM
50¢ Size
39¢

CARBONA DRY CLEANER
Reg. 25¢ Bottle
14¢

PETERMAN Roach Food
25¢ Size
14¢

NEW COLONIAL MAPLE BED ROOM SUITE
\$49.95
TERMS ARRANGED

LIVING ROOM SUITE
\$59.95
\$1 WEEKLY

REM FOR COUGHS
60¢ Size
49¢

BREWER'S YEAST TABS
Bottle 250 Reg. 51
49¢

Soft and Economical KLEENEX
Box of 440
2 for 49¢

Make sure you have plenty of these soft, absorbent tissues. White, peach, green or orchid.

DOG FOOD
POUND CAN
4 for 19¢

DOG FOOD
POUND CAN
4 for 19¢

SPECIAL • WHILE THEY LAST
SABLE-DYED CONEY
FUR \$43.45
Other Furs at 30%-40% Off
Clifford Fur Co.
1233 Clifford Ave.
1 Block off Portland
CLIFFORD FUR
SELLS FOR LESS

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

FOR BRISK FALL APPETITES
CAIN'S HORSE RADISH

DAVIS BAKING POWDER
NOW
8 oz 10¢
12 oz 15¢
24 oz 25¢

"MIDDLE-AGE" WOMEN (35-52)
HEED THIS ADVICE!!
If you're cross, restless, nervous, suffer hot flashes, dizziness—caused by this period in a woman's life—try Lydia E. Pinkham's Compound Tablets (with added iron). Made especially for women. Thousands upon thousands remarkably helped. Follow label directions. Worth trying!

TAKE OFF UGLY FAT
Many less 3 to 5 lbs. a week yet EAT plenty
No Reducing Drugs—
No Exercise—No Massage

Dr. Fawcett's Reducing Plan
Many and women all over the United States are reporting remarkable results in losing weight. Many tell of reducing 20 pounds a month and more. These people are following the Plan of Dr. Fawcett's Reducing Plan. Dr. Fawcett, noted physician, is the author of the Health Officer, State of New York, Bureau of Health, Medical Staff, U.S. Army, U.S. Navy, U.S. Marine Corps.
Dr. Fawcett's Reducing Plan makes reducing a pleasure. A pleasure because it allows you to EAT EXACTLY what you want. No restriction, no exercise, no massage, no reducing drugs, no loss of vitality.
Have Dr. Fawcett's Reducing Plan EXACTLY as given by him over the air in millions. For each take 3 teaspoons of Cal-Pur in a glass of fruit juice, or any beverage. Take nothing else for lunch except a cup of coffee if desired. For breakfast and dinner EAT AS YOU USUALLY DO. Don't eat out, eat home food. Just eat home food. Try Dr. Fawcett's Reducing Plan for one week. You and your friends will be amazed at the most improvement in your figures. Most overweight men should be helped by Dr. Fawcett's Plan.
Cal-Pur is not a reducing drug. It is a special purpose food supplementing the diet with certain essential amino acids and vitamins. Get a one pound, three or six pound boxes. Cal-Pur costs only about 3¢ a day to use. Money back if not satisfied.
Health Food Store and drug stores, including Key and Daw.

Smooth!
Wildcat Applejack Brandy will delight you. Every kind of drink becomes smooth and palatable with this fine American Applejack Brandy.
HILDICK
for all Cocktails and Highballs
HILDICK Apple Brandy
64 PROOF
DISTILLED LIQUORS CORP., NEW YORK, N.Y.

EXT TABLE
FISHER & BOZEK
LINOLEUM
FREE ESTIMATES
233 LAKE AVENUE
GLEN. 7107-W
GENUINE AS MAR PRO
Our Deluxe Pa Grains, Leather many colors.

Wegmans Customers Share In Amazing Silver Offer

Another "extra" for customers of Wegmans Food Markets . . . this offer is all the more attractive in the face of a shortage of Silverplate. By reason of an outstanding purchase, made over a year ago, from one of the world's largest silversmiths, Wegmans are able to make this amazing money-saving offer. This offer can be made for a limited time only. Read the rules and get started now! Don't risk being left out!

A Beautiful 26 Piece Silver Service for just \$3.98

10% Gov't Tax INCLUDED
With \$10 Worth Of Purchases At WEGMANS

Silver Tickets are now given at all Wegmans markets with purchases of 25c or more. When you have collected \$10 worth of these tickets you are entitled to a beautiful, guaranteed Silver Service with the payment of only \$3.98 in cash. All pieces of this New England Silverplate, distinguished product of one of the world's largest silversmiths, in the exclusive, new, Lovely Rose pattern, are exquisitely designed by master craftsmen and well plated with pure silver. They're sold to you with a replacement guarantee. Next time you visit your nearby Wegmans market make it a point to see for yourself one of these Lovely Rose silver sets now on display. Just picture it your table for the coming holiday season or as a bound-to-be-appreciated holiday gift.

Start Saving Wegmans Silver Tickets Now!

Wegmans
HOME OWNED FOOD MARKETS
FREE PARKING FOR CUSTOMERS

Receive This Paper Regularly

WANTED TO BUY
20 lb. magazines 60c, papers mattresses, metals, Stone 3009-R.
— 20 lb. magazines 60c, newspapers, batteries, junk of all for desired, top price. Try us 370-L.
E8 Nylon hosiery, first class. Or take 20 information call Call on Friday from 9 to 2:30.
E8 pure silk full fashioned seven-eight hosiery, eocobark and honey-grown fall shades. Big 9 only. Smith's, 118 State St. Free parking door.
ng combination stove, 3 place room suite, dining room suite, sacrifice. 38 Clifford Ave.

NOTICE!
Notice is hereby given that License No. A-698 has been issued to the undersigned to sell beer at retail in a grocery store under the Alcoholic Beverage Control Law at 3218 Lake Ave. Rochester, Monroe County, N. Y. for off-premises consumption.
J. AMICO, GROCER
3218 Lake Ave., Rochester, N. Y.

Now Is The Time To Check Your
Heater • Heater Hose & Fittings • Winter Front
Any Part—Any Make—WHEN You Want It!
SCHUBER AUTO PARTS
558-564 LYELL AVE. PHONE: GLEN. 6775
ROCHESTER, N.Y.

SURE KEEP YOUR PRESENT OIL BURNER but **INSTALL THIS NEW LENNOX OILFYRE FURNACE**
it is pressure tight
it will save fuel oil
it will deliver more heat
it will last much longer
There are thousands of oil burners that are burning 50% to 100% more fuel than they should simply because they have been installed in old fashioned furnaces designed for burning coal.
The Lennox Oilfyre riveted steel furnace is made exclusively for burning oil, but it has been designed so that any standard make of conversion type oil burner except rotary and pot burners, can be installed in it. The enormous area of heating surface and long, downward gas travel make this furnace just as efficient as the finest of oil burning units.
This furnace is a wonderful investment. It will save its cost in a very few years in fuel saving alone.
Send to suit your requirements
For Gravity Installation
Round Cased, for low cost forced air operation.
Deluxe Air-Flo cabinet finished in high glass baked enamel.
Free Estimate Service
We will gladly furnish you with an estimate on these installations without cost or obligation to you.

SCHAFFER HEATING CO.
117 ALEXANDER ST. STONE 3308

Are You Reacy For A Cold Wave? Get Your Supply TOMMOROW of
EGG-NUT-STOVE DEPEDABLE
\$10.95 BELMONT
PENNSYLVANIA HARD COAL
Glenwood 700
PEA . . \$9.25
RICE . . \$6.85
BUCKWHEAT \$5.87
COKE By-Product \$11
BELMONT COAL CO.
594 Brown Street

taste tells!
1870
IT FOUNDED THE FAME OF PENNSYLVANIA RYE
taste tells!
1941
TODAY IT IS AMERICA'S MOST POPULAR BOTTLED IN BOND WHISKEY
"THE BEST TO YOU!"
BOTTLED IN BOND
OLD OVERHOLT STRAIGHT RYE WHISKEY
A. Overholt & Co., Inc., New York

PAGE ELEVEN

A farewell party in honor of given by his mother, Mrs. Lloyd Dodge, who leaves for Marion Dodge at her home, 139 Newport, R. I., on Monday was Wyndham Rd., on Tuesday.

"RADIO LOVE" A True Novel By Margaret Sangster
Love behind the microphone! A famous story teller brings you a thrilling true romance.
"Miss Smith Goes To Washington" — Book Length True Novel 75,000 girls invade Washington! What is happening to them? Here is the first inside picture told by one of them.
"A Mother Is Born"—By Dr. Allan Roy Dafee
The famous country doctor of Dione Quintuplet Fame reveals a truly remarkable episode in the life of a woman.
15c December Issue **TRUE STORY MAGAZINE** Now On Sale

When 3 Million Men Say So — It MUST Be Good
NEW SCHICK Flyer 12.50
Once you try this whisker-whacking new Schick you'll know why more men shave with Schick than with all other makes of electric shavers combined.
Just "Charge It" at . . . **RUDOLPH'S**
COR. EAST MAIN at SOUTH AVENUE
Open Thursday, and Saturday Evenings

Over 30,000 People

borrowed at the **LINCOLN-ALLIANCE**
during the first nine months of 1941

IF YOU NEED TO BORROW you'll find it convenient to drop in at the Lincoln-Alliance office nearest your home or place of business. Any one regularly employed can normally obtain a loan with a minimum of red tape—terms are reasonable—and in borrowing from a bank you will establish credit that may be useful to you in many ways.

Here's how our Bank Plan for Personal Loans works:

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

*In event of death, the insurance cancels the unpaid balance.

We welcome your application!
LINCOLN-ALLIANCE BANK AND TRUST COMPANY
MAIN OFFICE—183 Main St., E.
LINCOLN OFFICE 33 Exchange St.
LAKE AVE. OFFICE 1495 Lake Ave.
WEST END OFFICE 886 Main St., W.
EAST END OFFICE 460 N. Goodman St.
MONROE AVE. OFFICE 360 Monroe Ave.
PORTLAND-CLIFFORD OFFICE 520 Portland Ave.
TWELVE CORNERS OFFICE 1853 Monroe Ave.
DEWEYSTONE OFFICE 2865 Dewey Ave.
NEWARK OFFICE Newark, N. Y.
BROCKPORT OFFICE Brockport, N. Y.
Member Federal Reserve System Member F.D.I.C.

Headachy? All In?
Take Beechams Pills Tonight for a Change!
For thorough, pleasant relief from temporary constipation, depend on the purely vegetable compound, No Calomel (mercury). Millions of packages sold annually throughout the world. Buy Beechams Pills today! Only 10¢—also 25¢ and 50¢ sizes. All druggists.
BEECHAMS LAXATIVE PILLS

Get Ready for WINTER
SAVE FUEL AND MONEY WITH STORM SASH
... Help Defense!
FROM **\$1.50** AND UP
L. Giordano & Sons
LUMBER—SASH—DOORS
1021 HUDSON AVE. and 200 CLIFFORD AVE.
STONE 4949

WHAT CAUSES EPILEPSY?
A booklet containing the opinion of famous doctors on this interesting subject will be sent FREE, when you last, to any reader writing the Educational Division, 535 E. 4th Ave., New York, N.Y. Dept. NS-11
HOMO FIVE STAR BRAND
COUGH MEDICINE FOR QUICK, EFFECTIVE RELIEF FOR COUGHS DUE TO COLDS
Homo Cough Medicine is a scientifically compounded remedy. It cures coughs resulting from colds and minor throat irritations. Priced 75¢ and \$1.00.
Other HOMO Five Star Brand products for the relief of colds: HOMO Nose Drops, 25¢; HOMO Vapo Salve, 25¢; HOMO Pain Tablets, 25¢; and HOMO Mouth Wash, 25¢.
ON SALE AT YOUR DRUGGIST OR WRITE
HOMO DISTRIBUTING CO.
580 South Park Ave., Buffalo, N.Y.

WHO IS THE RICHEST MAN IN AMERICA?
Whoever He Is He Cannot Be Finer Foot Comfort Than You Can Get for 25¢ at Any Drug Store.
It's a fact—a millionaire with all his millions couldn't buy greater foot comfort than comes in a 25¢ package Rest-Eze Colloidal Sulphur Foot Bath.
It's amazing how fast it cools as it soothes tired, burning, prurient feet. How it draws out acids and soothes aches and corns and callouses— you can peel them off layer after layer. And it is marvelous for "Athletes Foot"—soothes and heals the raw, burnt skin. Get a package today—and prepare in your tired, aching feet. 25¢—\$1.00. Daw and Key Drug Store.

NOTICE
NOTICE IS HEREBY GIVEN that License No. GR-18075 has been issued to the undersigned to sell beer at retail in a grocery store under the Alcoholic Beverage Control Law at 99-101 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.
Dolans
Where You Buy the Parts of Chicken You Prefer...
SPECIAL THIS WEEK
COUPON

Blessed Relief...
FOR DIFFICULT DAYS
CHI-CHES-TERS PILLS are helping thousands of women relieve from "Tired Look-of-the-Month" why they don't feel better. They relieve symptoms of menstrual pain and discomfort. Absolutely safe to take as 50¢. Forming drugs or narcotics. Used beneficially for over 55 years.
CHI-CHES-TERS DIAMOND BRAND PILLS

THE MONEY YOU SAVE WHEN YOU BUY GLASSES
from
CHESTER A. KOHLER
Prescription-Optician
308 Front St. Stone 6170
27 Clinton Ave. S. Stone 6170
Will make a fair down payment for another member of your family.

KEY COUPON
Palmolive SOAP
3 for 13¢
Limit 3
KEY COUPON
WOODBURY HAND LOTION
19¢
50¢ Bottle—Limit 1
KEY COUPON
Adhesive TAPE
2 for 13¢
Limit 2
KEY COUPON
WOODBURY SHAVE CREAM
35¢ Size
Limit 1
KEY COUPON
WOODBURY TALC POWDER
25¢ Can
Limit 1
McKESSON
MILK OF MAGNESIA
TOOTH PASTE
Reg. 25¢ Size
2 for 29¢
McKESSON
ASPIRIN TABS.
Bottle of 100 Tablets
2 for 49¢
KOTEX JR.
85¢ Value
Box 30
48¢
VICKS
NOSE DROPS
30¢ Size
24¢
Upjohn Unicaps
BOT. 100
\$4.95
REM
FOR COUGHS
60¢ Size
49¢
BREWER'S
YEAST TABS
Bottle 250
Reg. \$1
49¢
DOG FOOD
POUND CAN
4 for 19¢

THIS WEEK'S SPECIALS AT
KEY
ROCHESTER'S MODERN CUT RATE DRUG STORES
TODAY THRU NEXT WEDNESDAY
HOLLYWOOD MIXER FREE
with your purchase of ONE PACKAGE OF **BETENE**
Delicious Food Drink. Not a Drug. Contains vitamins A, B, C, D, E, K, and essential minerals. Recommended by physicians. Good for adults and children. Free Mixer with your purchase of BETENE. THIS WEEK ONLY!
Reg. \$2.25 Size AND MIXER BOTH \$1.49
GLO-COAT BARGAIN!
While They Last!
4-oz. GLO-COAT 98¢
FLOOR POLISH
4-oz. SHI-NUP 23¢
SILVER POLISH
Johnson's GLO-COAT for gleaming floors. Johnson's SHI-NUP for sparkling silver. Take advantage of this offer and you get both at a substantial saving!
CLAPP'S BABY FOODS
STRAINED FOR BABIES
CHOPPED FOR CHILDREN
3 for 19¢ 3 for 25¢
NO DULL DRAB HAIR
when you use this amazing
4 Purpose Rinse
In use, simple, quick operation, LOVALON will do all of these 4 important things for your hair:
1. Gives lustrous highlights.
2. Rinses away shampoo film.
3. Tones the hair as it rinses.
4. Helps keep hair evenly in place.
LOVALON does not dye or bleach. It is a pure, odorless hair rinse, in 12 different shades. Try LOVALON.
5 rinses for 19¢
Soft and Economical
KLEENEX
Box of 440
2 for 49¢
Make sure you have plenty of these soft, absorbent tissues. White, peach, green or orchid.

KEY COUPON
Sweetheart SOAP
4¢
Limit 4
KEY COUPON
WALDORF TOILET TISSUE
3 for 11¢
Limit 6
KEY COUPON
PURE GRAPE JUICE
Reg. 12¢
Limit 2
KEY COUPON
MILK OF MAGNESIA TABLETS
Tin 30
Reg. 25¢
Limit 1
KEY COUPON
Playing CARDS
Bridge or Pinochle
Reg. 35¢
KEY COUPON
HOREHOUND DROPS
Pound Package
16¢
KEY COUPON
SQUIBB MINERAL OIL
Pint Size
59¢
KEY COUPON
SAL HEPATICA
60¢ Size
49¢
KEY COUPON
TREET BLADES
14 for 25¢
KEY COUPON
HALIBUT LIVER OIL CAPSULES
Highest Potency
Box 50
59¢
KEY COUPON
PACQUIN HAND CREAM
4oz. Size
39¢
KEY COUPON
CARBONA DRY CLEANER
Reg. 25¢
Bottle
14¢
KEY COUPON
PETERMAN Roach Food
25¢ Size
14¢

NOW IS THE TIME...
OVERCOATS
BLUE MELTON
\$9.88
These fine, warm coats are worth \$17.50! So a really styled, wide lapels, double-breasted. Sizes 34 to 46.
Open Till 9 P. M.
A variety of fashions among young men. Sizes 32 to 46. \$20 value.
Fine Quality **MILBURY \$17.88 FLEECES**
GARSON'S CLOTHES
88 STATE ST. Next To Reliable Furniture

Where To Play Bingo
BINGO
19th WARD CLUB HOUSE
251 HAWLEY ST.
Thurs., Fri. and Sat. Eve. 8:15
Fri. 1:45
Extra Board (FREE)
With Triple Board
SATURDAY IS BOND NITE
Beeley's Bingo
MON., TUES., FRI., SAT. at 8:15 P. M.
SUNDAY at 2:30 P. M.
WED. at 1:30 P. M.
Extra Board Free with Triple Board
ADMISSION 30¢
142 GENESEE ST. in REAR
A B C PARTIES
Are Being Held As Usual
Tues., and Sat. Nite At 8:30
2011 E. MAIN
2 Jackpots—\$50 - \$145
HEAR ABOUT IT? RADIO GIVEN
HOLLYWOOD BINGO
\$130 JACKPOT - \$5 - \$9 REGULAR GAMES
\$20 - \$400 WED., THUR. SPECIALS; SAT. FRI. & SAT.
NEW! Early Bird Special Game 3 P. M. Sharp! Bring Your Friends! Come Early!

PLYMOUTH HALL
PLYMOUTH AVE. & TROUP ST. EVERY SAT. NITE
8:30 O'clock
JACKPOT \$100.00
ALL GAMES \$5.00 OR MORE
23 GAMES 28¢—Including Tax
— COUPON —
We Cordially Invite You To Inspect
The New PARK HALL
THURSDAY or FRIDAY—NOVEMBER 6 or 7
FREE! This Coupon Worth 50¢
Good only when purchasing a book of specials and a triple board, Thursday and Friday, Nov. 6th and 7th only.
W. Thompson, Mgr.
ALL GAMES \$5 OR MORE
Enjoy bingo in comfortable and pleasant surroundings every Thursday, Friday, Saturday and Sunday evening in Rochester's newest and finest bingo center.
23 GAMES 28¢ INCLUDING TAX
The New PARK HALL
928 JEFFERSON AVE., NEAR PLYMOUTH

DE LUXE BINGO
EVERY MONDAY NITE
K of C AUDITORIUM - Chestnut St.
GOLD AWARD NIGHT NOVEMBER 10th
BINGO
SUNDAY NIGHT 8:15
2 JACKPOTS \$95 - \$105
MONDAY NIGHT 8:15
2 JACKPOTS \$75 - \$90
SUNDAY & MONDAY NIGHT
ALL REGULAR GAMES \$7
Wed., Fri. & Sat. Afternoons at 1:30
Wed. & Sat. Afternoon
TWO JACKPOTS ALL GAMES \$3
UNION LEAGUE HALL Gregory at South Ave.
TAKE SOUTH AVE. BUS TO DOOR
USE THESE FREE COUPONS
THIS TICKET WORTH 45¢
At Towners Thursday, Nov. 7
Good only when buying a book of specials and triple board. Subject to Federal Tax.
THIS TICKET WORTH 45¢
At Towners Friday, Nov. 7
Good only when buying a book of specials and triple board. Subject to Federal Tax.
THIS TICKET WORTH 45¢
At Hudson Theatre, Sat. Nov. 8
Good only when buying a book of specials and triple board. Subject to Federal Tax.

Andy Says...
SEE FURSTOSS FIRST
LOWEST PRICES
IN TOWN
18 MONTHS TO PAY
— ON —
FRIGIDAIRE — PHILCO RADIOS —
QUALITY RANGES, GLENWOOD RANGES
ZENITH RADIOS — VACUUM CLEANERS
AND OTHER ELECTRICAL APPLIANCES
Use Our Lay Away Plan \$1.00 Weekly
FURSTOSS APPLIANCES INC.
409 Chili Avenue
Open Evenings for Your Convenience
Gen. 2070

WEST AVE. MANOR
165 West Ave.
Mon., Tues., Thurs. — 1:30
Sun. 2:30 P. M.
Wed. and Fri. 8:30 P. M.
\$BINGOS
TUES. & FRI. 8:45 P. M.
STRAND
THEATRE
\$2500 EVERY WEEK
ADM. 99¢—NO EXTRAS

CHILI RECREATION HALL BINGO
Monday Nite • All Reg. \$6 23 Games • Jackpots
Tues. Aft. Eve. 23 Games and Specials
Wed. Aft. \$4 Games 23 Games
Thurs. Aft. 23 Games and Specials
Fri. Aft. \$4 Games 23 Games
Sat. Aft. \$5 Games 23 Games
Sun. Aft. \$6 Games 23 Games
515 CHILI AVE.

TOWNER HALL
All Games \$5.00
Sat. Sun. Wed. Nites No Sun. Game at 8:15
\$500 \$10.00
Tues. and Sun. Nites
Hollywood-Hudson All Games \$500 \$10.00
Tuesday Night HUDSON
Saturday \$475 \$5.00
THIS TICKET WORTH 45¢
At Towners Thursday, Nov. 7
Good only when buying a book of specials and triple board. Subject to Federal Tax.
THIS TICKET WORTH 45¢
At Towners Friday, Nov. 7
Good only when buying a book of specials and triple board. Subject to Federal Tax.
THIS TICKET WORTH 45¢
At Hudson Theatre, Sat. Nov. 8
Good only when buying a book of specials and triple board. Subject to Federal Tax.

ER 6, 1941

ROCHESTER SUN, THURSDAY, NOVEMBER 6, 1941

Call The Sun Office If You Do not Receive This Paper Regularly

PAGE ELEVEN

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BUY
COHLER
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payment for
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5c

Sunday Evening, November 9, at 8:20
Musical Scoop of the Year!!
FIRST PIANO QUARTET
N. B. C.'s Popular Artists
(Concert and Network Broadcast from Stage)
with **ROCHESTER CIVIC ORCHESTRA**
Our Traser Harrison Conducting
ALL SEATS RESERVED
35c, 50c, 75c—Mezzanine \$1.00—Plus Tax
EASTMAN THEATRE of University of Rochester

**If you don't know your FURS—
... Know your Furrier!**
Our reputation for fine quality
in furs is spotless. Our customers
highly recommend us. We deal in
custom-fashioned coats or ready-
mades from our own stock. Hun-
dreds of styles from which to
choose.
Rochester Fur Dressing Co.
290 BROAD ST. MAIN 5117
ESTABLISHED 1910

AT ROPER'S
Hot Water - LESS THAN 4c a DAY!
For the Average Family

DUO-THERM
• COMPLETELY AUTOMATIC
• EASY TERMS
• SMALL DOWN PAYMENT
• BURNS INEXPENSIVE No. 1
FUEL OIL
• EXTRA BIG STORAGE CAPACITY
FOR MORE HOT WATER
• SUPER EFFICIENT HEATING
• GETS HOT WATER QUICKLY
SEE THEM NOW AT
ROPER RANGE CO.
America's Finest Gas Ranges
48 ST. PAUL ST. MORTIMER

HOT FILLINGS FLAVORFUL
BREAST-O-CHICKEN
Tuna Fish
When there's zip in the air, put some
zip in your menu! Serve tempting,
hearty main-course dishes made with
delicious Breast-O'-Chicken-Tuna.
FREE COOKBOOK!
Frank Decatur White's tested recipes for
delicious hot dishes, salads, sandwiches and party
fare. Write: Westgate Sea Products Co.,
Dept. 11, San Diego, California

THE SALE YOU'LL ALWAYS REMEMBER!
Complete H.P. HOOVER
COMBINATION
with a 1 Year Guarantee!
YOU GET ALL THIS
1 HOOVER REBUILT
VACUUM CLEANER
1 CARPET SWEEPER
6 P.C. BRUSH OUTFIT
3 MOPS
11 PIECES AS SHOWN
\$15.95
Complete
50¢ WEEKLY
It Is Really Sensational!
A bargain you can't afford to
miss! This one year guarantee
HOOVER VACUUM CLEANER
and all the articles illustrated are
yours—will solve all your cleaning
and dusting problems. All for this
LOW PRICE—If you act Now!!
HURRY!
Only 35 HOOVERS
Plus 27 APEX
Cleaners
IN THIS SALE
Take Your Choice!
UNION
EAST AVE. AT UNION OPEN EVENINGS

FISHER & BOZEK
LEINOLEUM
FREE ESTIMATES
233 LAKE AVENUE
GLEN, 2107-W

TABLE PADS
GENUINE ASBESTOS
MAR PROOF
Our Deluxe Pads, include
Grains, Leatherettes and
many colors.
\$1.79
DAYS
ONLY
NOTICE!
Phone or Write, We will take pattern
of your table. No obligations or
charges. Why Risk Doing It Yourself?
Breeding Appointments
ROCHESTER TABLE PAD CO., Monroe 1209

BE WISE! MAKE YOUR
RESERVATION
NOW!
SMITH'S GRILL MAIN
8 MILL STREET 7315
ANNUAL DUCK DINNER
WITH ALL THE TRIMMINGS
SATURDAY, NOV. 8th 75¢
From Noon Until 7

**Sure protection
to wearers
of**
RUGBY Flintwist
Sweaters
Knitted of triple-tube, cable-constructed yarn
that give the greatest protective warmth and
lasting wear ever put into a sweater.
They fit without pucker or wrinkle... keep
their shape for life and stand the roughest,
hottest kind of wear.
Get one and let it be your protective pal for
years. Button or Zipper styles in all popular
colors.
Knitted and fully guaranteed by
RUGBY KNITTING MILLS, Inc.

RUGBY SWEATERS SOLD EXCLUSIVELY AT
Champion
KNITWEAR CO. 71 ST. PAUL ST.
1/2 Hour Parking at Bill's and Strand Parking Stations

BUSINESS PERSONALS
CHICKEN PIES — delivered by dozen.
Myers, 135 Depew. Genesee 424-M
CHIROPRACTORS
FRANK BROWNELL, 63 Bronson L. A.
Young in attendance. Genesee 1492

WANTED TO BUY
BAGS — 2c lb., magazines 60c, papers
35c, mattresses, metals, Stone 2889-2
RAGS — 2c lb., magazines 60c, news-
papers in bundles 35c, iron, metals,
tubes, batteries, mattresses, junk of all
kinds for dealers, top prices. Try us
Stone 370-1
LADIES' Nylon hosiery, first class. Or-
ders taken for information, call Cui
3117-J on Friday from 9 to 2:30
LADIES' pure silk full fashioned serv-
ice weight hosiery, coachmark and honey-
comb, newest fall shades. \$15, 8 only.
58c. Smith's, 118 State St. Free deliv-
ery next door.
Sterling combination store, 3 place
living room suite, dining room suite.
Will sacrifice. 38 Clifford Ave.

NOTICE!
Notice is hereby given that Li-
cense No. A-698 has been issued to
the undersigned to sell beer
at retail in a grocery store under
the Alcoholic Beverage Control
Law at 3218 Lake Ave. Rochester,
Monroe County, N. Y., for off-
premises consumption.
J. AMICO, GROCER
3218 Lake Ave., Rochester, N. Y.

Now Is The Time To Check Your
• Heater • Heater Hose & Fittings • Winter Front
Any Part—Any Make—WHEN You Want It!
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SURE
KEEP YOUR PRESENT
OIL BURNER
but
INSTALL THIS NEW
LENNOX
OILFYRE
FURNACE
it is pressure tight
it will save fuel oil
it will deliver more heat
it will last much longer

There are thousands of oil burners that are burning 50% to 100%
more fuel than they should simply because they have been installed
in old fashioned furnaces designed for burning coal.
The Lennox Oilfyre riveted steel furnace is made exclusively for
burning oil, but it has been designed so that any standard make of
conversion type oil burner except rotary and pot burners, can be
installed in it. The enormous area of heating surface and long,
downward gas travel make this furnace just as efficient as the
finest of oil burning units.
This furnace is a wonderful investment. It will save its cost in a
very few years in fuel saving alone.
Consent to suit
your requirements
For Gravity instal-
lation.
Round Cased, for
low cost forced air
operation.
Deluxe Air-Flue
exhaust finished in
high glass baked
enamel.
Free Estimate
Service
We will gladly fur-
nish you with an
estimate on these
installations with-
out cost or obliga-
tion to you.
SCHAFFER HEATING CO.
317 ALEXANDER ST. STONE 3308

**Are You Reacy For A
Cold Wave? Get Your
Supply TOMMOROW of**
**EGG-NUT-
STOVE** **DEPEDABLE**
\$10.95 **BELMONT**
Pennsylvania HARD COAL
PHONE
Glenwood 700
PEA .. \$9.25
RICE .. \$6.85
BUCKWHEAT \$5.87
COKE By-Product
State or Nut \$11
BELMONT
COAL CO.
594 Brown Street

taste tells!
1870
OLD OVERHOLT
STRAIGHT RYE
WHISKEY
taste tells!
1941
**IT FOUNDED
THE FAME OF
PENNSYLVANIA
RYE**
**TODAY IT IS
AMERICA'S MOST
POPULAR BOTTLED
IN BOND WHISKEY**
**"THE
BEST
TO
YOU!"**
National Distillers Products Corp. Copyright 1941, A. Overholt & Co., Inc., New York

A farewell party in honor of given by his mother, Mrs.
Lloyd Dodge, who leaves for Marion Dodge at her home, 139
Newport, R. I., on Monday was Wyndham Rd., on Tuesday.

"RADIO LOVE" A True Novel By Margaret Sangster
Love behind the microphone! A famous story teller brings you a
thrilling true romance.
"Miss Smith Goes To Washington" — Book Length True Novel
78,000 girls invade Washington! What is happening to them? Here is
the first inside picture told by one of them.
"A Mother Is Born" — By Dr. Allan Roy Dafeo
The famous country doctor of Dornia Quintuplet Fame reveals a truly
remarkable episode in the life of a woman.
15c December Issue **TRUE STORY MAGAZINE** Now On Sale

**When 3 Million Men Say
So — It MUST Be Good**

Once you try this
whisker-whacking
new Schick you'll know
why more men shave
with Schick than with
all other makes of
electric shavers com-
bined.
NEW SCHICK
Flyer 12.50
35¢ DOWN
50¢ WEEKLY
Just "Charge It" at . . .
RUDOLPH'S
COR. EAST MAIN at SOUTH AVENUE
Open Thursday, and Saturday Evenings

**Over
30,000
People**
borrowed at the
LINCOLN-ALLIANCE
during the first nine months of 1941
IF YOU NEED TO BORROW you'll find
it convenient to drop in at the Lincoln-
Alliance office nearest your home or place
of business. Any one regularly employed
can normally obtain a loan with a minimum
of red tape—terms are reasonable—and in
borrowing from a bank you will establish
credit that may be useful to you in many
ways.
Here's how our Bank Plan for Personal Loans
works:

YOU BORROW	CHARGE FOR YEAR	FINIS- ANCE 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

*In event of death, the insurance cancels the unpaid balance.
We welcome your application!
LINCOLN-ALLIANCE
BANK AND TRUST COMPANY
MAIN OFFICE—183 Main St., E.
LINCOLN OFFICE 33 Exchange St.
LAKE AVE. OFFICE 1495 Lake Ave.
WEST END OFFICE 886 Main St., W.
EAST END OFFICE 460 N. Goodman St.
MONROE AVE. OFFICE 560 Monroe Ave.
PORTLAND-CLIFFORD OFFICE 520 Portland Ave.
TWELVE CORNERS OFFICE 1853 Monroe Ave.
DEWEYSTONE OFFICE 2865 Dewey Ave.
NEWARK OFFICE Newark, N. Y.
BROCKPORT OFFICE Brockport, N. Y.
Member Federal Reserve System Member F.D.I.C.

at HARRIS NUSBAUMS

Thrilling November

COAT SALE!

FASHION-HIT
STYLES!

Here are fur values we cannot duplicate! We ordered these long before the price rise. We can now sell them to you at less than market price! Here's the luxury and style you've dreamed of well within your means. Hurry to make your selection first!

Savings of \$10 to \$19.50 on each coat!



EXTRA!

LUXURY FUR COATS

Save-dyed Coats. Full length. Beautifully blended. Sizes 12-44. You can't match this value ANYWHERE! Other coats in the wanted list including Muskies, Mouton Lamb, Persian Fox, Chinchilla, Ostrich, etc., at varying prices.

Others to \$225

NUSBAUM FAMOUS
FUR TRIMMED

COATS

Winter's leading fashions. Luxuriously fur-trimmed and smartly tailored in rich, warm wools. Warmly interlined. Fitted and boxy styles in dress and sport materials. Choose while special stocks are still complete — the best time is NOW! Sizes 12-20; 22-32; 34-44.

\$29.50

Savings of \$10 to \$15 on each coat!

UNTRIMMED
SPORT & DRESS
COATS

\$16.95

Unheard of value for casual, sport and dress wear. Boxes, sweaters, single and double breasted styles. Reversible. Plaids, tweeds and camel fleeces. Sizes 8-12; 14-16; 18-20; 22-24; 26-28; 30-32.

Complete Selections In
Children's Trimmed and
Untrimmed Coats
At Similar Savings

HARRIS
NUSBAUM

221-229 JOSEPH AVENUE

OPEN EVENINGS—FREE PARKING

For polishing pearl handles fine salt is very effective. Polish with a chamois afterwards. Silver polish or whitening and alcohol is a very good cleanser for nickel.

Now Taste the Finest
GREEN RIVER
in All its Fifty Years!



9 out of 10 Like it
"110,555 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'."

Buy a Bottle Today!

The Whiskey Without Regrets

GREEN RIVER

America's Smoothest Whiskey

Blended Whiskey, 86 proof, 75% grain neutral spirits, Oldtime Distillers Corp., N.Y.C.

2 Mistakes Young Wives So Often Make

At this very moment there are countless thousands of young wives who are beset with uncertainty. The pity of it is that these young women will go on making needless mistakes because they have no one to turn to for much needed advice. Because of inward shyness, many women live in ignorance about the subject of feminine hygiene. Others are woefully misinformed and, as a result, have used douches of over-strong solutions of acids which can actually burn or scar delicate tissues. Your own doctor will verify this. Today, there is a truly safe product for the douches that offers amazing hygiene protection. This great discovery is Zonite. You will find no skull-and-crossbones on Zonite's label, because Zonite is non-poisonous, non-caustic. Yet, it kills germs, bacteria on contact. Zonite actually destroys undesirable odors. Protects personal cleanliness. Most important, is safe for delicate tissues. So enthusiastically have women accepted the safe hygiene protection of Zonite that over 20,000,000 bottles have already been bought. Free Book Tells Intimate Facts. If there is any doubt in your mind about the subject of feminine hygiene, get this frankly written booklet, "Feminine Hygiene Today," which we will send you FREE, without obligation, in plain wrapper. Send name and address to Zonite Products Corporation, Dept. 340-R, 370 Lexington Avenue, New York, N. Y.

OUR "GET ACQUAINTED" OFFER
CLIP THIS AD AND
SAVE MONEY
PRESENT THIS AD AND RECEIVE A
LIBERAL DISCOUNT
ON GUARANTEED
COAL AND COKE
LAKE COAL COMPANY
255 LYELL AVE. OPP. FIRE HOUSE

KIDS ORGANIZE HOME DEFENSE



CHILDREN can play an important part in national defense—by keeping sturdy. One good way to help your youngsters develop strong chest bones, straight backs, sound teeth—and help them grow into stalwart citizens—is give them Scott's Emulsion regularly every day. You'll find, too, Scott's will help build resistance against colds if there is a deficiency in "Vitamin A and D." This great tonic is recommended by many doctors as a food supplement because it is so rich in these vital elements* everyone needs. And an exclusive process makes it 4 times easier to digest than plain cod liver oil, easy even for young, delicate systems to take and retain. Economical too, with a pleasant taste children enjoy. Buy today at your druggist!

SCOTT'S EMULSION

A Great Year-Round Tonic For All Ages

A New Kind of Flashlight!



Ristlite
The flashlight that gives you
FREE USE OF BOTH HANDS

98c

Complete With Batteries
Imagine! A flashlight that never has to be "held" ... throws a clear 500-foot beam of light; yet leaves both hands free for work. Snaps on the wrist like a wrist watch! And its ingenious stand permits it to stand anywhere at any angle. It also can be snapped on a button of your coat or shirt—or on your belt. A boom to every household ... a blessing to mechanics, plumbers, carpenters and electricians. For sportsmen, campers, motorists, bicyclists and army men, it's indispensable.

Daw's Pre-Holiday Scoop!

CHRISTMAS CARDS
Box of 21
29c



WITH ENVELOPES
21 cards in a variety of sizes, all French folders, with distinctive designs in beautiful colorful effects. NO TWO ALIKE. Many exclusive designs and verses. Sold everywhere at 50c and more. BUY NOW AND SAVE !!

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. E. MAIN ST. E. MAIN ST. W. RIDGE RD. W. MAIN ST. W. N. GOODMAN MONROE AV.

Right Reserved To Limit Quantities

Phillip's Milk Of
Magnesia
Tablets 12c
25c Size

KREML
HAIR
TONIC 28c
60c Size

MARCHAND'S
HAIR
WASH 39c
50c Size

WORLD'S FAIR
TOOTH
PICKS 3c
5c Boxes

CASTOR
OIL Pure U.S.P.
2-oz Size 6c

BAY
RUM 24c
50c Size

MOLLE
CREAM
SHAVE 42c
75c Jar

BIG VALUES
PAPE'S 35c
Cold Compound 21c
REN-GAY
Balm, 7c Size 59c
SWAMP-ROOT
Kilmer's, 11.13 Size 77c
STERIZOL
Powder, 1.00 Size 76c
RHUBARB & SODA
Mixture, 4-oz. Size 24c
CALHISMA
Powder, 3c Size 29c
DIETENE
Powder, 1.00 Size 77c
MENTHA-PEPSIN
Dare's, 1.13 Size 98c
ADLERIKA
Laxative, 1.00 Size 69c

DAW'S COUPON
Sterilized — GAUZE
BANDAGE
2 Inches x 10 Yds.
2 for 13c
Reg. 10c
(Limit 4)

DAW'S COUPON
CHOCOLATE - FLAVORED
MALTED
MILK 19c
Reg. 50c
1-Lb. Can
(Limit of 2)

DAW'S COUPON
DOLORES
CASTILE SOAP
MADE WITH PURE OLIVE OIL
Reg. 15c
Size 3 for 20c
(Limit of 3 Bars)

WITH THIS COUPON
Mrs. PARSONS
CREAMY WHIPPS
1-LB. 25c
BOX
Delicious, melt-in-your-mouth Whipped Creams. Smooth and velvety — coated with dark bitter-sweet chocolate. (Limit 2 lbs.)

BORAX
POWDER 11c
1 Pound

MULSIFIED
SHAMPOO 18c
25c Size

ROCK CANDY
1/4 Pound Package 13c

BIG VALUES
JOHNSON'S
Baby Soap 2 for 25c
OVALTINE
Large 15c Size 61c
ATWOOD'S
Bitters, 35c Size 16c
TREET BLADES
Single-Edge, Box of 14 25c
AMPHOJEL
Wheat's, 12-oz. Size \$1.29
HALEY'S M-O
4.00 Size 44c
TAR SOAP
For Shampoo, 15c Bar 7c
BUBBLE BATH
1-Lb. Size, Ass'd 43c
NIPPLES
Anti-Colic 5 for 23c

DAW'S COUPON
FAMOUS P & S FORMULA
Tooth Powder
Large 4-oz. Size
Reg. 50c 16c
(Limit of 2)

DAW'S COUPON
LIFEBUOY
SOAP
Reg. Size 2 Bars For 9c
(Limit 4 Bars)

DAW'S COUPON
FOUNTAIN PEN
INK
15c Value Large 4-oz. 7c
(Limit of 2)

DAW'S COUPON
LADIES DRESSING
COMBS
Values Up to 25c 7c
They're practically unbreakable!! Famous-make acetate dressing combs in the most-wanted colorfully patterned designs. Sold only with this coupon! (Limit of 2)

WOODBURY'S
TALCUM 12c
25c Size

MILK OF
Magnesia 13c
Pint Bottle

WOODBURY'S
BABY NURSERS
8 oz. 3 for 5c

CASTORIA
Pitcher's 14c
35c Size

HYGEIA
Translucent
NIPPLES 12c
Reg. 20c

PEROXIDE
Pint Bottle 9c

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Delivered Every Thursday

FIFTH YEAR—No. 3

ROCHESTER, N. Y., THURSDAY, NOVEMBER 13, 1941

To 75,200 Rochester Homes

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

LOCAL MERCHANTS LAUNCH HOLIDAY SEASON

Huge Parade To Feature Saturday Opening Of Santa Claus Lane

Kris Kringle will officially set up his workshop in Rochester this week-end with a giant parade scheduled to herald his arrival on Saturday evening. From then until Christmas, downtown streets will be ablaze in holiday attire of giant wreaths, lighted candles and decorated buildings. The area will be officially named "Santa Claus Lane."

The giant mummer's parade, heretofore sponsored by an individual department store will move through downtown streets this year, under the joint sponsorship of more than 150 downtown merchants.

The parade, featuring giant inflated figures, will form on East Ave. at Goodman St. and move promptly at 6:30 down East Ave. to Main St., thence to Fitzhugh St., to Broad St., to South Ave., to Court St., to Clinton Ave. S., to Clinton Ave. N., to Franklin Square, where it will disband.

Its start will be heralded by the explosions of aerial bombs and the turning on of holiday lighting.

All downtown stores have made plans to remain open until 9 p. m. on Saturday, and police are prepared to handle a record throng of holiday shoppers.

Downtown Stores Announce Evening Shopping Hours

Downtown Rochester Stores have announced a schedule of ten evening shopping periods when stores will remain open until 9 p. m. for the convenience of holiday buyers. Dates agreed upon by members of the Retail Merchants' Council of the Chamber of Commerce are as follows:

Saturday, Nov. 15
Saturday, Nov. 29
Saturday, Dec. 6
Friday, Dec. 12
Saturday, Dec. 13
Thursday, Dec. 18
Friday, Dec. 19
Saturday, Dec. 20
Monday, Dec. 22
Tuesday, Dec. 23



HARRIS NUSBAUM'S

SALE

CHILDREN'S WINTER APPAREL— at NUSBAUM'S FAMOUS SAVINGS

Buy the gay, sporty winter togs the children love! At the same time get sturdy, long-wearing quality that will "take it" in winter rough and tumble. All this and SAVINGS TOO here at Harris Nusbaums where value and wide selections go hand in hand. The time to buy is NOW; the place NUSBAUMS!



CHILDREN'S

ALL WOOL SNO SUITS

Warm as toast! Rugged-tailored for style and fit. In a huge variety of exciting new colors at values you'll find only in Nusbaum's mammoth children's department. Also sizes 7 to 16.

\$4.95
SIZES 3-6

Others To \$14.95

Girls' COATS

AND 2 & 3 PIECE

COAT SETS

Sizes 1-6½—and 7-12

Styled to make the older girl look smarter than her classmates and playmates. She'll be not only proud, but warm and healthy all winter long.

Reg. \$10.95 Values
Others \$5.95 to \$19.95



Mothers! See These Values!

All Wool MACKINAW \$5.95

Easily Worth \$7.95

Wool plaids with plaid linings... fabrics that really keep out the coldest winter winds, and built for long hard wear. Plenty of freedom and comfort in their styling. Choice of colors. Sizes 8-18.

Others \$3.95 to \$9.95

McFarlin's Week-end Specials for Students!



Warm, Weightless Overcoats

\$24.75

Trim-fitting single and double breasted models... styled to a young man's taste. Long-wearing, warmth without weight weaves in herringbones or diagonals. All colors. 16-22.

Tweed Student Suits

\$20

Our exclusive all-wool Cragmore tweed... famous for long wear and rich looks. Three-button coat in the new longer length. Pleated trousers. All colors. 16-22.

Students' "2-Way" Reversibles

One side in a warm, colorful blue or brown tweed mixture... the reverse in water-repellent, tan cotton gabardine. Sporty-looking, fly-front model in knee length. 16-22.

\$16.95



Student Slacks

\$4.95 to \$8.50

All the hits of this season's slack parade. Fancy tweeds... solid-tone covers... rugged corduroys. Every wanted color. Pleated front styles. 25 to 32 waist.

Sport Coats

\$14.95

Plenty of the favorite new camel tones, fancy checks, tweeds, and herringbones. Cut in the extremely popular longer-length, 3-button model. 16-22.

McFarlin Clothing Co.

195 Main Street East

"Where The Good Clothes Come From"

HARRIS NUSBAUM

Open Evenings 'til 9

221-229 JOSEPH AVE.

Recipes aren't needed for sandwiches, happily; all you need are some suggestions for fillings, to make in as large or as small quantities as the occasion (and "his" appetite) demands. Here, for instance, are some suggestions for lunch-pail menus and a string of sandwich combinations that will start you off in high:

UNUSUAL GIFTS — ENCHANTINGLY WRAPPED



Beautiful Crystal and China pieces, and sets, Figurines, Candelsticks, Lamps, etc. Perfect Gifts! A grand assortment of Gift Wrappings — We will box, wrap and mail for you. Early shopping this year is essential for good selection.

SMITH CERAMIC STUDIOS
903 MONROE AVENUE

3 DAYS ONLY!

OPEN THUR., FRI. AND SAT. 'TIL 9

**Left's
SNOW SUITS!
\$3.95**

VALUES TO \$8.95

IT'S UNBELIEVEABLE . . .
BUT IT'S TRUE . . .

In spite of rising markets, this price proves conclusively that values are RIGHT at LEFT'S. Warm, sturdy in construction, and built for real hard wear, these snow-suits will keep your kiddies safe and warm in coldest weather. Sizes 3 to 16. Choice of latest colors and styles.

EXTRA SPECIAL!

**BOYS' & GIRLS LEGGING SETS
GIRLS' WINTER COATS**

Real, down-to-earth values that would be unusual in regular times, are outstanding today. You'll appreciate these exceptional values once you see them.

VALUES TO \$10.95

Sizes 3 to 6 — 7 to 16

\$5

FOR ONE WEEK ONLY

And Only Mornings 9 A. M. To 1 P. M.

INFANTS' TODDLERS' SPECIALS!

BLANKETS . . . VALUES TO \$1.95 . . . 85c

1 DOZEN DIAPERS . . . REG. \$1.59 . . . 85c

DRESSES, SIZES 1 to 6x, REG. \$1 . . . 45c

EVERYTHING . . . FROM TOTS TO TEENS

You're Right When you Buy at

LEFT'S
126 128 CLINTON AVE. S.

NEXT TO LOEW'S THEATRE . . . FREE PARKING

Mrs. Wiggs' Coming To Eastman Stage In Child Series

The stage at the Eastman Theatre will be transformed into a cabbage-less "Cabbage Patch" on Saturday afternoon, November 22, when the young people will see those lovable story-book friends, Mrs. Wiggs and family, brought to life.

Through an exclusive arrangement with the educational committee of the Rochester Civic Music Association, The Rochester Sun offers its readers a special discount coupon for the "Mrs. Wiggs of the Cabbage Patch" performance. Clip the coupon on another page of this paper and present at the theatre box office. It entitles the holder to a ten-cent discount on any price seat. Tickets may be purchased for as little as 15 cents (plus tax) with the special Sun coupon.

On that occasion, the Educational Committee of the Rochester Civic Music Association has arranged to present the celebrated Children's Theatre Company of New York in a play version of Alice Hegan Rice's story, "Mrs. Wiggs of the Cabbage Patch."

In portraying for children this colorful and touching picture of life in the Louisville section lying on the wrong side of the railroad tracks, Mrs. Clara Tree Major, director of the com-

COUPON

This Coupon Is Worth

10c

Towards Price of Admission To See

"MRS. WIGGS OF THE CABBAGE PATCH"

EASTMAN THEATRE

Saturday, Nov. 22, 1941

3 O'clock

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

(Plus Tax)

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

Name

Address

Age

pany, brings to the footlights all the problems that the Wiggs' brood meet with such delightfully simple bravery and ingenuity.

This will be the first of five presentations for young people in the Eastman Theatre on Saturday afternoons during the season.

An entirely new idea in connection with this series is the inclusion of a ballet for young

people in the group. It will be the Edwin Strawbridge Ballet Company of New York in the historical narrative of "Daniel Boone." The date for this attraction is January 17.

Other plays in the series will be:

"Little Women" on January 3.

"Penrod" on February 14.

"Toby Tyler" on April 25.

Do not use the electrolytic method on silver that has been oxidized and has a French-gray finish. Do not use for larger utensils with hollow parts. It is best just for eating utensils.

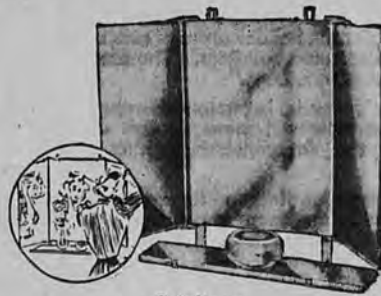
Lodge Auxiliary To Have Fete

The Ladies' Auxiliary No. 163, Knights of St. John, at St. Monica's church will hold their annual installation dinner next Tuesday at Two Forty Dining Room, 240 Goodman St. S. Rev. Wm. F. Bergan, Mrs. Teresa Ganster and Miss Zita Flannigan will be guests of honor.

Foes of Neatness

Difficulty in making a bed so that it presents a neat, attractive appearance very often can be traced to wornout pillows, mattress or bedspring. No amount of care can produce a smooth looking bed if the bedding itself is sagging with age.

Weed's SUN READERS' SPECIAL!



Triplicate

WALL MIRRORS

Equipped with special "Sta-Put" wings that remain in any desired position. Center mirror, size 10x14 inches side mirrors, size 6 1/2 x 14 inches. Complete with mirror utility shelf. Includes chromium brackets and rail. Specially priced for a limited time only.

MAIN 7900

Weed's
15 EXCHANGE ST.
Free City Deliveries
FREE PARKING OPPOSITE

Store Hours
8 A. M. to
5:30 P. M.

THE SPORT SHOP



SENSATIONAL SKIRT and SWEATER

SALE

SWEATERS

• Crew Necks
• V-Necks
• Cardigans
\$1.88
Values To \$2.98

SKIRTS

• All Wools!
• Shot-lands!
• Plaids!
• Checks!
\$2.79
Values To \$4.00

Open Thurs., and Sat. Eve. 'til 9. Other Eve. 'til 7:30

The Sport Shop

23 S. Clinton Ave. Across from Hotel Seneca
MAIN 2107

Christmas Special

3 BEAUTIFUL \$4.45
OIL COLORED
PHOTOS
OPEN SATURDAY NIGHT



The Ideal Christmas Gift

SIZE 8x10

Regular \$6.00 Value

—OR—

YOU MAY BUY ONE

FOR ONLY

\$2.00

The artistic posing and lighting, the expert finishing and retouching assure you of a very fine photograph. Have yours taken today. No appointment necessary.

Selection of Proof Included

Bring the children in and avoid the usual Christmas Rush. Bring in your old photos or soldier snapshots for enlargement.

STUDIO, MAIN FLOOR 200 E. MAIN ST.

Neisner's
5c to 10c Stores



Bowling Ball
\$17.00
50c DOWN 50c WEEKLY

You'll get more fun bowling with your own Mineralite ball, fitted and made to measure, custom bored. Mineralites are accurate! Regulation in every respect—the standard of the world. Scientific tests prove them 99.8% perfect spheres! Available either in light weight, 11 to 13 1/2 pounds or heavy weight, 14 to 16 pounds; black.

Famous NED DAY GRIP . . . 75c extra

48 Hour Delivery

Smalls

28 MAIN STREET, East

OPEN TONIGHT AND SATURDAY TILL 9

HOME OF ATTESTED PERFECT DIAMONDS

AMERICA DEPENDS ON YOU!

Do Your Part in Civilian Defense

You are America's first line of defense—your home a vital part of the Arsenal of Democracy. Though you may not be a worker in a defense industry or a member of the Armed Forces, there are many ways you can help keep America strong and free.

This is Civilian Defense Week. You are hearing and seeing what your Government is doing to build a strong, free Nation and how you, as a civilian, can take an active part in this program right in your own community.

There is a job for you in a civilian-protection unit—or in meeting local emergencies caused by the greatest defense program in history—or in building a healthy, strong community, the real foundation of a free country. If your community already has set up a volunteer office, call today and ask to be enrolled.

You can help right in your own home, too, by supporting your Government's conservation program. Conservation simply means saving—protecting America's raw materials—making the things we use last longer and do more.

This is the only way to make sure America has the vital materials it needs to build the guns and planes and tanks to defend us. Remember, conservation begins at home—at your home.

Only a strong, free Nation has something to defend. Civilian Defense Week is held so that you can learn how you can help keep your country strong and free. Find out your part in this program. Then do your part—today and every day.

FREE BOOK:

America's "War Against Waste." Know the facts. Learn how you can help. Write today. Division of Information, Office for Emergency Management, Room 5628, New Social Security Building, Washington, D. C.

In the interest of National Defense, this space has been donated to the OFFICE FOR EMERGENCY MANAGEMENT by

The Rochester Sun

THE 5 CROWNS GIVE TOUGHNESS THE WORKS

Seagram keeps the
TOUGHNESS OUT
... blends extra
PLEASURE IN



That guy being chased by the tank, Is TOUGHNESS—he's through! He's a blank! Our 5 Crown, we think Is a marvelous drink, The smoothest a man ever drank.

Yes, TOUGHNESS is out! We defy it—At Seagram's—we don't alibi it, For lightness and flavor, And body and savor There's nothing like 5 Crown—just try it!

**Seagram's
5 Crown**

Seagram's 5 Crown Blended Whiskey. 86.8 Proof. 721/2% grain neutral spirits. Seagram-Distillers Corporation, New York

Popular Author Writes Feature Article For Current Magazine

Headlining a sparkling list of true novel by Margaret Sang, America's most popular poets, features in the December issue, entitled "Radio Love." The successful novelists and top of True Story Magazine is a author, besides being one of flight short-story writers, is one

of the foremost authors of day-time radio serials. Now this famous story-teller has written what is said to be a thrilling true romance from the fascinating world behind the microphone.

Another bright spot in the issue is a contribution by Dr. Allan Roy Dafeo, famous country doctor of Dionne Quintuplets fame. In "A Mother Is Born," Doctor Dafeo digs into his memory to bring his readers an epic story of a mother in the North Country who is called by Doctor Dafeo "the most heroic woman I have known."

Phil Spitalny, well-known orchestra leader, has contributed a story that relates of his experiences in handling thirty women. Included are ten fundamentals for success with the ladies, out of the life of the famous orchestra director.

Plunging Neckline Jumpers For Big and Little Sister



Misses' Plunging Neckline Jumper No. 3171, sizes 10, 12, 14, 16, 18 and 20. Sizes 16, 21/4 yards of 54-inch fabric for jumper; 1 1/2 yards of 39-inch fabric for blouse.

Girls' Plunging Neckline Jumper No. 3213, sizes 6, 8, 10, 12 and 14 years. Size 8, 1 1/4 yards of 35-inch fabric for jumper; 1 1/2 yards for blouse.

Send fifteen cents (15c), (coin preferred) for each pattern. Write plainly your name, address and style number. Be sure to state size you wish. Address Pattern Department, Rochester Sun, 420 Burke Bldg., Rochester, N. Y.

Supper and Sale Planned By Group

The Women's Organization of the Columbia Avenue Church of Christ Disciples will hold a turkey dinner and Fancy Articles Sale at the church on Columbia Ave. this evening

West Avenue Church To Have Special Service

Dr. Harry Rimmer, Presbyterian minister, will speak on "Modern Science and the Long Day of Joshua" at a lecture in West Ave. Methodist Church tomorrow at 7:45 p. m.

Times like these call for a car like this!



YOUR wisest choice... if you want a car to fit your needs both today and tomorrow... is this beautiful '42 Ford! It's longer, lower, wider, with a smart and luxurious new interior. It's built to serve you economically for more years than you've probably ever kept a car before! So get your facts first-hand. Come in and compare it feature for feature with any car in its class. Then test it yourself on the roads you pick. You'll find that outstanding economy, style, roominess and road performance make this

great new '42 Ford **YOUR BEST NEW-CAR INVESTMENT!**
INVEST WISELY FOR THE FUTURE!
Buy the long life Quality Car of the Low-Price Field!
CHOOSE YOUR POWER! Own America's lowest-priced "8" or America's most modern "6"! Ford now builds both. Both are thrifty.
TRY THAT "NEW FORD RIDE"! Even smoother this year—on softer springs—lower, wider chassis!
STRETCH OUT IN ROOM TO SPARE! Over nine feet total seating width!
STEP OUT WITH STRIKING NEW BEAUTY! New lines and all-new Ford interiors that will stay up-to-date for years!



"6" or "8"
AMERICA'S NO. 1
CAR INVESTMENT

Ford Dealers of Monroe County

TWIN BED OUTFIT

INCLUDING
2 Mattresses and 2 Coil Springs

Complete
\$44

DELIVERS
Trade in Your
Old Furniture



6 Pcs. Included

Twin poster beds... sturdy, well finished maple or walnut... plus two fine comfortable mattresses and two carbon tempered steel coil springs—A top-notch value in better bedding at Lauer's... Now you can sleep alone—in comfort—at little expense.

Use Lauer's Budget Terms

OPEN TONIGHT AND SATURDAY 'TIL 9 P. M.

50 STATE ST **LAUER'S** 50 STATE ST

3 Outstanding Specials — IN — Boys' Winter Coats

The Three Most-Wanted
Coat Styles For Boys—
At Ready Worth-While
Savings, Now



Shortie
Coats
\$8.65

Big, heavy, zipper-front
fleece coats... the style
every young man wants.
Shortie length, two large
slash pockets, military collar.
Heather shades. Sizes 12-20.

Student
O'Coats
\$12.95

Regular length overcoats in
good heavy warm fabrics.
Bright new tweeds and
diagonals in the wanted fly-
front style. Military collar.
Sizes 22 to 38.

Plaid Mackinaws, **\$4.95**

Husky, warm mackinaw coats. Sturdily tailored from fine, water-repellent fabrics. Bright, attractive plaid patterns. Large storm collar, four pockets, full belt. Sizes 8 to 18.

- Basement Corduroy Knickers \$1.65
- Basement Corduroy Slax ... \$2.95
- Cotton Flannel Shirts 59c

Bargains It Would Be
A Shame To
Miss... If You
Need A New Coat



Brand New, Winter

Basement O'coats

Values Up To \$21.95 **\$18.95** Sizes For All Men

If you happen to be in the market for a new overcoat right now, you're in luck! Bargains like these, right at the very start of Winter, are something to get excited about! A special group of coats in this season's best-selling styles, that we purchased before prices began to soar! Included are many of the popular fly-front styles, three-button box coats, storm ulsters, single and double-breasted models. Plain colors and patterned coats. Warm grays, dressy blues, rich browns and tans. Plenty of sizes for all men, short men and regulars!

The
NATIONAL
EAST MAIN AT STONE

You Can Charge It!

Pay 1/3 Dec. 10 - Jan. 10 - Feb. 10

MENUS

For The Perfect Lunch Box

Menu No. 1:
Ham Salad Sandwich
Strawberry Jam Sandwich
Fresh Tomato Dill Pickles
Fruit Cake
Milk or Coffee

Menu No. 2:
Cold Roast Lamb Sandwich
Chopped Bacon and Celery Sandwich
Pickled Beets (in jar)
Banana, Orange or Apple
Milk or Coffee

Menu No. 3:
Livercut and American Cheese On Roll
Peanut Butter and Jelly Sandwich
Cole Slaw (in jar) Apple Pie
Milk or Coffee

SANDWICH SUGGESTIONS
Shred cooked lamb; mix with chopped celery and chopped onion and moisten with mayonnaise to which has been added a drop or two of mint flavoring. Spread on buttered rye or whole wheat bread.

Chop two cooked frankfurters into small pieces. Mix with mashed baked beans and enough chili sauce to moisten. Add finely chopped parsley if desired. Spread between buttered slices of white or whole wheat bread; lettuce may be added. Mix cubed or coarsely chopped cooked ham with crushed pineapple and finely

Stores Increases Department Area



Pictured here is partial view of the newly enlarged bedding department of the Lincoln Store, which is said to contain Rochester's largest assortment of chenille spreads and other bedding items. Arthur W. Lane, general manager of the store, says that it has been necessary to increase the space devoted to the department on several occasions due to the increasing popularity of Lincoln's as a bedding buyer's center.

chopped celery or stuffed olives, melted butter and cream then mix into peanut butter. Spread thoroughly. Pan fry 2 or 3 slices of bread between slices of whole wheat bacon until crisp; crumble and bread.

To desired amount of peanut butter, add small amount of

CAIN'S
Mastermist
MAYONNAISE
CAIN'S IS THE NAME FOR BETTER SALADS

DAVIS BAKING POWDER
Double Acting
NOW
8 oz 10¢
12 oz 15¢
24 oz 25¢



DELIGHTFUL
Grandma's
OLD FASHIONED MOLASSES
CONCENTRATED JUICE OF RIPE SUGAR CANE, NATURAL FLAVOR, RICH IN NATURE'S IRON, NO SULFUR DIOXIDE.

Grandma's
OLD FASHIONED MOLASSES
CONCENTRATED JUICE OF RIPE SUGAR CANE, NATURAL FLAVOR, RICH IN NATURE'S IRON, NO SULFUR DIOXIDE.

SEND FOR FREE RECIPES
American Molasses Company
120 Wall Street, New York, Dept. R-
Kindly send large size, illustrated recipe book containing 16 pages 7 x 10 inches, 24 recipes for mother and 9 for the very young cook.

Dolans
Where You Buy the Parts of Chicken You Prefer...
SPECIAL
COUPON
CHICKEN
LEGS 33¢
lb.
DOLAN'S
600 Jefferson Ave.
GEN 1417

THE BOND OF FRIENDSHIP
Symbol of hospitality and good taste is this famous square bottle. And you'll find the whiskey it holds fine beyond words—a rye of excellent heritage, rich in tradition and delicate in flavor.

THE PATRICIAN OF AMERICAN RYES

Symbol of hospitality and good taste is this famous square bottle. And you'll find the whiskey it holds fine beyond words—a rye of excellent heritage, rich in tradition and delicate in flavor.



Mount Vernon
BOTTLED IN "BOND"
Straight Rye Whiskey
Copyright 1941, National Distillers Products Corp., N. Y.

Sibley, Lindsay & Curr Co.

PORK LOIN
Lb. 23¢
Rib Half, 3 1/2 lb. average cut from Young Corn-Fatted Pigs. Fresh dressed.

CHUCK ROAST of Choice Steer lb. 23¢
100% Pure Tower
PORK SAUSAGE MEAT, From Fresh Home-Dressed Pork and Old Plantation Seasoning Sage or Celery lb. 25¢
Kaufman's Deluxe
LEG O' LAMB, 6 1/2-lb. average lb. 27¢
PORK LOIN, Tenderloin Half, 3 1/2-lb. average .. lb. 29¢
Tower Brand Skinless
STEAMERS lb. 29¢
Fresh Made Tower Ring
LIVER or BOLOGNA SAUSAGE lb. 23¢

PLACE YOUR ORDER NOW!
TURKEYS
Home-Grown and Northwestern, 9 to 25 lbs. each.



Fruit Baskets
\$2.45
Others from \$1.95 up
Excellent Center Piece and grand Thanksgiving remembrance.

Fancy High Score Creamery
TUB BUTTER
2 lbs. 85¢
Morrell's E-Z Spread
LIVER LOAF
can 25¢
Sibley's Sliced
BOILED HAM
1/2 lb. 35¢
Blue Moon, Old Smokey, Bavarian
CHEESE SPREADS
1/2 lb. pkgs. 25¢
Juicy California
ORANGES doz. 39¢
Sunkist Lemons doz. 29¢
PITTED DATES 2 lbs. 45¢
CRANBERRIES, 2 lbs. 33¢

BIRDSEYE TURKEY
These prime, government inspected birds come all ready drawn and cleaned. Choice of 8 to 16 pound hen turkeys.

PHONE
STONE
6500

Your Thanksgiving Day will not be complete without
Our Home-Made Fruit Cakes
Place your orders early.
LB. 59¢

DATE and NUT BREAD loaf 22¢
COOKIES doz. 24¢
Three favorites: Butterscotch, Pecan, English, Rock and Fruit Bars.
Campbell's Tomato Juice doz. 79¢
20-oz. tin 3 for 25¢
Campbell's Tomato Soup doz. 79¢
Maxwell House Coffee 1-lb. tin 32¢
Domino Sugar, Gran., 25-lb. bag \$1.45
Tuna Fish, Blue Label 1/2's 19¢, 3 for 55¢
Frank's Puddings, Fig or Date, 15¢, 2 for 27¢
Nestle's Cocoa, Ever-Ready, 2 1/2-lb. tin 89¢
Beech-Nut Soups, all varieties 2 for 25¢ doz. \$1.45
Pop Corn, Jolly Time 2 cans 25¢



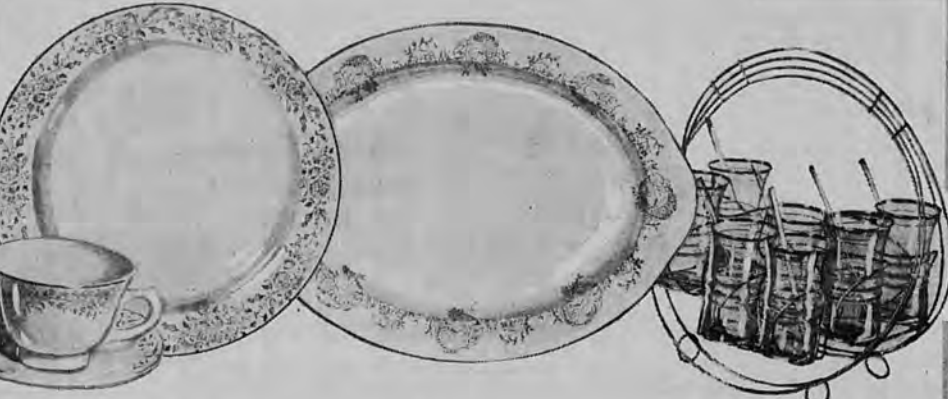
Order Now for Thanksgiving!
BIRDSEYE TURKEY
These prime, government inspected birds come all ready drawn and cleaned. Choice of 8 to 16 pound hen turkeys.

SIBLEY, LINDSAY & CURR CO.
Big Basement Buys
BIG BUYS FOR THE FEAST
Telephone Stone 6500

First Quality! Drip-Top Self-Basting ENAMEL ROASTERS

7-lb. Size	69¢
10-lb. Size	\$1.00
12-lb. Size	\$1.29
16-lb. Size	\$1.39
18-lb. Size	\$1.98

Worth much more! The original Drip-Top self-basting roaster of seamless enamel steel. Use it in the oven, or on top of the stove, as you prefer! Easy to clean, with a special shaped bottom that prevents burning. Ideal for roasting fowl or meat cuts.



Thanksgiving Special! \$11.95 Value! Gold-Color Decorated
54-PIECE DINNERWARE
Only \$8.29

Special Purchase of 15-inch Gold-Color Decorated
TURKEY PLATTERS
To Sell For Just 50¢

Holiday Special! Beautiful Gold-Color Trimmed
17-PIECE BEVERAGE SET
Only \$1.19

8 cups and saucers, sauce dishes, bread and butter plates, soup plates, dinner plates... PLUS a large platter, a vegetable dish, a covered sugar bowl, a cream pitcher, and a fast stand boat.

Large ivory color platter decorated with the festive bird itself in gold color. Get yours now in time for Thanksgiving events and for use during the entire Christmas season. Very specially priced!

A stunning gold-color rack, with 8 lovely gold color rimmed tumblers and 8 glass crystal slippers! Grand for serving your guests, and for year 'round home use. Very specially priced at \$1.19!

Sale!
For The Holiday!
Famous Manufacturer's Hand Repaired
Filet Lace CLOTHS
Including a Size For Every Table At a Price To Fit Every Purse
You will recognize these famous cloths the minute you see them! We have dozens of exquisite patterns to grace your own tables, for distinctive gifts, and all priced at an exciting "low" to save you money at the same time. The very minute irregularities are all hand repaired and you have to look hard and long to locate them.

Price If Perfect	Size	Sale
\$1.39	54x72	\$1.00
\$2.00	72x72	\$1.59
\$2.50	60x60	\$1.89
\$3.00	72x90	\$2.29
\$4.00	72x72	\$2.89
	72x90	

Edwards

ROCHESTER'S LARGEST
POPULAR PRICED STORE

Amazing... But True!
Handy "Junior Savex"

Brush Saver

15c

2 for Only 25c

Just secure two of our Mason jars...
fill the lower jar with turpentine or oil—
Brush Saver fits in the center holds
brushes upright! Airtight! Dustproof!

EDWARDS—Fourth Floor



"PERFEK-TABLE"

Made by the Makers of the Famous "Adap-Table"
with heavy
WARP-PROOF
"MASONITE"
TOP



3.45

EDWARDS—Sixth Floor

More & More Thrifty Folks Shop In Rochester's Largest Popular Priced Store!

Boys! Girls!

It's Coming! It's FREE!

Edwards Children's Christmas Show

At the R. K. O. Palace Theatre
Friday, November 21st at 9 A. M.

See Your Favorite Movies:

- Super Man
- Donald Duck
- Mickey Mouse
- Porky the Pig
- Pop-Eye
- Raggedy Ann

Also A Favorite Magician and
Old Santa Claus Himself

Get Your FREE Tickets Now
In Edwards Downstairs Toytown

Headquarters for BABY FURNITURE



Baby Carriage . . 23.98

Lined and quilted body with extension
front; base with footwell; adjustable
posture back; loose apron on a swing
gear with foot brake; safety leg and
chrome tubular handles. 10"x1" ball
bearing wheels. Gray, navy blue.



High Chairs . . . 9.95

Made of heavy hardwood that will be
serviceable long after baby has out-
grown it! Can actually be converted
into a play pen on wheels. Solid back,
widespread legs, waterproof tray.
Maple and waxed birch. Regular 11.98.



Baby's Bathinette . 5.98

Complete with dressing table and a
hammock to rest baby's head. Cre-
tanne trimmed pockets, rubber soap
dish. Only a limited quantity at this
special price... so better shop early
for yours! The finest of baby gifts!



Baby's Crib . . . 14.98

Fashioned in solid wood with drop
side, sturdy steel springs and decorat-
ed panels. Maple and waxed birch.
Matching mattress in pink or blue,
made of cotton and felt with deep roll
side... only 6.98 during this sale!

EDWARDS—Third Floor

Regular 7.50, \$10 and 12.50 Values!

Sterling Silver

Footed Bowls Candleabras
Sandwich Sugar-
Trays Creamers
Sherbet Sets Vases
Salt-Peppers Console Sticks
Flower Centerpieces

5.49

Sterling by National Silver Company.
Beautifully styled... excellent weight.
Very specially priced during Edwards
Annual Silver Days Sale.

EDWARDS—Street Floor

Lay
Away
Now
for
Gifts!



Stock Up Now! Edwards Thanksgiving SALE of Famous Symphony Sweet CANDIES

Here it is... another Edwards Thanksgiving Candy Sale! Bigger and better than ever be-
fore! All those delicious, wholesome candies you love are here for your selection, all are
made fresh daily in our candy kitchen. Serve "Symphony Sweets" for Thanksgiving and the
whole family will give you an enthusiastic vote of thanks!

Phone Your Order
Stone 2300
Ask for Our
Personal Shopper



DELICIOUS! OUR OWN-MAKE BON BONS



Reg. 39c lb.

29c Lb.

Tasty soft coconut or fudge
centers with chocolate, va-
nilla, maple, strawberry or
orange coatings, delicately
colored. Made fresh daily
during this sale. Stock up for
Thanksgiving. An excellent
candy value!

Pecan Candies



Reg. 60c lb.

39c Lb.

- Small Pecan Rolls (soft
maple center rolled in
creamy caramel and then
in whole pecans)
- Pecan Apricot Mellow
- Chocolate Coated Pecans
- Pecan Butter Crunch
- Pecan Logs

Beautiful 3-Pound Tin of COOKIES . . . 99c



- Pan Drop Cookies
- Chocolate Chips
- Yankee Toffee
- Spice Drops
- Oatmeal Cookies
- Spice Drops
- Brown Edge Wafers
- Cinnamon Nut
- Filled and Plain
- Chocolate and
Vanilla
- Cookies

Cover Designs—Boston Terrier, White Pussy, Cat,
Rose Tin, or a Quaint Colonial Design.

Don't forget the boys away at Camp. Help to make
their Thanksgiving Brighter with Sweets!

Made Fresh Daily In Our Own Kitchen SYMPHONY SWEETS



39c
lb.

- Wintergreen Double Mints
- Nut Rolled Buttercrunch
- Hand Rolled Butter Creams
- Caramel Corn
- Chocolate Coated Sponge
- Coconut Snow Tops (Vanilla, Orange, Maple
or Chocolate)
- Assorted Cream Wafers (All Colors and Flavors)
- Old Fashioned Bittersweet Thin Mints

Cellophane Wrapped CARAMELS

Reg.
29c

19c

- Licorice
- Vanilla
- Chocolate
- Brazil Nuts
- Vinegar
- Butterscotch

EDWARDS—Street Floor

Delicious Fancy HARD CANDIES

Reg.
29c
&
39c

- Assorted Sour Fruit Balls
- 100% Fruit and Nut Filled
- Tart Fruit Filled
- Peanut Butter Filled

Symphony Sweet FAVORITES

Reg.
39c
lb.

29c

- Pecan Topped Caramels
- Fresh California Dates
- Chocolate Coated Dates
- Nut Stuffed Dates
- Coconut Royals

EDWARDS—Street Floor

Double Dipped Chocolates

2 lbs.
60c

33c
lb.

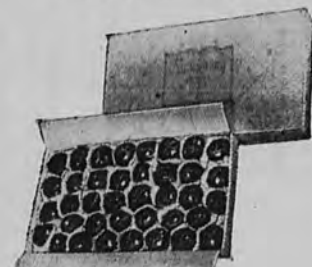


- Vanilla Buttercreams
- Creamy Caramels
- Pineapple Creams
- Brazil Nut in Cream
- Coconut Snow Balls
- Raspberry Creams
- Peanut Clusters
- Honey Almond Nougats
- Butterscotch Chews
- Ginger Creams
- Maple Walnut Creams
- Melasse Chews
- Peppermint Patties
- Raisin Clusters
- Creme de Mint
- Honeycomb Chips
- Orange Creams
- Coconut Creams
- Italian Creams
- Caramel Creams
- Chocolate Buttercreams

"OLD DUTCH" CREAMS

Regular 60c lb.

39c
lb.



Soft cream centers that just melt in your
mouth, coated with the finest tasting
chocolate your palate has ever encount-
ered.

- Butter Cream
- Coconut
- Cherry
- Vanilla
- Peppermint
- Orange
- Pineapple

Made in Our Own Candy Kitchen

- Coconut or Nut Caramel Smacks
- Assorted Buttercream Drops
- Chocolate Coated Assorted Pectin
Jellies
- Chocolate Peanut Clusters

29c
lb.

- Old-Fashioned Bittersweet
Chocolate Drops
- Milk Chocolate Crunchies
- Assorted Turkey Bones
- Raisin Clusters

Townsend Club To
Show Motion Picture
An apron social, motion picture and a business session are

all on the schedule of the regular monthly meeting of Prosperity Townsend Club No. 19, which will be held next Monday at 8 p. m. at 208 Main St. W. The public is invited.

Now Is The Time To Check Your
• Heater • Heater Hose & Fittings • Winter Fronts
Any Part - Any Make - WHEN You Want It!

SCHUBER
AUTO PARTS
558-564 LYELL AVE. PHONE: GLEN. 6775
ROCHESTER, N. Y.

THE BEST COAL-VALUE IN THE CITY
BLACK MAGIC
Long Burning - Low Ash
QUALITY
COAL \$11.85
Egg Stove Nut
Buckwheat \$8.25 Ton
Pecan Coal \$9.85 Ton
Established Over 25 Years
SEMET-SOLWAY COKE \$11.00
GEN. 586

PAYNE & DUNHAM

SPECIALS AT HARMIN'S

Lay-Away Plan or Terms at No Extra Charge

SPECIAL! Trojan \$11.75
WESTFIELD
SPECIAL! Miss Liberty \$12.75
Pay 50c Weekly

America's Low-Priced Fine Watch

SPECIAL:
The WEEK \$19.95
The WEEK \$29.50
EASY TERMS \$89.50
Exquisitely styled... Sparkling diamond and two simulated rubies. Solid gold.
Solid gold.
Solid gold.
OPEN THURSDAY AND SATURDAY EVES. TILL 9

Harmin's
CREDIT JEWELERS
21 MAIN STREET, East

weis & fisher
THRIFT THURSDAY SPECIAL

For Sweetheart, Daughter or Wife!
GIVE HER A LANE
SMALL DOWN PAYMENT
WILL DELIVER
only \$29.75

FREE! CLIP THIS AD! Bring this ad with you and get a lovely gift wrapping for your Lane chest. Cellophane covered and a beautiful big red bow. No extra cost.

Purchases Made Now Will Be Held 'Til Christmas

"rochester's showplace of furniture fashion"
80 CLINTON AVE. SOUTH

Top-Flight Keglers In New Spangles



Local bowling fans are watching closely the progress of the above aggregation of pin-pounders bowling this year under the sponsorship of Daw Drug Company. The scorekeeper is Frank Weinberg, Daw Drug president, surrounding him from left to right are Joe Hoefner, Marky Chafel, Ray Benzon, Frank DelConte and Russ Thomas.

'Sgt. York' On Century Screen

Starting next Tuesday, Cooper who has been acclaimed by critics for his portrayal of the Tennessee farmer who single-handedly captured 132 German soldiers. For his bravery, Sgt. York was decorated by several governments, including his own.

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

NOTICE

NOTICE IS HEREBY GIVEN that License No. GB-18075 has been issued to the undersigned to sell beer at retail in a grocery store under the Alcoholic Beverage Control Law at 99-101 Curtis Street, Rochester, Monroe County, N. Y., for off-premises consumption. Roger A. Wall, doing business as R. S. WALL GROCERY AND DELICATESSEN, 101 Curtis Street, Rochester, N. Y.

NOTICE: Notice is hereby given that License No. A-698 has been issued to the undersigned to sell beer at retail in a grocery store under the Alcoholic Beverage Control Law at 3218 Lake Ave. Rochester, Monroe County, N. Y., for off-premises consumption.

J. AMICO, GROCER
3218 Lake Ave., Rochester, N. Y.

NOTICE

NOTICE IS HEREBY GIVEN that License No. GB-17249 has been issued to the undersigned to sell beer at retail in a grocery store under the Alcoholic Beverage Control Law at 202 Grand Avenue, Rochester, Monroe County, N. Y., for off-premises consumption. Manual Ostroff, doing business as THRIFT PROVISION STORE, 202 Grand Avenue, Rochester, N. Y.

Food Markets Offer 'Special' To Customers

Wegmans Home Owned Food Markets have announced an unusual and attractive "customer appreciation offer." A beautiful 26-piece Silver Service is the prize . . . to be given to Wegmans customers for a very low cash price when they have made 10 dollars worth of purchases at Wegmans markets. Silver Tickets are now being given at all Wegmans markets with purchases of 25 cents or more.

According to John Wegman, president of the firm, this offer, made in the face of a shortage of silverplate, was made possible only because Wegmans placed their order for this silver with one of the world's largest silversmiths over a year ago. Wegman also points out

that the uncertainty of present manufacturing conditions makes it possible to continue this offer for a limited time only.

A good method of removing egg stains from silver is to rub it with fine table salt spread on a wet rag, then wash in warm water.

Can a Married Woman Ever Feel Certain?

Many married women today are taking risks that are absolutely unnecessary. They are taking risks with their nerves; risks with their health; risks with their very happiness itself. Why do they do this? Generally because the subject of feminine hygiene is considered too personal to be openly discussed. It is because of this deplorable situation that many women use douches of over-strong solutions of acids which can actually burn or scar delicate tissues. To run such a risk today is needless. For science has given woman-kind Zonite. You will find no astringent and-crochones on Zonite's label, because Zonite is non-poisonous, non-

Harvest Dance Planned
By Knights of St. John and Ladies' Auxiliary of Our Lady of Perpetual Help parish will sponsor a harvest dance and card party tonight at the school hall.
Miss Jeanette Schmerbeck and Norbert Kirchman head the committee planning the affair.

caustic. Yet it kills germs, bacteria on contact. Zonite actually destroys undesirable odors. Protects personal cleanliness. Most important, is safe for delicate tissues.
So enthusiastically have women accepted the safe, hygienic protection Zonite offers that over 25,000,000 bottles have already been bought.
If there is any doubt in your mind about the subject of feminine hygiene, get this frankly written booklet, "Feminine Hygiene Today," which we will send you FREE, without obligation in plain wrapper. Send name and address to Zonite Products Corporation, Dept. 240C, 370 Lexington Avenue, New York, N. Y.

SAVINGS START TOMORROW



RIVER'S 30th ANNIVERSARY SALE of FINE FURNITURE

Dear Friends:
For 30 years it has been my policy to give YOU exactly what you want. We keep our operating expenses to a minimum to keep the cost to you exceptionally low. We've made a policy of buying nothing but FINEST furniture to give you REGULAR customers' prices. We've succeeded in giving the BEST VALUES POSSIBLE in high grade furniture. We'd like to have YOU stop in - during our Anniversary - you'll be more than glad you did.
FRANK A. RIVERS.

Our REGULAR prices on Grand Rapids and Jamestown Furniture are 25% BELOW accepted standards. Just imagine the values you'll be getting in our Anniversary SALE! Further, storewide price mark-down goes into effect right NOW! Below are only a few of the almost unbelievable furniture "busts" now on display in our store. Hurry in TONIGHT - make your selection from COMPLETE STOCKS.

MODERN 3-PIECE LIVING ROOM SUITE
First quality upholstery and finest solid construction. A genuine VALUE.
Formerly Priced at \$199.50

BEAUTIFUL, MODERN DINING ROOM SUITE
SOLID WALNUT! Not veneered, but genuine rich walnut throughout. What you've always wanted!
Formerly Priced at \$249

3-PIECE JAMESTOWN BED ROOM SUITE
Choice of Burl Walnut or Satinwood veneers. Very fine quality at this exceptional price.
Formerly Priced at \$149

OPEN TUESDAY, THURSDAY, SATURDAY EVENINGS FROM 7 TO 9:30

FRANK A. RIVERS CO.
226 SOUTH AVENUE

THANKSGIVING for TIRED EYES
"Yessir . . . this is the time of year when good providers go into action!"
"Every year since there has been an America, November has been a month dedicated to home and family, when folks give thanks for past blessings and take stock of the future. Right now taking stock of the light bulbs in your home may help guard your family's eyesight, too . . . for the eyestrain season's back again. For example . . ."
"Young Tim gets a 100-watt bulb in his I.E.S. study lamp. That guards him against dangerous eyestrain. He saves better light helps him sail right through homework!"
"As for me, I'm putting a bright new three-life bulb in the lamp by my favorite chair. Older eyes also need better light to make seeing easy and comfortable."

Make sure every socket has the Right Size Bulb
Remember! Eyesight is priceless-good light is cheap
Rochester Gas & Electric
89 East Avenue Main 7070

ANDY SAYS . . . SEE FURSTOSS FIRST
LOWEST PRICES IN TOWN
18 Months To Pay
★ ★ ★
GLENWOOD RANGE FEATURES
1-All Glenwood Stoves have One-Piece Turret Tops
2-Four Hi-Low Top Burners
3-Chrome Metal Reflectors-Fibre Glass Insulated
4-Circulating Heat Fire Box With Drawn Draft Flue
5-Counter Balance Coverall
6-Light, Timer and Condiment Set
FOR COAL OR OIL
FRIGIDAIRE - PHILCO RADIOS - QUALITY RANGES - GLENWOOD RANGES - ZENITH RADIOS - VACUUM CLEANERS AND OTHER ELECTRICAL APPLIANCES
ACT NOW Take Advantage of Our \$1.00 New Lay-Away Plan
FURSTOSS APPLIANCES INC.
409 CHILI AVENUE GEN. 2070
STORE OPEN EVERY EVENING TILL 9 P. M.

Values That We Can't Hope
To Duplicate in Today's Market

LINCOLN'S

Choose From Rochester's Largest Selection
in our Newly Enlarged Department

SHOP LINCOLN'S FOR BEDDING VALUES



OPEN SATURDAY
UNTILL 9 P. M.

3 Handsome Styles in These
REGULAR \$2.49 Color-on-white
CHENILLES

High lustre, soft velvet
chenille on fine quality
sheeting. Choose from
lovely shades of rose, blue,
green, orchid, peach or
wine. **\$1.79**

COLOR-ON-WHITE MULTI-COLOR TRIM \$3.98
CHENILLE SPREADS

Lovely velvet chenille spreads that will add greatly to the
appearance of any bedroom. In rosewood, blue, green,
peach and orchid. **\$2.49**

Color-on-white dip dyed
High velvet pile \$4.98
**CHENILLE
SPREADS**

You'll be proud
to own this
beautiful spread
with 11 - strand
bi-velvet che-
nille on 64 square
Pepperell sheet-
ing. **\$3.49**

DeLuxe
\$5.98 Quality

CHENILLE SPREADS

New! Luxurious chenille spreads. Color-on-
white or multi color dip dyed. In lovely shades of
rose, blue, peach and green. Full bed size. **\$4.49**

FIRST QUALITY!

Reg. \$1.29

SHEETS
88c

SIZE 81x99

Tested and guaranteed
sheets that thousands of
housewives swear by at
a new low price.



60x76 Wisteria Sheet Blankets. . . . **45c**

SALE of BED PILLOWS

SPECIAL OFFER!

Rochester - made
rayon covered
pillows that regu-
larly sell for
\$1. Pastel shades

69c

"Lullaby" pillows
selected and
cleaned feathers,
striped ticking.
Reg. \$1.98 value!

\$1.29



DELMAR 5-YEAR SHEETS

AT LESS THAN
TODAY'S COST

Size 81 x 99

Our famous "Delmar"
5 year sheets, guaran-
teed for 135 laund-
ings. Other sizes at
proportionate savings

\$1.09



DELMAR 5-YR. PILLOW CASES. . . 26c

BEACON "KISMET" SINGLE OR
BELDEN 5% WOOL DOUBLE
BLANKETS



\$1.98

The right blankets for these chilly
nights. Famous "Kismet" plaids
and double blankets in rose, blue,
green and peach.

SATEEN COVERED COMFORTABLES AND
5% WOOL PEGGY PEPPERELL BLANKETS

\$2.79

Because these were bought
months ago, they're now
selling at a fraction of their
real worth. A genuine \$3.98
value.



YARD GOOD BARGAINS

80 Sq. UNBLEACHED COTTON yd. 12½c
43 In. CURTAIN MATERIALS yd. 12½c
36 In. FINE QUALITY PERCALE yd. 14c

The Finest Quality Made - All Vat Dyed

REG. 25c 80 SQ. PERCALE . . . **21c**

36 In. Plain Color Broadcloth yd. 14c
36 In. Plain Percales or Piques yd. 18c
36 In. Novelty Pajama Flannel yd. 19c
36 In. Drapery and Upholstery Fabric . . . yd. 25c

For Draperies, Slip-Covers and Many Other Uses

36 Inch Floral CRETONNE . . . **12½c**

46 In. MERITAS OIL CLOTH yd. 35c
54 In. ENSEMBLE OIL CLOTH yd. 45c
6 In. MATCHING SHELVEING yd. 5c
12 In. MATCHING SHELVEING yd. 10c



18 Inch Blue Enamel
ROASTERS

Heavy gauge, blue
enamel, dome shape
roasters. Big enough
for a 16 lb. turkey

\$1.29

Other Sizes at
Proportionate
Savings

9 lb. ROASTERS . . . 79c
12 lb. ROASTERS . . . \$1.00

9 oz. TUMBLERS ea. 5c

HEAVY GAUGE RED TRIM
ENAMEL WARE

5-Qt. Teakettles
3-Pc. Saucepan Sets
8-Qt. Covered Kettles

First quality en-
amelware that
usually sells at
\$1.29.

\$1.00

McKee Glasbake
CASSEROLE and COVER 50c

32-Pc. DINNER SET



\$2.98

Reg. \$3.49 Value

Set consists of: 4
plates, 6 cups, 6
saucers, 6 bread
and butter, 6 fruit
1 platter, 1 veget-
able dish.

First Quality!
**FULL FASHIONED
SILK HOSE**

Worth
89c Pr.

69c

At present market prices these lovely
sheer stockings are selling at a fraction
of their real worth.



**SALE! of Christmas
APRONS**

24c

Novelty bib and overall aprons in
fast color percale prints.
Better Quality Percale Aprons 39c
Novelty Sheer & Percale Aprons 59c



**SALE! of Holiday
PERCALE
HOUSE
DRESSES**

\$1.29

Smartly styled cotton house
frocks in sizes 14 to 30 and 38
to 46. All guaranteed fast
color.



Filet Lace
**TABLE
CLOTHS**
\$1.98

70 x 70 60 x 80
70 x 90
A six-point filet cloth that
regularly sells for \$2.98

HAND PRINTED - SATINE FINISH
**LUNCH
CLOTHS**
\$1.19



Size 32x32. Floral and fruit
patterns. Lustrous satine fin-
ish. Regular \$1.49

MAIN ST. at ST. PAUL on SANTA CLAUS LANE

Knives (not made of rustless steel) may be cleaned by rubbing on a cork that has been covered with soap.

WOMEN!
RELIEVE NEEDLESS SUFFERING
If functional periodic complaints make you moody, nervous and irritable, try CHI-CHES-TERS PILLS for relief from symptomatic pain and discomfort. They are SAFE, reliable, habit-forming drugs. Sold at all drug stores. 50¢ per box. In bulk over fifty-five years.

TAKE OFF UGLY FAT
Many lose 3 to 5 lbs. a Week yet EAT plenty — No Reducing Drugs — No Exercises — No Massage

Men and women all over the United States are reporting remarkable results in losing weight. Many tell of reducing 20 pounds a month and more. These people are following the Plan of Dr. Parrish, noted physician, for the State of New York, Surgeon-General, U.S. Army Medical Staff, U.S. Army Medical Director, Lecturer.

Dr. Parrish's Reducing Plan makes reducing a pleasure. A pleasure because it allows you to EAT PLENTY, requires no exercises, Harsh diets, fasts, because it calls for no reducing drugs, no loss of vitality.

Here is Dr. Parrish's Reducing Plan EXACTLY as given by him over the air to millions. For lunch take 2 teaspoonful of Cal-Pax in a glass of fruit juice, or beverage. Take nothing else for lunch except a cup of coffee if desired. For breakfast and dinner EAT AS YOU USUALLY DO. AS YOU CUT OUT FAT, STARCHY FOODS — just cut down on them. Try Dr. Parrish's Reducing Plan for one week. You and your friends will be amazed at the vast improvement in your figure. Most overweight cases should be helped by Dr. Parrish's Plan.

Cal-Pax is not a reducing drug. It is a special purpose food supplementing the diet with certain essential minerals and Vitamins. Get a Reducing Plan, also today, plain or chocolate flavor. Cal-Pax costs only about 1¢ a day to use. Money back if not satisfied.

Health Food Stores, and drug stores, including Kier and Daw.

Old Fashioned Molasses Taffy



"You'll want to keep this recipe handy," Mrs. Careful Mother. "When we remind you that old fashioned, amber-clear molasses is chuck full of iron! Almost as rich in iron as is liver, so the nutrition experts say to us. It is most important for building good rich blood, important for the adults of your family as well as the children." And here is the recipe for —

Stickley's
Famous Deep Dish
CHICKEN PIES
The Pies In The Golden Pan Casseroles
Contain white meat of delicious flavor! Preferred by Rochester's most discriminating hostesses.
SPECIAL PRICE FOR QUANTITY ORDERS
AT LEADING GROCERS or CALL
STICKLEY - MON. 4398

Relieves MONTHLY
FEMALE PAIN
Women who suffer pain of irregular periods with crampy nervousness — due to monthly functional disturbances — should find Lydia E. Pinkham's Compound Tablets (with added iron) simply marvelous to relieve such distress. Pinkham's Tablets made especially for women help build up resistance against such annoying symptoms. Follow label directions. WORTH TRYING!

GRANDMA'S OLD FASHIONED MOLASSES TAFFY

Measure ingredients into a heavy saucepan. Stir over low heat until sugar is melted, then increase heat slightly and cook slowly until a drop in cold water forms a hard ball (275 F). Pour onto buttered platter to cool until firm enough to pull. Pull until light and taffy colored. But don't stop with taffy — include Grandma's Molasses in the diet every day in the week. Give it to the adults as well as to the children. Cream together equal parts of Grandma's Molasses and butter and use as a delicious and nutritious spread for bread. Stir a few spoonfuls of Grandma's Molasses into milk for the children's favorite beverage. Use Grandma's Molasses in your cooking — baked pork chops, candied sweet potatoes, glazed onions, baked limas (as well as Boston Baked Beans) are all improved when prepared with this highly nutritious juice of the sugar cane.

Dogs that refuse other food EAT Ideal with gusto day after day
IDEAL DOG FOOD
SAVE IDEAL LABELS FOR IDEAL GIFTS

"Selected for Menu Duty"
BREAST-O-CHICKEN Tuna Fish
Government dieticians have enlisted Breast-O-Chicken Tuna. In supplying the Quartermaster's call this delicious tuna is proudly "serving" the armed forces in the same way it has served as a meal-time favorite for families of the Nation.
FREE RECIPE BOOK
Frank DeCatur White's 40 tested, tasty recipes. Write: Westgate Sea Products Co., Dept. 11, San Diego, California

"Finest of them All"
say those who taste this 50th Anniversary
GREEN RIVER
The Whiskey Without Regrets
GREEN RIVER
America's Smoothest Whiskey
"9 out of 10 Like it"
*110,335 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."

Are You Saving Wegmans Silver Tickets?

Guaranteed Meats!

TENDER GENUINE SPRING
LEGS O' LAMB lb. 25c

YOUNG CORN-FED RIB-END
PORK LOIN ROAST . lb. 21c

WHOLE OR SHANK HALF TENDER
COOKED HAMS lb. 29c

Grocery Savings!

DELICIOUS TAS-T-MIX
FRUIT COCKTAIL . can 12c

NO. 2 CAN TENDER GOLDEN
BANTAM CORN . 2 cans 19c

PINK MEATY CLEANED
FANCY SHRIMP .. can 27c

6 OZ. CAN REEF BRAND ROCK
LOBSTER MEAT ... can 19c

CAMPBELLS TASTY APPETIZING
TOMATO JUICE . 4 cans 25c

NO. 2 CAN TENDER SWEET
JUNE PEAS 3 cans 29c

Enjoy A New Silver Service On Your Thanksgiving Table

\$3.98
(10% Govt. Tax Included)

Think of it! A 26 piece, guaranteed set of famous New England Silverplate for just \$3.98 (tax included) and ten dollars in purchases from Wegmans! Start now to save Wegman's Silver Tickets, given with every purchase of 25¢ or more.

THIS OFFER FOR A LIMITED TIME ONLY!

Wegmans
HOME OWNED FOOD MARKETS
FREE PARKING FOR CUSTOMERS

BLANKET and COMFORTER
GUARANTEED MOTH-PROOF *All Pure Wool*

Presented for the FIRST TIME in
SPEAR'S SENSATIONAL 1-WEEK SALE!

FRANKLIN KENT Creation
GENUINE 100% ALL WOOL "PALMER" RAYON TAFFETA COMFORTER

YOUR CHOICE:
Brown and Cedar
Green and Rose
Blue and Gold
Gold and Blue

SUPERB QUALITY
Your Choice of This Season's Latest Colors!
THE COMFORTER
Made by "PALMER" All Wool filled and covered in luxurious Rayon Taffeta. Heavy, warm, durable, and beautiful. Dimensions: 72x84.
THE BLANKET
Made by "MILTONIA" 100% All Wool with Cashmere Rayon Taffeta. Warm, soft, flatter and delightful. Same 4 colors as above. Size: 60x72.

GENUINE 100% ALL WOOL "MILTONIA" BLANKET

YOUR CHOICE:
ROSE
GREEN
BLUE
CEDAR

UNION
EAST AVE. AT UNION OPEN EVENINGS

Tester Bed

A tester bed evolved from a box spring on legs is one of the newer innovations in sleeping equipment. The four legs extend gracefully to tester height and support a chintz canopy of the same material of which the bedspread and bolster are made.

"Separate Rooms" Star Is Native of War-Torn Ukraine

War communiques that tell of heavy fighting and devastation in the Russian Ukraine bring sadness to Anna Sten, the slim, taffy-haired young actress who was educated by the Soviet State in its Film Academy, under the tutelage of its famous director, Ingmar Bergman.

But Miss Sten is now a full-fledged citizen of the United States, and she hopes to spend the rest of her days here. In line with this ambition, she has turned to the speaking stage, and local audiences will see her at the Auditorium for matinee and evening performances on Saturday in "Separate Rooms."



ANNA STEN

a sophisticated farce in which she shares starring honors with two of her Hollywood neighbors, Alan Dinehart and Lyle Talbot. She has just completed a tour of the summer theaters in "Nancy's Private Affair." Among the American films in which she has appeared are "The Exile Express," "The Wedding Night," with Gary Cooper, "The Man I Married,"

with Francis Lederer, and "So Ends Our Night," with Frederic March.

Children Canned Goods

Don't overlook the ease with which chilled canned goods can be carried to the picnic and opened there as required. Well-chilled ripe olives are among the advantageous additions to picnic menus that thorough previous chilling in the refriger-

erator permits. Wrap the well-chilled cans in several layers of insulating camp still agreeably cool.

AUDITORIUM SATURDAY, NOV. 15

MAIN ST. E. AT PRINCE MATINEE AND EVENING

BEN F. STEIN Presents

BROADWAY'S FAMOUS YELL-RAISING LAUGH HIT

ALAN ANNA LYLE DINEHART STEN TALBOT

SEPARATE ROOMS

ALL-STAR NEW YORK-HOLLYWOOD STAGE CAST

NIGHTS: Orch. \$1.75, 2.25, 1.45, Loges \$2.25, Bal. \$1.45, 1.10, MAT: Orch. \$1.65, 1.10, Loges \$1.10, Bal. \$1.10, 50c, Tax Inc.

SEATS NOW. BOX OFFICE OPEN 10 A. M. to 6 P. M.

In December

True Story Magazine

A MOTHER IS BORN—by Alan Roy Dufoe. A country doctor of Quintuplet fame brings you one of the world's greatest stories of motherhood.

MISS SMITH GOES TO WASHINGTON — What's Happening to the Army of Girls, who have invaded the Capitol?

RADIO LOVE—by Margaret Sangster. True Romance from the World Behind the Microphone.

15c NOW ON SALE 15c

Tuesday Evening, Nov. 18, at 8:20

Take A Trip By Camera To The

"CANADIAN ROCKIES"

All Films in Natural Color

With BURTON HOLMES, Famous Lecturer

assisted by Thayer Soule

FIRST SHOWING ANYWHERE

SEATS NOW: 50c, 75c, \$1 Plus Tax

EASTMAN THEATRE of University of Rochester

BEFORE YOU BUY

See Our Large Selections

FUR COATS & JACKETS

at Savings of 30-40%

Clifford Fur Co.

1383 Clifford Ave.

1 Block off Portland

CLIFFORD FUR SELLS FOR LESS

AS

PURE AS MONEY CAN BUY

You can't buy aspirin that can do more for you, so why pay more, and why ever accept less than the St. Joseph Aspirin guarantee of quality. The world's largest seller at 10c.

ST. JOSEPH

GENUINE PURE ASPIRIN

Taste tells!
1810
IT FOUNDED THE FAME OF PENNSYLVANIA RYE... TODAY IT IS AMERICA'S MOST POPULAR BOTTLED IN BOND WHISKEY

Taste tells!
1941
OLD OVERHOLT STRAIGHT RYE WHISKEY

"THE BEST TO YOU!"
NATIONAL DISTILLERS PRODUCTS CORPORATION
COPYRIGHT 1941, A. OVERHOLT & CO., INC., N.Y.

JUST IN TIME FOR
Thanksgiving
THE NEWEST QUALITY Ranges

69⁵⁰ UP

1. 100% Quilted Insulation
2. Center Cook Top
3. Pop-Out Broiler
And Many Other Features

Model Shown H-535

18 MONTHS TO PAY
—SHOP EARLY—
USE OUR "LAY-AWAY" PLAN

Thor Washers
Duo-Therm Heaters
Philco Refrigerators
"G-E" Electric Cleaners

Schwinn Bicycles
Philco Radios
Diamond Tires
Auto Heaters

EASY WEEKLY TERMS

UNIT PARTS
THE WORLD OF AUTO PARTS
1223 E. MAIN RIDGE RD. & LAKE AVE.

Sears
Roebuck and Co. * Two Stores * Rochester, New York
★ SEARS "ANTI-FREEZE" CAMPAIGN STARTS WITH BIGGER, WARMER VALUES!



MENS SWEATERS

1⁹⁸ Button and zip fronts, solids and fancy colors, complete range of sizes. Main Floor, Monroe.

\$2.98 Coat Sweater ... \$2.69
\$3.19 Coat Sweater ... \$2.98
\$4.49 Coat Sweater ... \$3.98
\$2.49 Zip Front Sweater \$1.98
\$2.49 Coat Sweater ... \$1.98
\$3.49 Zip Front Sweater \$2.98
\$4.49 Zip Front Sweater \$3.98
\$4.98 Reversible Jackets \$3.98



MEN'S UNIONS

89^c Thick fleeced, flat knit, long or short sleeve or legs, button front, all sizes. Main Floor, Monroe.

\$1.29 Cotton Fleece Suit \$1.19
\$1.29 10% Wool Suits \$1.19
59c Cotton & Wool Shirts .39c
\$1.89 25% Wool Union \$1.79
\$4.29 50% Wool Union \$3.19
\$5.98 100% Wool Union \$4.89
69c Cotton Shirts, Shorts, ea. 59c
\$1.29 Shirts & Drawers \$1.19



Women's Sweaters

1⁹⁸ Slip-ons, cardigans, button and zipper styles. Solid and fancy two-tone colors, all sizes. Main Floor Monroe.

\$2.49 Pull-Over Sweater \$1.98
\$2.49 Coat Sweater ... \$1.98
\$2.29 Midgies \$1.98
\$2.49 Button Sweater ... \$2.25
\$3.98 All-Wool Sweater \$2.98
\$4.29 Cardigan Sweater \$3.98
\$4.29 Zip Front Sweater \$3.98
\$2.98 Pull-Over Sweater \$1.98



Women's Unions

49^c Winter weight, cotton and wool suits, sleeveless styles, short sleeve knee or ankle lengths. Regular upsize. Main Floor Monroe.

\$1.39 Sleeveless Suits ... \$1.29
\$1.39 Short Sleeve ... \$1.29
\$1.39 Short Leg, Sleeve \$1.29
\$2.29 Short Sleeve, Legs \$2.19
\$2.29 Sleeveless, Knee Length \$2.19
98c Rayon and Cotton ... 89c
59c Cotton Suits 49c

NOETH'S
Be thankful for these
THANKSGIVING
LIQUOR VALUES

Everyone knows Liquor Prices have advanced; however these low cut prices below will prevail as long as present stocks last. We have many other famous brands at rock bottom prices—space does not permit naming all of them here.

Bottled in Bond ...
"OLD RIPPY" 100 PROOF
Kentucky Straight
BOURBON \$2.49
A Bourbon of outstanding quality, only due to an unusual purchase we are able to sell it at this exceptional price. CONSERVATIVE VALUE \$3.50. 1/2 QUART

Famous Imported ...
RUM RICORO \$1.79
86 PROOF
Light — Dark
The rich aroma and mellow flavor of this West Indies Rum will surely please you. REGULAR VALUE \$2.50. FIFTH

Three Masts ...
APRICOT LIQUEUR \$44^c
48 Proof
Blackberry, Cherry, Peach and Orange de Menth. REGULAR PRICE \$1.10. A new taste sensation. 2 for 85c. HALF PINT

"Glen Graeme" ...
SCOTCH \$2.99
Distilled and bottled by the famous House of Glen & Co., Glasgow, Scotland. Great Britain delivers the goods! REGULAR PRICE \$4.25. FIFTH

NOETH'S OUTSTANDING BUY
"Old Boone's Knoll"
MARYLAND STRAIGHT WHISKEY \$2.19
ALL 6 YRS. OLD
90 proof. Product of the honored "National Distillers." As fine a value as we've ever offered. CONSERVATIVE VALUE \$3.25. FULL QUART

"OLD GENERAL" 90 PROOF
Distilled London Dry GIN \$1.89
100% neutral spirits distilled from grain. Smooth and palatable — a very fine mixer. CONSERVATIVE VALUE \$2.75. FULL QUART

FAMOUS SINCE 1886
"STEWART" 4 \$1.99
A Blend of Straight WHISKIES YRS. OLD OR MORE
90 Proof. A fine product of the Baltimore Pure Rye Distilling Co. Fragrant bouquet—delicious flavor. CONSERVATIVE VALUE \$2.35. FULL FIFTH

PURE CALIFORNIA
"Clinton" WINES 50^c
Port — Sherry — Tokay
Muscatel — Blackberry
The rich, full bodied flavor of sun-drenched California grapes. Equal to many of the fine imported wines. Try a quart.

PAUL NOETH
DELIVERY 19 CLINTON AVENUE MAIN 874
Just a Step off Main St., Opposite Hotel Seneca—Open Every Night Till Midnight

Boys' Underwear and Sweaters
UNIONS SWEATERS
89^c \$1

Famous Pilgrim quality, rib knit, stretches to fit the figure. Long wearing, choice of several styles. Main Floor Monroe.

Cotton Union Suits 59c
10% Wool Shirts 49c
10% Wool Shorts 49c
10% Wool Shirts 59c
10% Wool Shorts 59c
Cotton Shirts 39c
Cotton Shorts 39c
Cotton Shirts 49c
Cotton Shorts 49c

Slip over and 1/2 zip front styles, button fronts, solid and fancy colors, all sizes. Main Floor Monroe.

\$1.79 Button Sweater .. \$1.69
\$1.79 Zip Front Sweater \$1.69
\$1.79 Slip Over Sweater \$1.69
\$2.19 Zip Front Sweater \$1.98
\$2.19 Button Sweater .. \$1.98
\$2.19 Pull-Over Sweater \$1.98
\$3.19 Zip Front Sweater \$2.98
\$3.19 Button Sweater .. \$2.98

Children's Winter Wear
UNDIES SWEATERS
25^c \$1

Two piece styles, warmly fleeced, vests, undies, panties. Sizes 2 years up to 12 years, quantities limited. Main Floor Monroe.

Tuck Knit Unions 25c
Two-Piece Suits each 25c
Two-Piece Suits each 39c
Two-Piece Tuck Knit 39c
10% Wool Unions 79c
Rayon Panties 25c
Rayon Vests 25c

Boys and girls pullover and button fronts, plain and fancy colors, sizes to 6 years. Main Floor, Monroe.

1.19 Jacket Sweaters \$1
1.19 Pull Front \$1
1.19 Pull-Over Sweater \$1
1.29 Embroidered Sweater 1.59
1.29 Solid Color Sweater ... 1.59
2.29 All Wool Sweater ... 1.98
2.29 Button Front Sweater 1.98
2.29 Pull-Over Sweater ... \$1.98

Sears Roebuck and Co. MONROE at S. UNION 476 RIDGE ROAD WEST Rochester, N. Y.

FISHER & BOZEK
LINOLEUM
FREE ESTIMATES
233 LAKE AVENUE
GLEN, 7107-W

NOTICE
NOTICE IS HEREBY GIVEN that License No. 03-1872 has been issued to the undersigned to sell beer at retail in a grocery store under the Alcoholic Beverage Control Law at 431 Denison Rd. Greece, Monroe County, N. Y., for off-premises consumption. Frank E. Loper, doing business as LOPER GROCERY, 431 Denison Rd., Greece, N. Y.

MILLER'S 100% GUARANTEED
COAL
"SPECIAL" PEA - \$9.95 ton
ARDEAN R. MILLER
• KNOW OUR FUEL DEALER • PHONE GENESEE 20

HOMO
FIVE STAR BRAND
COUGH MEDICINE FOR
QUICK, EFFECTIVE
RELIEF FOR COUGHS
DUE TO COLDS
Homo Cough Medicine is a scientifically compounded remedy for coughs resulting from colds and for minor throat irritations. Priced at 60c and \$1.00.
Other HOMO Five Star Brand products for the relief of colds are: HOMO Nose Drops, 35c; HOMO Vapor Salve, 35c; HOMO Palm Tablets, 25c; HOMO Mouth Wash and Charge, 35c and 75c.
ON SALE AT YOUR DRUGGIST OR WHITE
HOMO DISTRIBUTING CO.
330 South Park Ave. Buffalo, N. Y.

**WHO IS THE
RICHEST MAN
IN AMERICA?**

Whoever He Is He Cannot Buy
Finer Foot Comfort Than You
Can Get for 25c at Any Drug
Store.

It's a fact—a millionaire with all his
millions couldn't buy greater foot com-
fort than comes in a 25c package of
Best-Fit Colloidal Sulphur Foot Bath.

It's amazing how fast it cools and
soothes tired, burning, prurient feet,
how it draws out aches and soreness,
softens up corns and calluses—you
can peel them off layer after layer.
And it is marvelous for "Athletes Foot"
—soothes and heals the raw, burning
skin. Get a package today—and put
pep in your tired, aching feet. 25c—
50c—\$1.00. Daw and Key Drug Stores.

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Beautifully Rebuilt Hoover
Thoroughly Rebuilt by Penn Stores
Using GUARANTEED Penn Parts!
FULLY GUARANTEED
Same Length of Time as New Hoover
Liberal Allowance!
TRADE IN YOUR CLEANER

COMPLETE with ATTACHMENTS
\$14.95 Easy Terms
FULL CASH PRICE
MAIL ORDERS FILLED
SEND DEPOSIT \$1

10 DAY TRIAL PLAN!
If You Can't Come In
Write or Phone for
a FREE Home
Demonstration!

**BRAND NEW
Famous Make
Hand Cleaner**
Ideal for All
Cleaning Purposes
\$4.85 FULL CASH PRICE

PENN VACUUM STORES
30 SOUTH AVE. OPEN EVENINGS UNTIL 9 P. M. STONE 6747

IMPORTANT! ASK US ABOUT THE THREE ADVANTAGES OF BUYING FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

**SHARE THE GREAT BENEFITS
OF A GREAT FAMILY TONIC!**

HELP MAKE AMERICA STRONG

NOW, more than ever, it's the duty of all of us to keep fit. As an important tonic food supplement for every member of the family, from Dad down to the youngest, many doctors strongly recommend taking Scott's Emulsion regularly because it contains vital elements* everyone needs—elements that help growing children develop sturdy bones and sound teeth. Where children or adults are deficient in *Vitamins A and D, Scott's Emulsion will also help build resistance to common colds and other minor winter ills.

88 billion globules to the teaspoon... smaller than milk! That's why Scott's Emulsion is 4 times easier to digest than plain cod liver oil. Good-tasting, economical too. Buy today! Look for the world-known fisherman label. All druggists.

SCOTT'S EMULSION
A Great Year-Round Tonic For All Ages

This or This?

STUNTED FLAVOR
It stands to reason that an Old Fashioned short on whiskey flavor stands pretty small in your estimation.

STALWART FLAVOR
Even heaping "trimmings" can't "down" the luscious flavor of a Three Feathers Old Fashioned. It's Flavor-Protected!

Just try Three Feathers. Taste what "Flavor-Protected" means in added whiskey enjoyment!

THREE FEATHERS
THE WHISKEY THAT'S FLAVOR-PROTECTED

Blended Whiskey, 86.8 Proof, 72 1/2% Grain Neutral Spirits • Oldtime Distillers Corp., N.Y.

Thanksgiving LIQUOR BARGAINS

Shop for your wines and liquors at Lake Avenue Liquor Store. — See the complete stocks and low prices that have earned us the reputation of "Rochester's Biggest Little Liquor Store."

CHECK THESE Liquor Buys

RED MILL GIN \$1.89
90 Proof. Made from grain spirits. FULL QUART

RON ROMERO RUM \$1.89
Imported — 86.8 Proof. FULL FIFTH

THE FAMOUS Robbie Burns Scotch \$2.99
Imported — 86.8 Proof. FULL FIFTH

CHECK THESE Wine Specials

100% Pure **CALIFORNIA WINE** Alcohol by Volume 14% **95c** GALLON
Burgundy, Zinfandel, Claret, Barbera, Rhine, Sauterne.

100% Pure **CALIFORNIA WINE** Alcohol by Volume 18-21% **\$1.45** GALLON
Tokay, Muscatel, Sweet, Sherry, Port, Madera, Angelica.

Lake Avenue Liquor Store
554 LAKE AVENUE
NEXT TO LAKE AVE. FOOD MARKET
OPEN 8 A. M.—12 P. M.

DRUG SPECIALS

BISODOL POWDER 65c Size 49c
MISTOL DROPS Plain or Ephedrine 23c
MENTHOLATUM Tube or Jar 27c
NERVINE TABS Miles 75c Size 67c
COCOA BUTTER Hershey's 1/2-Lb. Size 26c
COLLYRIUM Eye Wash 75c Size 59c
OMEGA OIL For Rubbing 35c Size 29c
ALCAROID POWDER 60c Size 46c

DAW'S COUPON
QUICK-DRYING Wave Set Lotion
—Not Sticky —Will Not Flake
Large 6-Ounce Bottles **2 for 11c**
(Limit 4)

DAW'S COUPON
WOODBURY Facial SOAP
Reg. 10c Bars **4 FOR 15c**
(Limit 4)

DAW'S COUPON
LEHN & FINK'S HAND LOTION
MADE BY THE MAKERS OF HIND'S HONEY AND ALMOND CREAM
Daw's Low Price **11c**
(Limit of 2)

LIFEBUOY SHAVE CREAM
Large 25c Size **2 FOR 33c**

ABSORBINE Jr. Liniment
1.25 Size **59c**

MODESS SANITARY NAPKINS
Big Box of 30 **45c**
2 for 89c

THANKSGIVING SALE of Chocolates and Candies
Daw's Annual Thanksgiving Sale of your boxed favorites... our regular brands of delicious, wholesome candy purchased especially for this sale.

Phyllis Carol HOME-STYLE Chocolates
Delicious assortment. Dark and milk chocolate. Pound Box **29c**

CHOCOLATE COVERED MINT PATTIES
Mrs. Parson's Creamy Whipped Creams. Smooth and velvety Wisconsin vanilla flavored Whipped Creams. Lb. Box **27c**

Chocolate-Covered Maraschino Cherries
Big luscious Maraschino Whipped cream cordials, covered with rich dark chocolate. Pound Box **27c**

MINIATURE CHOCOLATES
Tempting, tasty nibbles of dark mild-bittersweet chocolate. Lb. Box **29c**

Lb. Box 21c
Delicious patties... covered with thick, rich, mild-bittersweet chocolate.

Prophylactic TOOTH BRUSH
Genuine Nylon Bristles **23c**

DR. WEST TOOTH PASTE
25c Size **2 FOR 29c**

GILLETTE TECH RAZOR
With Gillette Blue Blade **25c**

GERBER'S BABY FOODS
Reg. Size **3 FOR 16c**

HYGEIA TRANSLUCENT NIPPLES
20c Value **12c**

DRUG SPECIALS

VASELINE Hair Tonic 37c, 63c
WILLIAM'S TALC After-Shave 25c Size 11c
MERCIREX OINT. 60c Size 53c
PERTUSSIN For Coughs 60c Size 49c
CUTICURA OINT. 50c Size 34c
WINTERGREEN OIL For Rubbing 4-oz. Size 29c
DEWITT'S PILLS For Kidneys 50c Size 33c
COD LIVER OIL Nason's \$1.00 Size 72c

DAW'S COUPON
COLD CREAM
Famous "Lady Jean" Large 50c Size **19c**
(Limit 2 Jars)

DAW'S COUPON
CLEANSING TISSUES
Box of 500 Sheets **12c**
(Limit 2 Boxes)

DAW'S COUPON
CHRISTMAS CARDS
21 beautifully-colored cards... no two alike. Many exclusive designs and verses. Complete with envelopes. 50c VALUE! **23c**
(Limit 3 Boxes)

ASPIRIN TABLETS
Bottle of 100 **6c**

5c H-B or BEECHNUT COUGH DROPS
2 Boxes For **5c**

ROCHESTER
WA
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CHICKEN PI
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Mr. H
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Julius Kessl
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Holly
\$50
To H
\$47

WANT ADS

BUSINESS PERSONALS

CHICKEN PIES — delivered by dozen
Meyers, 123 Depeu, Genesee 424-M.
97c

CHIROPRACTORS

FRANK BROWNELL, 65 Bronson, L. A.
Young in attendance. Genesee 1492

TRAVEL

DRIVING to California around Novem-
ber 10th. Room for two or three pas-
sengers to share expenses. Phone Gen-
1001-M

WANTED TO BUY

RAGS — 2c lb., magazines 60c, papers
35c, mattresses, metal. Stone 3889-R.
RAGS — 2c lb., magazines 60c, news-
papers 1c, bundles 55c, iron, metal,
tubes, batteries, mattresses, junk of all
kinds for dealers, top prices. Try us.
Stone 370-L

new taken. For information, call Cui
2117-J on Friday from 9 to 2:30
LADIES' Nylon hosiery, first class. Or-
LADIES' pure silk full fashioned serv-
ice weight hosiery, crepeback and honey-
comb, newest fall shades. \$1.99 only
50c. Smith's, 118 State St. Free park-
ing next door.

Stirling combination stove, 3 place
living room suite, dining room suite.
Will sacrifice. 38 Clifford Ave.

WANTED TO BUY

SPECIAL: Ladies' misses' and child-
ren's military boots. All sizes, newest
two tone effect. \$1.98. Smith's, 118
State St. Free parking next door.

FOUR poster double mahogany bed,
spring, two large double mattresses,
good condition. Reasonable. Phone Gen-
1003 Friday or Monday.

PTA Notes

Dr. Hartwell of the Univer-
sity of Buffalo will speak on
"Our Children Growing Into In-
dependence" at No. 16 School
PTA next Tuesday at 8 p. m.
Members of No. 44 School PTA
will be guests. Transportation
will be provided from No. 44
School at 7:45 p. m.

A "Professor Fizz" program
will be conducted by the PTA
of No. 34 School, Lexington
Ave., tonight in Room 213. Ray-
mond Sherman will be the an-
nouncer. Edward Wellert the
professor and members as con-
testants. Refreshments served
by parents of seventh graders.

Thomas C. Forrester, superin-
tendent of the School for the
Deaf, will speak on "Educa-
tional Advantages for All" at
a meeting of the No. 8 School
PTA tonight at 8 o'clock.

"Sustaining Mental Health—
a Home, School and Community
Responsibility" will be the
subject of a panel discussion at
the No. 41 School PTA meet-
ing, scheduled for 8 o'clock to-
night. Alexander Roller, school
principal, will be the leader.
Mothers of sixth graders will
serve refreshments.

"Zest for Living Through
Work" will be the topic of the
November meeting of the Lewis
H. Morgan School No. 37 PTA
to be held at the School next
Tuesday at 7:45 p. m.

It is the aim of the parents to
learn at this time how they may
guide and assist their children
in a wiser choice of vocations.
Plans will be discussed for a
Minstrel Show to be given in
December, and musical selec-
tions will be given by Mr. and
Mrs. Clarence E. Bennett.

Parents of fifth grade child-
ren will be hosts for the even-
ing with Mrs. Richard Johnson
and Mrs. Walter Niles as chair-
men.

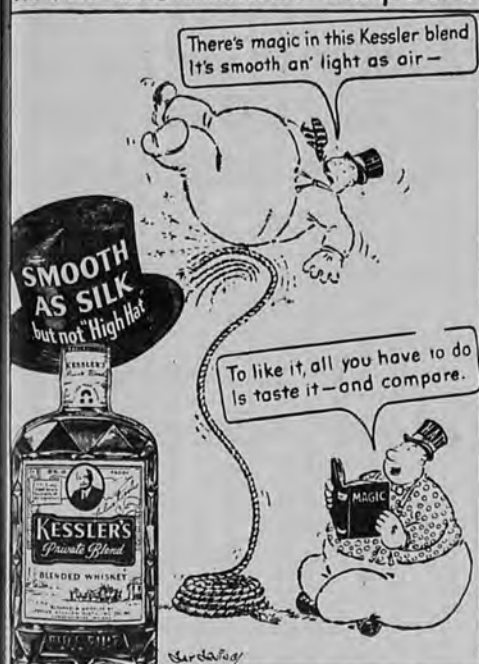
The Audubon Unit PTA of
School No. 33 will hold their
November meeting next Tues-
day afternoon at the school at
1:30 p. m. Miss Mabel Wright,
of the Memorial Art Gallery,
will speak on "Crafts of Colon-
ial America." Everyone invited.

The No. 38 School P. T. A.
Dramatic group will present the
comedy "Lovely Ladies" at
Charlotte High School, Friday
evening November 14. The
play is an hilarious comedy in
three acts with a cast of eleven
women, directed by Joseph
Durbin.

A repeat performance will be
presented Saturday evening,
November 15th, at Lakeside
Presbyterian Church.

Mr. H and Mr. HATT—Magicians

There's magic in this Kessler blend
It's smooth an' light as air—



SMOOTH
AS SILK
but not High Hat

To like it, all you have to do
is taste it—and compare.

KESSLER'S
BLENDED WHISKEY

KESSLER'S PRIVATE BLEND, 75% Neutral Spirits distilled from Grain, 85 Proof.
Julius Kessler Distilling Co., Incorporated, Baltimore, Md.; Lawrenceburg, Indiana.

**STOP . . . and
read this**



**RUGBY Flintwist
Sweaters**

If your job is a hard one, not in winter, being
cold weather, a "FLINTWIST" Sweater will
make you shiver-proof.

And no matter how hard your job is on
clothes, it can't out-tough a "FLINTWIST"
Sweater. Try one, and then try to wear it out.

The only Sweater of its kind, triple-knit
of cable-constructed yarns. Zipper or button
styles in all popular colors.

Knitted and fully guaranteed by
RUGBY KNITTING MILLS, Inc.

RUGBY SWEATERS SOLD EXCLUSIVELY AT

Champion
KNITWEAR CO., 71 ST. PAUL ST.

Hour Parking at Bill's and Strand Parking Stations

Redeem This Coupon For a **\$10 SPECIAL** SATURDAY EVE.
NOV. 15th

BINGO:

THURSDAY . . . 8:15
FRIDAY . . . 1:45
FRIDAY . . . 8:15
SATURDAY . . . 8:15

**DEFENSE
BOND
NITE
SAT.**

**\$5 REG.
GAMES
THIS SAT.**

Regular Specials
Played 4 Ways!

Free board given
when Triple Board
is purchased.

19th Ward Club House
237 HAWLEY STREET

**Where to
Play Bingo**

BINGO

\$7
On Reg. Games

**OR MORE
ON ALL BOOK
SPECIALS**

\$20

CHILI RECREATION HALL
509 CHILI AVE.
Monday & Saturday Nites

MONDAY JACKPOT \$25 SATURDAY JACKPOT \$65
Seating Capacity — 400 ONLY.
Come Early.

BINGO

SUNDAY NIGHT 8:15
2 JACKPOTS \$100 - \$110
MONDAY NIGHT 8:15
2 JACKPOTS \$80 - \$95
SUNDAY & MONDAY NIGHT
ALL REGULAR GAMES \$7
Wed., Fri. & Sat. Afternoons at 1:30
FREE TURKEYS Wed., Fri. Sat. Afternoon
THIS WEEK ALL GAMES \$3

UNION LEAGUE HALL Gregory at
TAKE SOUTH AVE. BUS TO DOOR

Highland Hall
393 GREGORY ST.
Regular Games **\$5.** Also
Specials
WEDNESDAY 8:15 P. M.
Le Berth's Game

Beeley's Bingo
MON., TUES., FRI., SAT. at 8:15 P. M.
SUNDAY at 2:30 P. M.
WED. at 1:30 P. M.
Extra Board Free with Triple Board
ADMISSION 25c

142 GENESEE ST. IN REAR

MONEY FOR YOU!

DE LUXE BINGO

EVERY MONDAY NITE

K of C AUDITORIUM - Chestnut St.
FREE—Several Turkeys—Next Monday—FREE

FREE TURKEYS

HOLLYWOOD BINGO 35 Pullman Ave.
off Lake & Ridge

**\$170 JACKPOT—\$5-\$9 REGULAR
GAMES**

\$20 — \$40
On Specials
Radio Given

WED., THUR.
FRI. & SAT.

NEW! Early Bird
Special Game
8 P. M. Sharp! Bring
Your Friends! Come
Early!

PLYMOUTH HALL
PLYMOUTH AVE. & TROUP ST. EVERY SAT. NITE
8:30 O'clock

JACKPOT \$100.00
ALL GAMES \$5.00 OR MORE
23 GAMES 28c—Including Tax

A B C PARTIES
Are Being Held As Usual
Tues., and Sat. Nite At 8:30
2011 E. MAIN

2 Jackpots—\$30 - \$70

\$BINGOS
Every Saturday 8:30 P. M.

C. Y. M. A.
51 FRANKLIN SQUARE
Near Greyhound Bus Terminal

\$ ADMISSION 27c \$
Plus Fed. Tax—3c

WEST AVE. MANOR
165 West Ave.
Mon., Tues., Thurs. — 1:30
Sun. 2:30 P. M.
Wed. and Fri. 8:30 P. M.

ANNOUNCEMENT
Your Old Announcer

WALLY JONES

BINGO
THURS. NOV. 13 AT
8:15 P. M. Sharp

CARPENTER'S HALL
113 FITZHUGH ST.

This Coupon Worth

When purchas-
ing triple board
and book of spe-
cial. Subject to
Federal Tax.

25c

23 GAMES, 25c Plus Tax

Have YOUR Turkey Dinner "ON THE HOUSE"
**SAT. is FREE TURKEY Nite at
TOWNERS HALL—Rexy & Hudson**

Win Cash Bingo Prizes In Addition To Free Turkeys

Thurs., Fri., Nites
TOWNER HALL
All Games
\$250 \$5.00

Sat., Sun., Wed. Nites
No Sun. Game at REXY
TOWNER'S-REXY
All Games
\$500 \$10.00

Tues. and Sun. Nites
Hollywood-Hudson
All Games
\$500 \$10.00

Tuesday Night
HUDSON
Saturday
All Games
\$475 \$5.00

USE THESE FREE COUPONS

THIS TICKET WORTH
At Towners Thursday, Nov.
13. Good only when buying
a book of specials and triple
board. Subject to Federal
Tax.

45c

THIS TICKET WORTH
At Towners Friday, Nov. 14
Good only when buying
a book of specials and triple
board. Subject to Federal
Tax.

45c

THIS TICKET WORTH
At Hudson Theatre, Sat.,
Nov. 15. Good only when
buying a book of specials
and triple board. Subject to
Federal Tax.

45c

FRIDAY—SATURDAY—SUNDAY

Free Turkey!

**NIGHTS AT THE
New Park Hall**

COUPONS FOR YOU . . . FOR YOUR FRIENDS

Worth 25c	When purchasing a book of specials and a triple board. THURSDAY Nov. 13	Worth 25c	When purchasing a book of specials and a triple board. THURSDAY Nov. 13
Worth 25c	When purchasing a book of specials and a triple board. FRIDAY Nov. 14	Worth 25c	When purchasing a book of specials and a triple board. FRIDAY Nov. 14
Worth 25c	When purchasing a book of specials and a triple board. SATURDAY Nov. 15	Worth 25c	When purchasing a book of specials and a triple board. SATURDAY Nov. 15
Worth 25c	When purchasing a book of specials and a triple board. SUNDAY Nov. 16	Worth 25c	When purchasing a book of specials and a triple board. SUNDAY Nov. 16

Reg. Games \$5-\$7 Specials \$20-\$40

23 GAMES \$28c

We're giving Free Double Coupons this week!
Bring your husband, sweetheart or neighbor
and enjoy an evening at Rochester's newest
and finest Bingo Center.

L. W. THOMPSON, Mgr.
(Formerly of Little Theatre)

**PARK HALL—928 JEFFERSON NEAR
PLYMOUTH**

BERGHASH
WINES LIQUORS

124 CLINTON AVE., SO.

THANKSGIVING SPECIALS

Here are real Berghash Values for Thanksgiving. You'll want these choice liquors and wines to make Thanksgiving a real festive day. You'll appreciate the Berghash savings!

"JOHN BEGG'S" IMPORTED SCOTCH
100% IMPORTED
SCOTCH WHISKY

Enjoy the full, rich flavor of the Scotch Highlands captured in the famed imported JOHN BEGG'S SCOTCH. Enjoy the big saving made possible by Berghash.

Compare With Any
\$4.50 Value

\$3.69
Full 4/5 Quart
3 Bottles for \$10.50

FREE DELIVERY
CALL
MAIN 786

"GLOBE" BOTTLED BOURBON
100% Proof Bourbon

Every drop of Globe Straight Bourbon has been aged for at least 5 years and bottled in bond under U. S. Supervision. It's 100-proof, full bodied, mighty good, and at Berghash, it's mighty reasonable.

Regular Value \$3.09

\$2.59
Full Quart

"KERRIGAN'S WHISKEY"
FAMOUS PRIVATE STOCK LIQUOR!

Smooth flavor, full bouquet, and delectable taste . . . all blended in this Berghash exclusive. Add to that, the unusual saving only Berghash can bring you, and it's a triple threat value.

Full Quart
\$2.29

Compare With Any \$3 Value

FAMOUS "LONDON INN" GIN
90-PROOF DISTILLED DRY GIN!

Staunch as a Coldstream Guard, smooth as a London Clubman, London Inn Gin makes a hit either straight or in cocktails. You'll appreciate its ancient flavor . . . you'll appreciate the typical Berghash value-giving price.

COMPARE WITH ANY \$2 VALUE!

Full 4/5 Quart
\$1.55

"CHATEAU BRISAC" WINE
100% PURE CALIFORNIA WINE!

You'll find the sunny California climate embodied in this truly delightful wine. Rare bouquet, crystal clear purity and superb flavor make it a Rochester favorite. At Berghash, always on a money-back guarantee. Your choice of twelve varieties.

Compare With Any
\$2.50 Value

\$1.49
Full Gallon

"McCUNN'S INVINCIBLE"
EVERY DROP AT LEAST 4 YEARS OLD

"Pure enjoyment" in a bottle. That's how Rochester describes the noted McCunn's Invincible. Mild and mellow, it rates high on the connoisseur's list. Priced by Berghash it rates equally high on the value seeker's list.

Compare With Any
\$3.25 Value

\$2.89
Full Quart

**FREE PARKING
OPPOSITE
OUR STORE**

NUYEN'S AMERICAN VERMOUTH Sweet or Dry, 30 oz. bottle . . . 98c
APPLE JACK BRANDY County Brand, Straight Distilled, Full Quart . . . \$1.99
"TALLYHO," expertly blended (20% whiskeys 4 or more years old) 1/2 Quart . . . \$1.79
CALIFORNIA SWEET WINES Pinta . . . 25c
"CORDIALS" Apricot, Blackberry, Creme de Cacao, 1/2 Quart . . . \$1.29
"FIORE" Imported Italian Marsala, 21 oz. bottle . . . \$1.29

BERGHASH, 124 CLINTON AVE. SO., NEXT TO LOEW'S THEATRE

Listless? Dull?



Take Beechams Pills Tonight for a Change!

For thorough, pleasant relief from temporary constipation, depend on this purely vegetable compound. No calomel (mercury). Millions of packages sold annually throughout the world. Buy today! Only 10¢—also 25¢ and 50¢ sizes.

BEECHAMS LAXATIVE PILLS

RUGS 9x12 \$1.00

CLEANED AND STEAMED
Knots, Steamers, Washed,
Sized, Moth, Damp and
Germ-proof

ELTER CO. Est. 1872
Glenwood 3466 - 44 Arthur St.

FOR COLDS MISERIES

ONE TWO IT'S GONE

—gone right straight to the sneezy sniffly misery zone in your nose. That's the way famous Penetro Nose Drops 2-drop relief starts to work in one-two time. Just follow directions—put two drops in each nostril, to soothe as they touch, shrink as they act and cool as they vaporize. Brings relief by opening the way for the healing aid of fresh air. Give your head cold the air the two-drop way. Always use Penetro Nose Drops. Generous supply, only 25¢.

PENETRO NOSE DROPS

GUARANTEED PENNSYLVANIA

HARD COAL \$11.75
EGG STOVE NUT CASH
Show, Off Grade "A"

PEA COAL \$9.95
STOVE OR NUT TON
SHOV. OFF

COKE \$11.00
STOVE OR NUT TON
SHOV. OFF

LAKE COAL CO. GLEN 538
255 LYELL AVE.

COUPON
This Coupon Entitles You to a Liberal Discount On 1 Ton or More of Our Guaranteed Coal and Coke

LIVADAS' Annual THANKSGIVING SALE

All Rochester Agrees...
It's LIVADAS for

LARGEST STOCKS • CHOICEST BRANDS • LOWEST PRICES

WINES and LIQUORS

SAVE THIS AD
Make It Your Shopping Guide For Thanksgiving Wines and Liquors Lowest Prices — Fine Quality.

KEY COUPON

DARLING CASTLE SOAP
3 for 11¢
Limit 6. 10¢ Size

KEY COUPON

WAX PAPER
KITCHEN CHARM
Extra heavy 125 feet
Limit 2

KEY COUPON

TODDY
Lb. can
Limit 2

KEY COUPON

NAIL POLISH REMOVER
Giant 3 Ounce Bottle
Limit 2

HILL'S COLD TABLETS
Reg. 30¢

KOTEX JR.
83¢ Value
Box 30

Heavy American MINERAL OIL
45¢
Quart

BORDEN'S PLAIN MALTED MILK
5 lb. can
\$2 Value

NOXZEMA
Boudoir Size Cream
Reg. 75¢

PROPHYLACTIC TOOTH BRUSH
NEW LOW PRICE
23¢

MEDICATED THROAT DISCS
Parke Davis & Co.
Box 60

PACQUIN HAND CREAM
50¢ Size

THIS WEEK'S SPECIALS AT

KEY
ROCHESTER'S MODERN CUT RATE DRUG STORES

470 N. GOODMAN NEAR MAIN
1861 MONROE NEAR WINTON
724 WINTON ROAD NO. 102 NEAR WILKINSON
457 RIDGE RD. W. NEAR DEWEY

TODAY THRU NEXT WEDNESDAY

ELECTRIC HEAT PADS
Safe, uniform heat for relief of pain or chill. 3 thermostatically controlled heat—costs less than 1¢ per hour to operate!

BOX OF 25
50¢ VALUE
23¢
BUY NOW AND SAVE!

DETECTO SCALE
WEIGHS TO 250 LBS.
Reg. \$1.89
\$1.29

LUCKIES, Camels, Chesterfields, Raleighs, Pall Mall, Herbert Tareyton, Philip Morris,
2 PKGS.
29¢

VITAMINS FOR HEALTH DEFENSE

SQUIBBS
ADELPHI TABLETS 79¢
Epinephrine, 1/125 Size, 80 Tablets, 25 mg. (40%)
B COMPLEX VITAMIN CAPS. (25) 98¢
NAVITOL, Box of 25 59¢
NAVITOL MALT 11¢
VIOSTROL 53¢
YEAST TABLETS 49¢
VITAYOSE 43¢
Choc. Flavor, 12 oz.

Abbott's
HALIVER MALT With Vitamin, 8 oz. 97¢
DULCET—Box 100's 11¢
Dulcitol Phosphate 11¢
COD LIVER OIL 11¢
VITA-KAPS 11¢
VIOSTROL 53¢
Reg. 85¢
GLANDOL CAPS 11¢
Box of 30 57¢
OLADOL 57¢
Concentrate, 18 oz. 43¢
HALIVER OIL 43¢
Flam-10, 6 oz.

A-B-D-G CAPSULES
SQUIBB OR ABBOTT
New Low Price!
Pkg. of 25... 59¢
Pkg. of 50... 98¢
Pkg. of 100... 1.79
Economy Pkg. 3.79

UPJOHNS
ACCESSORINE 11¢
Tens—30 oz. 11¢
CERULEX Comp. 11¢
Tablets—25's 11¢
IMBICOL with Vitamin B—8 oz. 11¢
JECULIN 12¢
Tonic, 12 oz. 12¢
JECULIN 12¢
Capsules—84's 12¢
YEAST TABLETS 49¢
Bottle of 100 12¢
VITAYOSE 43¢
SUPPER-D 77¢
Concentrate, 18 oz.

PARKE-DAVIS
HALIVER OIL 43¢
18 oz. a. Vial 43¢
HALIVER OIL With Vitamin, 8 oz. 97¢
NATOLA 57¢
Box of 10 57¢
NATOLA CAPS 11¢
IBRADOL 11¢
Tonic, 12 oz. 12¢
Tonic, 12 oz. 12¢
METATONE 11¢
Tonic, 12 oz. 12¢
VIOSTROL 53¢
Oil—3 oz. 43¢

HALIBUT LIVER OIL
SQUIBB-ABBOTT
PARKE, DAVIS (Plain)
Box of 50... 79¢
Box of 100... 1.29
Box of 250... 2.59
Box of 500... 4.69

BEECOMP VITAMIN B COMPLEX CAPS
Contains Dry Extract of Liver, Vitamin Chloride, Riboflavin, Pyridoxine, Hydrochloride, Nicotine Acid and other B Complex Factors present in Liver Extract.
Bottle of 50—\$1.69
Bottle of 100 2.98
Bottle of 250 6.98

Vitamins & Minerals
Get BOTH in These New Improved Higher Potency
ALVITA CAPSULES
The complete vitamin preparation that gives you all these vitamins, A-B-C-D-E-G PLUS ESSENTIAL MINERALS. PEARL, easy-to-take capsules provide an abundant source of the important vitamins and minerals that may be lacking in your diet.
Ask for Alvita Capsules at KEY'S

KEY COUPON

WOODBURY FACIAL SOAP
10¢ Size
Limit 2

KEY COUPON

BORAXO
15¢ Size
Limit 2

KEY COUPON

XMAS Wrapping TWINE
Reg. 10¢—Limit 4

KEY COUPON

DOUBLE EDGE BLADES
Pkg. 25
Limit 2

HIND'S Honey & Almond CREAM
Reg. 50¢
Size

LUNDEN'S COUGH DROPS
5¢ Size

ANACIN TABLETS
Bot. 50
Reg. 75¢

POSTMASTER CIGARS
A Mild Smoke
14 for 25¢

TYPEWRITING PAPER
200 Sheets
29¢ Value

HYGEYA NURSING BOTTLES
8 oz. Size
Reg. 15¢

BEECHNUT BABY FOOD
Complete Assortment
3 for 23¢

50¢ Jergens' Lotion
25¢ Jergens' Cream
75¢ VALUE
BOTH FOR 39¢

NEVER BEFORE! PERHAPS NEVER AGAIN!
ONLY WHILE QUANTITIES LAST!

20 YEARS OLD — Imported from Portugal SUAREZ BRANDY

A Genuine \$7.00 Value! **\$3.69**
Fifth 84 Proof

Delightfully mellow, old brandy produced by a firm that's been known as one of Portugal's finest for generations.

Brandy of this age and quality is now selling at \$7.00 or more — Lay in a supply NOW at this unheard of price.

Gold Seal Caribbean Club

RON RUM \$1.89
Here's a Rum that we will highly recommend. 4 1/2 Quart 85 Proof

Compare! \$3.50 Value!

A Famous Brand At a Very Low Price!

The Renowned **TRICHERI** Imported Italian

VERMOUTH
Large 30 oz. Bottle
Compare! \$1.35 Value!

Our Famous Brand — And What A Value!

LIVRO RYE WHISKEY \$2.50
Full Quart 90 Proof

Compare! \$3.75 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.

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

\$1.10 Gal.

LIVADAS BROS.

FREE DELIVERY
CALL STONE 5549

A Name You Can Trust
183 MONROE AVE.
N. Y. S. LICENSE L-4229

VERY SPECIAL OUR LOWEST PRICE!

WHITNEY CLUB \$1.90
STRAIGHT RYE 85
WHISKEY Proof Full Quart

Compare! \$2.65 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 its high quality instantly.

ALL 4 YRS. OLD Kentucky Straight DOWLING BOURBON

\$2.25 Full Quart

Compare! \$3.75 Value

The Finest Quality at the Lowest Price

A real treasure of Old Kentucky... "Dowling" straight bourbon whiskey, aged and mellowed for 4 long years in the wood. Bottled under U. S. Gov't supervision 100 proof. It's a great achievement to offer this 4 year old bourbon at this sensational price.

Our ★★★★★ SPECIAL

LOWEST PRICE NO FINER QUALITY!

KING GEORGE IV SCOTCH \$3.19
FIFTH 65.4 Proof

Compare! \$4.25 Value

Superb Scottish Blend with an enchanting matchless bouquet, 100% Scotch whiskey, distilled and bottled by one of Scotland's greatest distillers. Remarkably low price.

No Finer Quality! — AT ANY PRICE!

LIVRO GIN \$1.90
Full Quart 90 Proof

Compare! \$2.65 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 connoisseur of quality gin that there is no finer at any price!

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

\$1.10 Gal.

LIVADAS BROS.

OPEN 'TIL MIDNIGHT

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Delivered Every Thursday

FIFTH YEAR—No. 4

ROCHESTER, N. Y., THURSDAY, NOVEMBER 20, 1941

To 75,200 Rochester Homes

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

THIS PAPER IS YOUR COMPLETE GIFT GUIDE

Children Await 'Mrs. Wiggs' Play at Eastman Saturday

There probably aren't a dozen youngsters over ten years old in the city who haven't read or heard the story of "Mrs. Wiggs of the Cabbage Patch," that colorful tale of life in the poorer section of Louisville.

And now on Saturday at the Eastman Theatre, children of Rochester will see the story portrayed on the stage by the Clare Tree Major Children's Theatre Co.

Through an exclusive arrangement with the Educational Committee of the Rochester Civic Music Association, The Rochester Sun offers its readers a special discount coupon for the "Mrs. Wiggs of the Cabbage Patch" performance. Clip the coupon on another page of this paper and present at the theater box office. It entitles the holder to a ten-cent discount on any price seat. Tickets may be purchased for as little as 15 cents (plus tax) with the special Sun coupon.

The presentation, which begins at 3 o'clock, is sponsored by the Educational Committee of the Civic Music Association. Its purpose is to provide clean and educational stage entertainment for the youngsters.

"Mrs. Wiggs," and her ingenious brood is the first of five presentations planned for the season at the Eastman. Four (continued on page 11)



SHOP EARLY

To our way of thinking, the oft-taken New Year's resolution to do Christmas shopping early doesn't seem to stand up under the test. We base our conclusion on the fact that of all the people who take the firm resolve, only a few of the heartier ones actually keep their promise. The remainder wait until somewhere around December 23rd, repeating over and over those familiar lines—"I'll never wait until the last minute again—next year I'm going to do my Christmas shopping early!" We realize some of you may have forgotten your fervent vow of a year ago, that's why we're reminding you again to DO YOUR CHRISTMAS SHOPPING EARLY. It's the sure way of getting what you want—of getting merchandise that is clean and fresh. And you'll save money, too, because prices may be higher later on. And, while we're on the subject of Christmas shopping here's a tip: Watch The Sun carefully for complete shopping news. Gift suggestions and announcements of special sales will be a large part of The Sun each Thursday.

Sun Offers Cash Prizes In Railroad Recipe Contest

An opportunity to win fame and fortune is open to Sun readers for submitting recipes suitable for a dish to be served on the dining cars of the new streamlined "Empire State Express," which will be put into service on the New York to Buffalo and Middle West run early in December.

The contest, sponsored locally by The Rochester Sun is divided into three parts. Twenty-five dollars will be awarded in each of the next two weeks, divided into five weekly prizes of five dollars each. Then all winning recipes will be judged in competition with those submitted by other communities in the state and the winner of the \$100 grand prize named.

Judges of the recipes will be Oscar of the Walderf and B. J. Bohlander, manager of Dining Service of the New York Central System.

When submitting your recipe, suggest also a suitable name for the dish. Winning recipes will be included in future menus of the new super-streamliner.

What type of dish might win the prize? Any kind at all suitable for service on a famous train's diner. You might suggest a smooth creamy pudding to symbolize the velvet smooth ride the new Empire State Express will offer. Or a shimmering gelatin salad might be used to symbolize the gleaming stainless steel.

(continued on page 2)

THIS YEAR GIVE FURNITURE FROM LAUER'S



Modern Walnut
DINETTE SET
7 pieces, including table, buffet, china and 4 side chairs. Table opens to seat 8.
\$98
Lauer's



Blond Modern
LOUNGE CHAIR
A great big chair that offers a world of comfort. Down and feather back cushion.
\$49
Lauer's



Grand Rapids
COMMODORE
All mahogany (except the white oak drawer interiors). Verified \$15 value.
\$9.74
Lauer's

What better thought for holiday giving than furniture from Lauer's! For here are gifts that endure . . . Beautiful, useful pieces that assure fond memories of Christmas 1941. What's more. — There's a certain satisfaction in knowing that what you give is good. And when you buy from Lauer's

you get that satisfaction, for Lauer's do not compromise with quality. We're ready in every department with a complete selection of fine merchandise. We know you will be pleased with what we have to sell. So why not all of you chip in and buy a lovely gift for the home from Lauer's!



Leather base, tall modern style . . . **\$12.50**



Federal style heavy brass base . . . **\$14.50**



Square leaf design glazed pottery base . . . **\$10**

LAMPS AT LAUER'S

Mr. Fred Coake — Lauer's lamp buyer — has made every effort to assemble the finest group of lamps we have ever sold in our store. Modern, conventional and 18th Century floor and table lamps. You'll find them all in our brilliant Lamp Department. A distinctive selection of striking new styles priced from \$2.98 to \$40.



Modern Mohair
LIVING SUITE
Note the channelled sides . . . The broad arms trimmed with carved walnut. Large sofa and chair.
\$139
Lauer's

Lauer's
50 STATE ST.



Lane Walnut
CEDAR CHEST
Modern waterfall walnut with beautifully matched grain pin-stripe and buried woods. Automatic tray.
\$28.50
Lauer's



Porcelain-Chrome
Breakfast Set
Extension table (with drawers) and four extra strong padded seat and back chairs.
\$36.95
Lauer's



Occasional
ARM CHAIR
Mahogany finished side chairs upholstered in lovely tapestries and damasks.
\$9.95
Lauer's



Grand Rapids
DRUM TABLE
Note the drawer in this all-mahogany table. Verified value \$15.
\$9.74
Lauer's

Sunday Evening, November 30, at 8:20

Swing us Classics

with
Benny GOODMAN
"King of Swing"
With **CIVIC ORCHESTRA**
Guy Fraser Harrison Conducting



ALL SEATS RESERVED
35c, 50c, 75c, \$1 Plus Tax
EASTMAN THEATRE of University of Rochester

You always know your
exact balance when you use

CENTRAL TRUST SERVICE CHECKS

... because we make no charges for deposits or withdrawals, no activity charge. A book of 12 checks costs but \$1.00 ... as little as \$1.00 opens an account.

Start one today, at either our Main Office or Brighton Branch, and know the safety and efficiency of a really simple, really convenient personal checking account.



25 E. MAIN ST. • 1806 EAST AVE.
Member Federal Reserve System • Member F. D. I. C.

To Judge Recipe Contest



Here are the judges who will select the prize winners in the Empire State Express Recipe Contest, sponsored in Rochester by The Sun. At the left, B. J. Bohlender, manager of the New York Central System Dining Car Service, and famous "Oscar of the Waldorf," New York City. They are pictured in a dining car of the 20th Century Limited.

Recipe Contest . . .

(continued from page 1)
less steel of which these new trains are built.

Any number of ideas will come to your mind when you think of the new Empire State Express which will make daily east and westbound stops in Rochester, beginning early in December.

Here are the simple rules of

Norway Flies for Freedom
Hear Personal Experience Narrative by

L. Kaare Gythfeldt
Royal Norwegian Air Force

Plus Thrilling Combat Movies
Tom Grierson at the Ocean

Sponsored by the Maple Leaf Fund
EASTMAN THEATRE
Friday, Eve. Nov. 29, at 8 p. m.
Including tax
Tickets 50c, 75c and \$1.25
On Sale at 106 East Avenue

the contest, read them carefully: Submit recipe of any dish that will fit into a dinner menu. Also suggest name for dish.

Entries for the first week's contest must be postmarked not later than midnight, Saturday, November 22. Second week's entries must be postmarked not later than midnight, November 29.

All entries should be addressed to "Empire State Express Recipe Contest," The Rochester Sun, 420 Burke Bldg., Rochester, N. Y.

Decisions of the judges will be final. Judges will be Oscar of the Waldorf and B. J. Bohlender of the New York Central System.

No entries will be returned, and all entries become the property of The Rochester Sun.

Prize winners will be announced in The Rochester Sun as soon as the judges complete their work.

Movie Guide

All Pictures Listed Now Playing Except As Noted:

*Starts Friday
*Starts Saturday

ROCHESTER — "Shadow of the Thin Man", William Powell, Myrna Loy; "Two Latins from Manhattan", "PALACE" — "Birth of a Blues", Bing Crosby, Mary Martin, "Moon Over Her Shoulder", Lynn Bari, John Sutton.
CENTURY — "Servant of Two Masters", Walter Brennan, Joan Leslie.
REGENT — "Hot Spot", Betty Grable, Victor Mature; "Great Guns", Laurel and Hardy.
CAPITOL — "Sun Valley Serenade", Sonja Henie, John Payne; "Dressed to Kill", Lloyd Nolan, Mary Beth Hughes.

TEMPLE — On Stage, "Ted Lewis and His Orchestra"; "Sailors on Leave", William Lundigan, Shirley Ross.
RIVIERA — "Shepherd of the Hills", John Wayne, Betty Field; "Ice Capades", Dorothy Lewis, Jerry Colonna.
*DIXIE — "Dr. Kildare's Wedding Day", Lew Ayres, Laraine Day; Frank Buck's "ungle Cavalcade".
STATE-LIBERTY — "Shepherd of the Hills", John Wayne, Betty Field; "Ice Capades", Dorothy Lewis, Jerry Colonna.
MADISON-MONROE — "Kiss the Boys Goodbye", Mary Martin, Don Ameche; "Belle Starr", Randolph Scott, Gene Tierney.
*CAMO-WEST-END — "When Ladies Meet", Joan Crawford, Robert Taylor; "Frank Buck's Jungle Cavalcade".
*WEBSTER — "Lady Scarface", Den-

nis O'Keefe, Francis Neil; "Burma Convoy", Charles Hickford, Evelyn Aders.
GRAND — "Life Begins for Andy Hardy", Mickey Rooney, Judy Garland; "Forced Landing", Richard Arlen, Eva Gabor.
*LAKE — "When Ladies Meet", Joan Crawford, Robert Taylor, "Whistling in The Dark", Red Skelton.
LITTLE — "Philadelphia Story", James Stewart, Katharine Hepburn.

When washing steel knives they should be scoured with powder, using a large cork or a cut potato to scour with. Fine steel wool is also effective. All scouring utensils should be damp, not wet.

Complimentary Sitting Offer!



Made Possible By Our New Advanced
Method of Portrait Photography

No need to gamble when we photograph you. We'll make our regular 12-proof sitting of you without the usual deposit. When you see the proofs, you may order as many or as few pictures as you want—or none at all. No obligation to buy anything if you are not entirely pleased.

—CHRISTMAS SPECIAL—

3 8 x 10 Border **\$3.95**
3 PORTRAITS

Edwards

Always 12 Proofs

No Appointment
Necessary.

Come In Anytime.

PHOTO STUDIO—GREEN ROOM

Weed's TOYLAND

OPENS
TOMORROW



No need to hold back the good news any longer! Weed's mammoth Toyland opens tomorrow morning. Hundreds upon hundreds of gifts that will thrill children of all ages . . . in a complete variety of NEW novelties, games, wheel toys, educational toys and other items . . . at the lowest prices in town. See them . . . you'll be delighted at the selections.

MAIN 7900

Weed's
15
EXCHANGE ST.
—Free City Deliveries—
FREE PARKING OPPOSITE

Store
Hours
8 A. M. to
5:30 P. M.

Darling Shop

New and Greater
190 MAIN ST. EAST

A Treat for All Rochester . . .
Beautiful Hats! Saving a Plenty!
Be Here Early!

Starting Friday, 9:30 A. M.

Open Friday Night Until 9 P. M.

2000 BRAND NEW WINTER HATS

Our Entire Millinery Department
Devoted to This Spectacular Event!

69¢

- Styles You've Seen Elsewhere Up to \$2.99
- Every Hat Style Hit of the Season
- Profile Brims . . . Bonnets . . . Pompadours
- Dressy Turbans . . . Dressmaker Felts
- Fur Trimmed Wool Felts

Rochester's Greatest Hat Values!



To clean pots and pans which have food baked or dried on them, put some boiling water in them and cover them tightly. The steam will loosen all particles and film so that they can be removed easily without a scraper. If food is burned on enamelware, boil in it water to which a teaspoonful of baking soda has been added. Be sure to cover tightly.

You'll Be **THANKFUL** For
LEFT'S
BIG VALUES
FRIDAY AND SATURDAY ONLY

Open This Friday and Saturday 'til 9 P. M.



GIRL'S COATS

Your choice of this season's smartest colors and fabrics in a truly sensational value-giving event. Every coat is an outstanding bargain. Values to \$10.95.

\$5

Sizes 7 to 16

Girl's Legging Sets

Warmth, style, durability and exceptional value are all combined in this two day special of Girl's Legging Sets. Good selection of colors. Values to \$10.95.

\$5

Sizes 3 to 16

SNOW SUITS

A greater-than-usual (even for Left's) saving is offered in these warm, sturdy, colorful Sno-Suits. Buy them now and protect the kiddies all winter. Values to \$3.95.

\$3.95

Sizes 3 to 16

BOY'S MACKINAW

Built to take real hard wear. Bright colors that boys like. Warm fabrics you'll appreciate. Values you'll marvel at. Values to \$3.95.

\$3.95

Sizes 8 to 18

Everything . . . From Tots To Teens

You're Right When you Buy at
LEFT'S
126-128 CLINTON AVE. S.
NEXT TO LOEW'S THEATRE - - - FREE PARKING

ROCHESTER'S SHOPPING NEWS
The Rochester Sun

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HOLIDAY HEADLINERS



BACK-INTEREST HATS!
POMPADOUR HALOS!
BERETS! TURBANS!

Captivating, exciting hats to make your next "grand entrance" a knockout! Beguiling bonnets for casual wear, too. Felts, Velvets, Jersey, Velvets, etc., in all colors and sizes. Why not buy two?

\$1.98

Joels
MILLINERY
Values \$3.98 - \$5.98
215 MAIN ST. EAST

Mrs. Grace Lane, 25 Resolute St.

Airman To Present Film At Eastman

Among the most breathtaking exploits of the war in Europe are the many escapes from Norway by young Norwegian patriots in small boats who continue to risk their lives in fighting the enemy with the forces of the British.

One of these is Lt. Kaare Gythfeldt, who comes to Rochester on Friday, November 28, to show the films, "Fight for Liberty," and a shorter film, "Guards of the North," in a fund-raising effort of the Rochester Chapter, Maple Leaf Fund, Inc. All proceeds will go to the relief of British civilians.

Lt. Gythfeldt has been decorated by King George VI for his heroic efforts in escaping to England, bringing with him 16 British soldiers. After his escape he joined the R.A.F. and later came to Toronto to further the Norwegian training program being carried on in the Dominion.

The young Norwegian will recount his adventures in detail on the Eastman stage, along with the film showings.

Tickets are now on sale at 106 East Ave., headquarters of the Maple Leaf Fund.



LT. KAARE GYTHFELDT

19th Ward Women Democrats Plan Social Meeting

The Women's Democratic Club of the 19th Ward will entertain members and friends at a social meeting next Monday.

The hostesses in charge of cards and games include: Mrs. Madeline Farley, Mrs. Mary Gaffney and Mrs. Helen Hubbard.

When You Need to Borrow Money—Get a **LINCOLN-ALLIANCE** Personal Loan

Figure It Out For Yourself

You Borrow	Charge Per Year	Life Insurance Premium	You Receive	12 Monthly Payments
\$100	\$ 6.48	\$.36	\$101.16	\$ 9.00
150	9.72	.54	151.44	13.50
200	12.96	.72	201.72	18.00
250	16.20	.90	252.00	22.50
300	19.44	1.08	302.28	27.00
350	22.68	1.26	352.56	31.50

OVER 100,000 loans have been made by the Lincoln-Alliance to Rochesterians who have found them convenient — reasonable. Anyone regularly employed can borrow at the Lincoln-Alliance. We invite your inquiry at any of our eleven conveniently located Bank Offices.

LINCOLN-ALLIANCE
BANK AND TRUST COMPANY
Member Federal Reserve System Member F. D. I. C.

in the Nationals Basement...
STORE OPEN FRIDAY NIGHT UNTIL 9 P. M.

Now . . . 163 Finer O'Coats Are Added To This Big Value Event!

Special Purchase!

Basement Men's Overcoats

DOUBLE-BARRELED savings opportunity . . . Right at a time when you can use them to best advantage! A special group of warm Winter overcoats in this season's best-selling styles and colors! Fly-front models, three-button box coats, storm ulsters. Plain colors and patterned coats. Choose from a great variety of the newest styles buyable, in dignified dark colors and brighter shades. Single or double-breasted! You'll be dollars ahead, buying in this sale . . . we can assure you of that! Get in on the cream of the choosing . . . Now!

Regular Would Be Priced Up To \$23.95!

\$18.95

You Can Charge Yours!
Pay 1/3 Jan. 10—Feb. 10—March 10

"No-School" Specials In The Basement Boys' Shop

Boys' Winter Coats

The Three Most Wanted Styles . . . At Worth-While Savings!

Student Zip-Lined Coats	Reversible Shortie Coats	Boys' Campus Coats
\$16.95	\$10.95	\$5.95

A style leader this season! Practical too. Can be worn as an overcoat now and a topcoat next spring when you zip the lining out. Sizes 32 to 38.

An outstanding value in this popular type of coat. Camel shade, teal blue and luggage brown, water-repellent gabardine on reverse side. Sizes 12-22.

Big, warm, hooded coats in new plain shades. All smartly styled with four large pockets, plus zipper book pocket. Water-repellent fabrics. Sizes 8-18.

Boys' Knickers . . . \$1.65
Boys' Sweaters . . . \$1.15

The NATIONAL
EAST MAIN AT STONE

Cot. Flannel Shirts 59c
Boys' Heavy Und'wear 39c

ROCHESTER HOMEMAKERS WELCOME TO MARY DUNBAR'S COOKING SCHOOL



Personally presented by Mary Dunbar, nationally-known home economist and Director of the Jewel Homemakers' Institute.

Rochester Chamber of Commerce

55 ST. PAUL STREET
1:30 TO 3:30 P.M.

3 Exciting Sessions **3 Fascinating Subjects**

TUESDAY, NOVEMBER 25 "MEAL-IN-ONE DISHES"
WEDNESDAY, NOVEMBER 26 "SALADS AND DESSERTS"
THURSDAY, NOVEMBER 27 "WHEN WE ENTERTAIN"

75 MAJOR GIFTS

A SOUVENIR FOR EVERYONE
Admission Free!
COME AND BRING A FRIEND

SPONSORED BY

JEWEL TEA CO., INC.

ROCHESTER'S LARGEST
POPULAR PRICED STORE

Edwards

Occasional GIFT TABLES to DRESS up your HOME

3⁹⁸
Each



Sturdy construction!
Hand-rubbed finishes!
Dress up your home with
them. Give them to
serving friends. Note the
low price!

- A. Lamp Table,
25 Inches High
- B. Magazine End Table,
22 Inches High
- C. Coffee Table with
Glass Tray
- D. Drum Table,
25 Inches High

EDWARDS—Fifth Floor

"Symphony
Sweet"

Double Dipped Chocolates

33c lb. 2 lbs.
60c

- Vanilla Buttercreams
- Creamy Caramels
- Pineapple Creams
- Brazil Nut in Cream
- Coconut Snow Balls
- Raspberry Creams
- Peanut Clusters
- Honey Almond
- Nougats
- Butterscotch Chews
- Ginger Creams
- Maple Walnut Creams
- Chocolate Butter Creams
- Molasses Chews
- Peppermint Patties
- Raisin Clusters
- Cream de Mint
- Honeycomb Chips
- Orange Creams
- Coconut Creams
- Italian Creams
- Caramel Creams

EDWARDS—Street Floor

Pecan Candies

Reg. 60c **39c** lb.

- Small Pecan Rolls (soft maple center rolled in creamy caramel and then in whole pecans)
- Pecan Apricot Mallow
- Chocolate Coated Pecans
- Pecan Buttercrunch
- Pecan Logs

Delicious! Our Own-Make

BON BONS

Reg. 39c lb. **29c** lb.

Tasty, soft coconut or fudge centers with chocolate, vanilla, maple, strawberry or orange coatings. Delicately colored. Made fresh daily during our Annual Pre-Thanksgiving Sale!



Pocono Bedroom Rugs

The string nap on these luxurious rugs is fully 2 inches long. Woven on heavy canvas back. Rose, white, green, peach royal blue, soft blue or yellow. Buy now!

Oblong 20"X32" Size	2.85
Oval 22"X36" Size	3.75
Oval 25"X48" Size	6.35
Oval 30"X56" Size	8.25
Round 30"X30" Size	3.35

EDWARDS—Fourth Floor

BUY ALL YOUR GIFTS in EDWARDS BARGAIN BASEMENT and SAVE

Men's, Women's & Boy's
ICE SKATES..

5⁴⁴



Womens' Figure
SKATES

If she's ice-minded,
give her a pair of
these beautiful skates.
White with plaid lining.

Sizes 3 to 9

EDWARDS—
Basement



Men's & Boys'
Hockey Skates

Here's a skate that's
fast and rugged. Box
toe construction. Will
give years of good
service.

Sizes 5 to 12

Headquarters for **ARCTICS**
for the Entire Family



**BOYS' RUBBER
ARCTICS** **2⁴⁹**
Boy's 4 buckle arctics.
Black only. Sizes 2 1/2 to
6. Unusual Value!



**CHILDREN'S
ARCTICS** **1⁴⁹**
One strap and buckle fastener. Fleece lined. Brown.
Sizes 12 1/2 to 3. Well
made.



**Mens' 4 Buckle
ARCTICS** **2⁷⁹**
Light or heavy weight rubber. Black only. Sizes 7
to 12. At a Bargain Price.

Mens', Womens' and Girls'
Hockey SKATES

4⁴⁴



Womens' & Girls'
High White Skates

Chrome Canadian hollow ground blades; hard toes; narrow heels; plaid linings.

Sizes 1 to 9

EDWARDS—
Basement



Men's Black
Hockey Skates

Built-in ankle support; Canadian hollow ground blades; plaid lining; hard toes; straps.

Sizes 6 to 12



"Brunswick" \$17
Bowling Ball

Give him a bowling ball for Christmas. Present him with an Edwards Gift Certificate on Xmas morning. He can get his own ball with proper finger measurements.

Bowling
Bags 2.49
Bowling
Shoes 2.19

Women's & Girls' Rubber ARCTICS
All sizes and heel heights. Talon slide fastener. Warmly lined. Snug fitting ankle. — A Typical Edwards Basement Value! (Sketched right.)

1⁵⁹



EDWARDS—
Basement



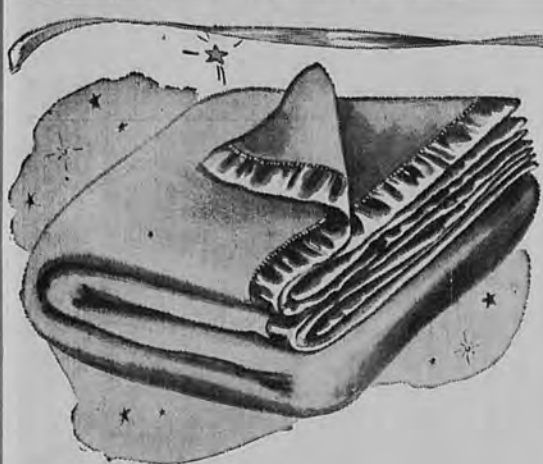
**Fur Trimmed Velveteen
BOOTS.. 2²⁹**

Rich-looking boots in black or brown. Furred from top to toe. All sizes and heel heights. Save at this special price! (Sketched left.)

Books Closed for November
Open An EDWARDS
90-Day Charge Account
Pay As Follows:
1/3 Jan. 10th, 1/3 Feb. 10th,
1/3 Mar. 10th

Mail or Phone Your Orders
Call Stone 2300
Ask For Edwards Personal Shopper
She Will Shop With You or For You

Lay-Away A Gift A Day
While Assortments Are Complete
Use **EDWARDS Convenient**
Budget Payment Plan

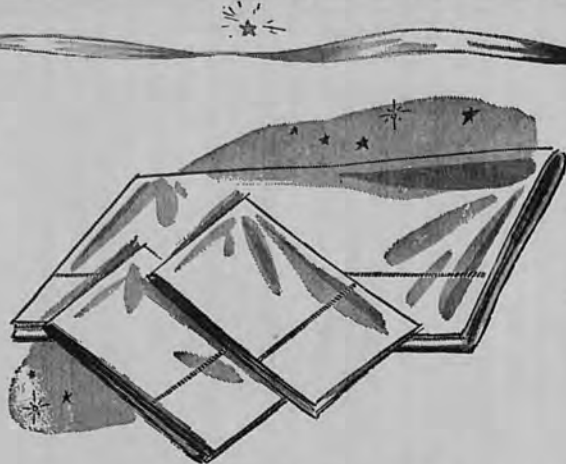


A Warm Gift for the Home!

Famous "Purrey" BLANKETS 6⁴⁵

A big, luxurious blanket with plenty of extra inches for "tucking in"! And such wonderful colors... The prettiest the gayest you've ever seen, extra-good for Christmas giving! Made for long service—88% rayon and 12% wool. 72x90 inches. The fussiest home-maker would like one!

EDWARDS—Second Floor



"Fruit of the Loom" Extra Weights

Hemstitched GIFT SHEET SETS 3⁶⁹

Saying "Fruit of the Loom" is just another way of saying "quality". Everything that bears the "Fruit of the Loom" label will give long wear and satisfaction. These sets are no exception. Made of finest muslin, they "stand up" beautifully. 1 sheet, 81x99, 2 cases, 45x38 1/2. Wonderful gift value.



16-Pc. Franciscan Ware

In "Desert Rose" Pattern



16-Pc.
Service for
4 People
950

53-Pc.
Service for
8 People
3450

California Dinnerware Direct From the Famous
Franciscan Pottery — (Complete Open Stock.)

The painstakingly executed, hand painted embossed designs reflect richness that you'd never, never expect to see at such price! Franciscan's porcelain-like pottery in this very beautiful pattern is lovely enough for a real dinner service. 4 each in this starter set of plates, bread-and-butters, cups and saucers.

Tea Pots2.50 — Creamer and Sugar . . .2.25 pr.

EDWARDS—Second Floor

Pre-Christmas Handkerchief Sale!

Men's Linen
Initial
Handkerchiefs

Rich linens with hand-rolled or plain hems . . . in a host of smart styles. Only because we bought them months ago can we bring you this amazingly low price now! Buy for gifts!

59^c EA.

Values to \$1

Women's Chinese
Hand Made
Handkerchiefs

A group of sale-priced hankies that you can't afford to miss! Glistening linen with fine drawn work, or applied patterns. Impressive value, considering the worth of imports today!



Women's Hand Made
Chinese Linen
Handkerchiefs
29c ea.

Linen and cottons with drawn work, applique or 4-corner embroidery. White or white with colored embroidery.

Men's Hand Rolled
Colored Border
Handkerchiefs
29c ea.

Very colorful, but it's the kind of color that men like! Good cottons . . . some with white centers, others in solid colors.

Women's Large
Hand Made Initial
Handkerchiefs
35c ea.

Not skimpy hankies — they're generously sized! Sheer cottons . . . all with hand rolled hems. Actually worth much more.

EDWARDS—Street Floor

On Sale at the Main Floor Handkerchief Bar

Men's Colored Border
Initial Handkerchiefs
3 In A Box 59c

Three exceptionally good handkerchiefs for only 59c . . . and, personalized at that! Stock up on them today at this price.

Women's All-White
Linen Handkerchiefs
25c ea.

Linen, embroidered in cottons in a large assortment of new patterns. All-whites . . . hand embroidered and hand rolled.

Women's Floral
Print Handkerchiefs
8c ea.

Large sized handkerchiefs in gay floral prints. At 8c each you can afford several dozens for Christmas gifts.



Lay-Away
Now For
Christmas!

A Practical Gift!

Women's Twin Travel Sets

11⁹⁸ set

Wardrobes & O'nites Case

This Pre-Christmas special brings you a wardrobe case plus your choice of an 18", 21" or 24" overnite case. Both covered with airplane canvas, leather bound, large pockets, wardrobe fittings for 6 to 8 dresses; wrinklefree. Brown or gray.

EDWARDS—Seventh Floor

Metal and Onyx



Table Lamps

5⁹⁸

Gift gems, indeed! The metal mounted bases have a soft bronze finish, plus the richness of onyx inserts. Complete with harmonious shades that have a special tilting device for better lighting.

EDWARDS—Second Floor

EVERSHARP

challenges your
pencil and pen to
a writing duel!

Try this amazing
60-second demonstration!

Write a few lines with this brilliant new Eversharp Repeating Pencil. No twisting. No lead fumbling. When it needs new points, it feeds new points — like a machine gun! Compare that to your present pencil. And — most amazing of all — see the new EVERSHARP Pen — with the "magic feed" — in action. Won't drip. Won't flood. Won't stain your fingers. Sixty seconds tell the story. Stop in today! . . . All Eversharp Repeating Pencils and Eversharp Pens at \$5.00 or more — are GUARANTEED FOREVER!



EDWARDS
Street Floor

Matched
Gift Set
\$5
and up

Sharpen your wits with an EVERSHARP!

Write Your Letters to Santa Claus in
Care of Edwards Downstairs Toytown.
Santa Broadcasts Every Day Beginning
Friday, Nov. 21st from 6:15 to 6:30
P. M. Over W. S. A. Y.
BE SURE to LISTEN for YOUR NAME

Don't Miss EDWARDS Annual Chil-
dren's Christmas Show at the R.K.O.
Palace Theatre Friday, November 21st
at 9 A.M. See All Your Favorite Movies,
a Magician and Santa Claus Himself.

Visit SANTA CLAUS LANE
In Downtown Rochester. Ride the
Zephyr Express In Edwards Downstairs
Toytown.

HERE'S TO HOME!

MAY IT BE BLESSED WITH

Sibley Gifts

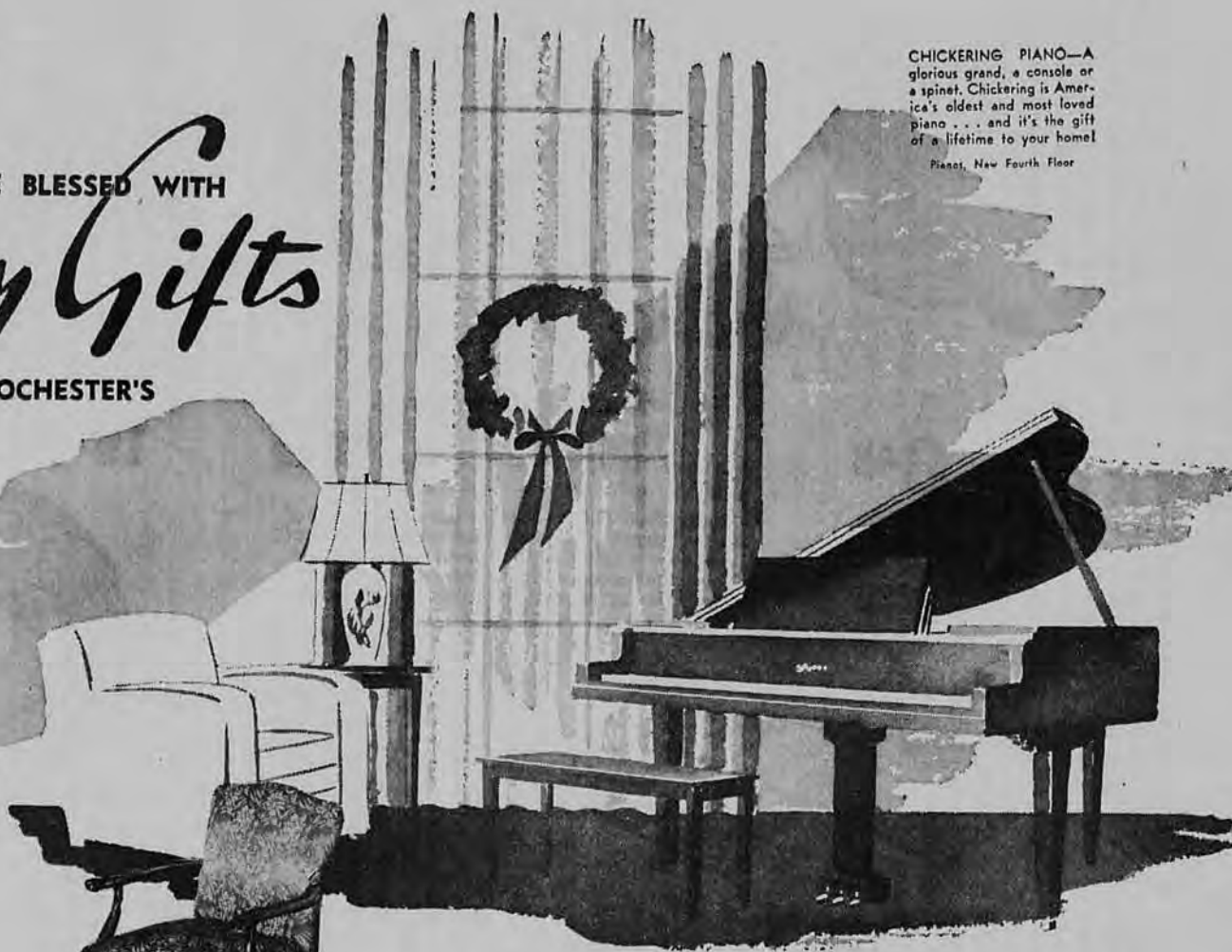
LIKE THESE, FROM ROCHESTER'S

LARGEST AND FINEST

ASSORTMENTS

It's sure to be a merry Christmas . . . when your home is enriched with gifts that give the whole family more pleasure and comfort. Just as sure as it's Sibley's—the home store, the Christmas store—where you'll select those gifts! In every department, there's a great bounty of gift assortments . . . practical, beautiful, convenient . . . to make the Christmas spirit last in your own warm haven, and in the homes you like to visit, too.

CHICKERING PIANO—A glorious grand, a console or a spinet. Chickering is America's oldest and most loved piano . . . and it's the gift of a lifetime to your home! Pianos, New Fourth Floor



CARD TABLE SET—All-steel, smooth-legged table with upholstered leatherette top. Table \$4.95. Upholstered chairs, \$2.50 each. . . . set \$14.95
Furniture, Fifth Floor

OCCASIONAL CHAIR—It's a beauty! And big value for the little price! Figured tapestry and brass nail trim. Gold, blue, green or rose \$14.95
Furniture, Fifth Floor



IMPRESSIVE PICTURE—To grace your mantel or sofa with new importance . . . pictures of enormous size at little price. Shown: "Swan Lake", 33x27" . . . \$7.50
Picture Gallery, New Fourth Floor



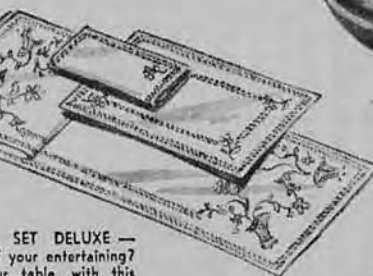
HOSPITALITY SET—Wood tray (water and alcohol proof) with 8 crystal coasters, ashtrays, 4 crystal relish dishes and 8 bright-banded glasses . . . all for \$2.98
China, New Fourth Floor



MAGIC "WHIZMIX"—In a flash, it liquefies vegetables—mixes drinks, sauces, soups. Work-saver mother and the whole family will appreciate . . . \$13.95
Electric Servants, New Fourth Floor



LAMBERTSON LAMP—A prize for anyone who knows fine china. Superbly decorated Lambertson china base with lovely hand-drawn rayon shade . . . \$9.95
Lamps, New Fourth Floor



SALAD BOWL AND SET—Compliment to delicious salads! Hard rock-maple bowl, decorated by hand. Complete with wooden salad fork and spoon \$1.75
Gift Center, Main Floor

HAVE A HASSOCK!—Round, pillow-top modern two-toned style. They're useful as seats and foot-rests. Simulated leather. Kapok-filled top. . . . each \$4.98
Hassocks, Third Floor



RCA TABLE RADIO—Perfect for the kitchen, bedroom, living-room, too! And grand for sons and daughters away at school. White plastic . . . \$18.95
Radios, New Fourth Floor

LUNCH SET DELUXE—Proud of your entertaining? Set your table with this hand-embroidered linen crash, 6 doilies, 6 napkins, center runner . . . set \$6.50
Linen, Main Floor



GLAMOUR RUG—Bedroom or bath flattery in thick, washable cotton-tufted rugs. 21x36", \$4.95; 24x48", \$7.95; 27x54", \$10.95; 30x60", \$12.50.
Floorcoverings, Fifth Floor



NORTH STAR BLANKET—Positive luxury! Pure wool blankets, ermine-soft, warm as sunshine. In a rainbow of lovely colors. Sibley exclusive. 72x84" . . . \$9.98
Bedding, Third Floor

TREAT IN TOWELS—Callaway's textured ensemble, "Absorbized" to dry faster. Wash cloth . . . 22¢ Hand towel, 16x28" . . . 59¢ Bath size, 22x46" . . . \$1.00
Towel Shop, Main Floor

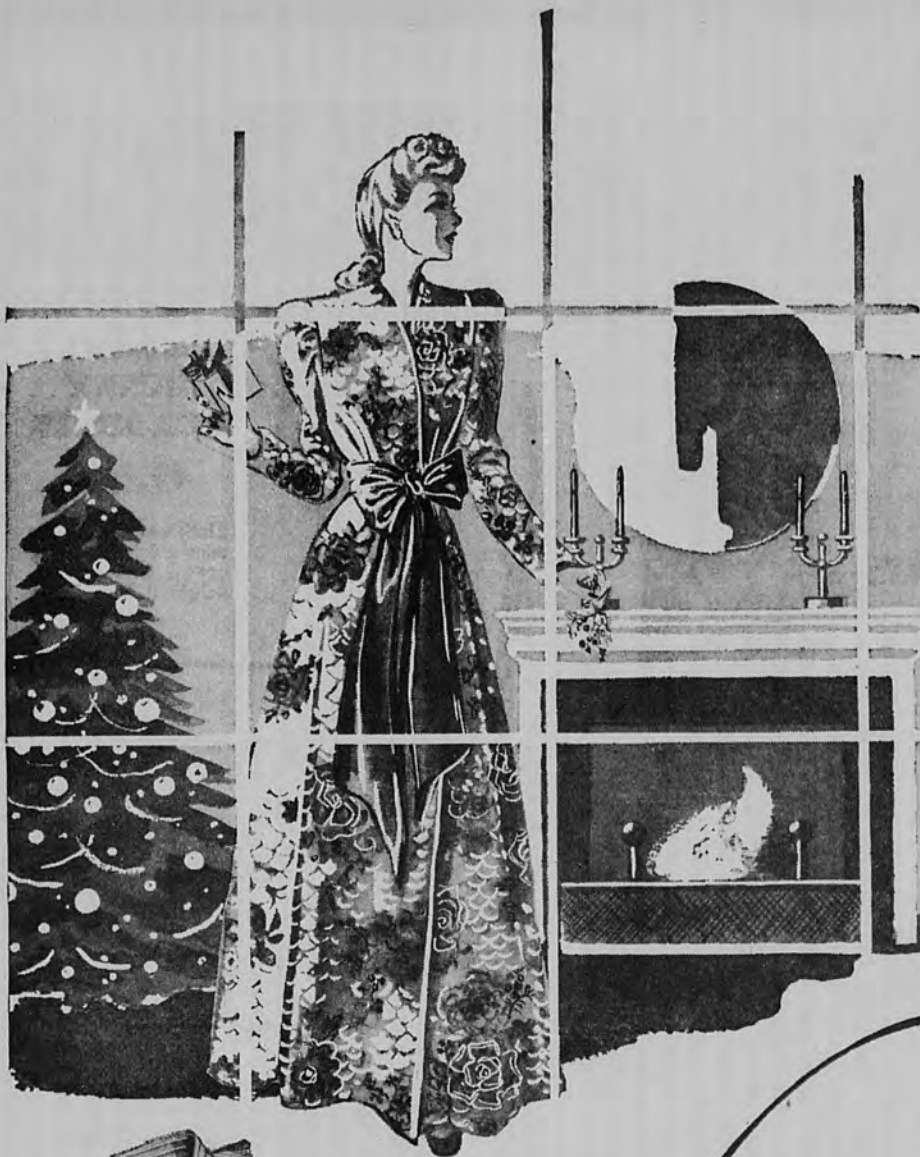


ELECTRIC ROASTER-OVEN—Something the "lady of the house" has probably wanted for years! Westinghouse roaster-oven that cooks complete meals . . . \$27.95
Electric Servants, New Fourth Floor



SERVE ON SILVER—Magnificent big, heavy silver-plated tray that looks lavish, costs surprisingly little. Elaborately chased center. 24" overall . . . \$12.95 plus tax
Silver Corner, Main Floor

Charge Purchases Made the Balance of This Month Will Not Be Billed Until Jan. 1, 1942



BEAUTIFUL UNDIES — Exquisite rayon Bamberg milanese, wonderfully smooth to the touch. Dainty lace trims. Extra sizes, \$1.50. Sketched, each **\$1.35**
Aisle F, Main Floor

SEA SPRAY NYLONS — If she likes the newest in hosiery fashions, treat her to nylon meshes. Lisle elastic top, lisle sole. Black, cocoa brown, beige **\$1.95**
Aisle K, Main Floor

QUILTED LUXURY ROBE — Soft luxury, in a rayon crepe quilted robe. Melted or blue, with bouquets of flowers. Rayon taffeta contrast lining and sash. 12-18, **\$16.95**
Lingerie Shop, Second Floor

TOTS' CHINTZ ROBE — With a mandarin look! Quilted wrap-around housecoat of pretty glazed chintz in red, blue or rose prints. Sizes 2, 4, 6 **\$3.00**
Children's Shop, Third Floor

GIRLS' HOUSECOAT — Luxurious quilted rayon satin in pink or blue with dainty flower print. Full swishy skirt! Wide revers. Sizes from 8 to 14. **\$5.95**
Girls' Shop, Third Floor

Christmas

SURPRISES
TO BE WORN AND ADMIRER FROM YULETIDE ON,
FROM ROCHESTER'S LARGEST,
FINEST GIFT COLLECTIONS

SUPERFINE SHIRTS — Created by the Shirt Makers Guild of superior fabrics and tailoring. We sketch a stripe with collar attached and french cuffs ... **\$5.00**
Aisle B

PASTEL ARGYLES — The number one sweater fashion, now in pastels. In predominating tones of pink, baby blue, aqua, green. Soft brushed wool. 34-40, **\$3.95**
Sportswear Shop, Second Floor

IMPORTED SILK SCARVES — Famous "Liberty of London" scarves of superb pure silk in authentic British prints. Every costume color from which to choose **\$1.65 to \$6.25**
Neckwear, Aisle J

DEERSKIN GLOVES — The gift a college girl or her busy mother will appreciate. Deerskin washables, built for strenuous treatment. Cork, black. 6-7 1/2 **\$2.35**
Aisle L, Main Floor

FOR THE GYPSY IN HER — Swirling skirt of gypsy stripes, big balloon sleeves. For the gayest little morning cotton her kitchen's ever seen. Red, copen, 10-18 **\$3**
Daytime Dress Shop, Third Floor

HOSTESS SLIPPERS — "Bambi" by Daniel Green, the lovely hostess and leisure slipper in rayon satin. Royal or ciel blue, tea rose, du-bonnet, and black. **\$3.50**
Shoe Salon, Second Floor

GAY HANDKERCHIEFS — Women's magnificent linen sports prints in colors beautiful enough to take your breath away. Every shade imaginable **59¢**
Aisle J

BOYS' PLAID SHIRTS — Lively cotton flannel plaid shirts that are the favorite of boys and their mothers, too! Also cotton twill plaids. Sizes 8 to 20 **\$1.50**
Boys' Shop, Third Floor

LOVE LITE PERFUME LAMP — Antique reproduction, this romantic lamp with cologne that burns, mildly perfumes the room. Oil-burning lamp, too. With wick **\$1**
Toiletries, Main Floor

LEWIS BAGS — The name that means gift magic to a discerning woman! These are exquisite Lewis broadcloth bags with entire frames of crystal-clear lucite ... **\$9.75**
Aisle M, Main Floor

BRILLIANT BOW PIN — For someone who's lovely to wear on her lapel. Truly a treasure for these are the last we'll have this year. In flashing rhinestones ... **\$5** plus tax
Aisle N, Main Floor

SIBLEY, LINDSAY & CURRY CO.

Charge Purchases Made the Balance of This,
Month Will Not Be Billed Until Jan. 1, 1942



Christmas Values

FROM THE BIG BASEMENT OF
Sibley, Lindsay & Curr Co.

CHARGE PURCHASES MADE THE BALANCE OF THIS MONTH
WILL NOT BE BILLED UNTIL JANUARY 1, 1942

Complete Selections!

Christmas CARDS

Box **25¢**

21 smartly designed folders in glorious Christmas colors. Complete with envelopes.

aisle 1



Handsome Roomy

SEWING CABINET

\$1.95

"Priscilla" type with inside tray to hold sewing miscellanies! Hand rubbed walnut finish.

aisle 11



Colorful Artificial

TABLE FLOWERS

\$1.19

Decorative arrangements in wonderful colors to delight the house warmers on your list.

aisle 4



Comfort for His Leisure Hours! Beacon Robes

\$4.39

Bright plaids, herringbones, and colorful all-over designs in warm Beacon blanket robes with generous shawl collars and 3 pockets. A gift he'll really appreciate!

aisle 7



Swishy Full Skirted Quilted Gift Housecoats

\$3.99

A glorious gift for the woman who relishes pretty things! Lovely spaced flower prints on white, open or wine backgrounds. Generous full wrap. Sizes 12 to 20.

aisle 12

Glamorous White BUNNY FUR MITTS

\$1.89

Fluffy white bunny fur mitts with bright red or green leather palms. Delightful Xmas gifts!

aisle 1



Dainty Gift

INFANTS' Handmades

59¢

Philippine handmade rompers, dresses, pillow cases! Lovely pastels or white with colors.

aisle 14



Girls' Glamorous SKATING SETS

\$1.95

Glamorous fuzzy white, red wool trimmed, Dutch snow cap with matching white mittens.

aisle 11



Hooded
Lightweight Poplin

SKI JACKET

\$5.95

A honey of a jacket for skiing, skating or sleighing! The hood is edged with bunny fur and the entire jacket is lined with a ski-figure print. Red, blue or green. Sizes 12 to 20.

aisle 11



Irregulars of
\$1.00 and \$1.15

SILK HOSE

79¢

You can't go wrong on stockings, Christmas! 3-threads with cotton or bemberg rayon top and foot; 4-thread rayon welt and foot; 4-thread all silk, top to toe; 6-thread hile welt & foot.

aisle 4 CENTER



Girls' Wonderful GIFT SLIPPERS

\$1.98

Electrified sheepskin warm slippers with soft padded soles. Blue or burgundy. Sizes 4-9.

aisle 4



Complete with Shade

POTTERY LAMPS

\$1.89

Colorful pottery table lamp with colorful paper parchment shade to match lamp base.

aisle 7



\$2.59 Values!

DAMASK Tablecloths

\$1.98

Popular size 58x90 all white permanent finish damask in floral patterns. Exceptional!

aisle 14



Big Beautiful

GIFT HASSOCKS

\$2.49

Hundreds of round, square or hexagon styles in high, low or cushion tops. Every color!

aisle 14



For Every
Active Boy!

Hooded Mackinaws

\$6.95

Flannel-lined, hooded, warm mackinaws for practical all 'round winter wear. All with 4 deep pockets, 2 zipper closed. Full belted in bright plaids of maroon, brown, green, blue. Sizes 8-18.

aisle 7



Famous
"Fruit of the Loom"

GIFT SLIPS

\$1.39

Lacy, fagotted or embroidered styles in fine "Fruit of the Loom" rayon crepe or rayon satin for the lingerie loving on your Christmas gift list. Tearose or white. Sizes 32 to 44.

aisle 14 CENTER



Sure to Please!

MEN'S BILLFOLDS

\$1.00

Made of fine leather! Talon fastened! With change purse, card and identification folder.

aisle 7



MAIN AT ST. PAUL

LINCOLN'S

On Santa Claus Lane

Friday and Saturday Specials



For The Holiday
**Smart New Pastel
DRESSES**
SIZES:
12 to 20
38 to 52
\$2

Latest pastel shades for the holiday season. Smart new fashions that duplicate much higher priced dresses. Choice of 8 colors.

Our Regular \$10.95 Value!

**PLAID BACK
SPORT COATS**

Fitted
Reefers
\$7.88

American plaid-back coats. Tailored from Parker-Wilder wools. Vestee lining for added warmth. Sizes 38-44.



With Hosiery Prices Advancing So Rapidly

This IS A Sensational Value!



First Quality Full Fashioned
**RINGLESS
CREPE HOSE**
Latest fall and winter shades. 3 thread, 45 gauge. Regular price \$1.
\$78

Also popular snag-resistant clear-declines that rival nylons for wear and smart appearance. Save 22c on each pair!

FIRST QUALITY NYLONS Reg. Price \$1.35
1.48



Mother! Save \$2.10 on these Smart
WINTER COATS Sizes
8 to 14

Pieces, diagonals and tweeds — in reffer fitted styles and boxy effects. Wine, grape, teal, blue and brown and tweeds.
\$3.88

**3 to 6 LEGGING SETS
8 to 14 COATS**

Legging Sets in Boys' and Girls' Styles.
\$4.88

Smartest fashions you'll see at anywhere near this price. Values to \$6.98



"Beacon" Kismet Singles or 5% Wool
**DOUBLE
BLANKETS**
\$1.98

Famous "Kismet" singles in plaids. Double blankets in rose, blue, green and peach. Full size.

Multi-Color Reg. \$3.49

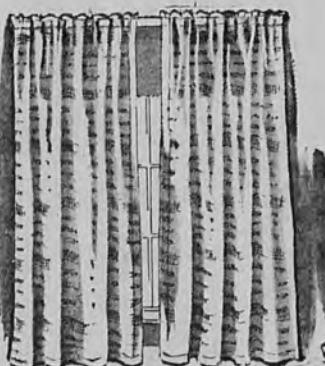
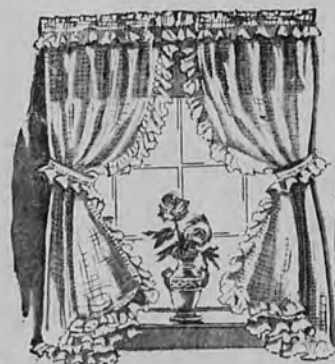
**Chenille
SPREADS**
\$2.49

Guaranteed washable spreads in assorted colors to match your bedroom. Full size.

Size 72 x 84
Sateen Covered
PUFFS
\$2.44

**EXTRA BIG
BATH TOWELS**
Checked or Colored Border
A 35c Value
22c

Cannon 18x36
BATH TOWELS 14c



HOLIDAY CURTAIN SALE

• Fast Color Cottage Sets • Checked Voile Ruffles
• Point de Esprit Ruffles • Delustered Rayon Tailored

Sensationally priced when you consider the rise in costs of materials and labor.

55c

Sanforized White Broadcloth
And Fancy Pattern

MEN'S SHIRTS

Wrinkle-Free
Collars
\$1



Lincoln's is famous for men's shirt values! Wear these shirts and you'll know why! Sleeve lengths 32" to 35". Sizes 14 to 17.

Men's Broadcloth
PAJAMAS ... **\$1**

ATHLETIC SHIRTS AND SHORTS Regular Price 29c 24c ea.

MEN'S RANDOM KNIT UNION SUITS Sizes 36 to 44 69c

MEN'S BLAZER SHIN SOX Irregulars 19c Value **14c**



In time for cold weather!
BOY'S SWEATERS
Zipper, Coat and slip - on styles in two-tone color combinations. Sizes 30 to 36. Regular price is \$1.00.
68c

Regularly 89c Boys'
SWEAT SHIRTS 59c

"DELMAR, JR."
BOY'S SHIRTS

Fine count fast color percales and white broadcloths. Sizes 8 to 14½.
68c



BOYS' ALL WOOL MACKINAW \$4.98



Character Rubber Dolls 25c
Assorted Mechanical Toys 25c - 50c
Play, Paint and Sew Sets 25c - 50c
Bowling Sets 50c
Little Army Nurse Kits 50c
Little Army Doctor Kits 50c
Pastry Play Sets 25c - \$1.
Toy Tinker Sets 25c - 50c - \$1.
Rubber Military Sets 50c - \$1.
Anti-Aircraft Guns \$1.
Dial Typewriters \$1.
Hubley Auto and Plane Sets 50c - \$1.
Assorted Stuffed Animals 59c
Percale Bears and Pandas \$1.
Jumbo Baby Dolls \$1.98 - \$2.98
Plush Honey Bears and Pandas \$2.98
Two-Tone Doll Coaches \$4.98
Red Wagon Coaster Trucks .. \$1 - \$4.98
Mechanical Trains \$1.
Electric Trains \$3.98



USE OUR
LAY-AWAY PLAN

A 50c deposit will hold your selection until December 15th.

HAND RUBBED
PIANO FINISH
**OCCASIONAL
FURNITURE**
\$4.98

• Coffee Tables • Book Trough End Tables
• Night Tables • Lamp Tables
• Telephone Sets • Drum Tables

Finished in rich mahogany tone. An ideal gift for the home!



A Super Value in
**HOLIDAY
TABLE COVERS**

Six-Point Filet Cloth
70x90-70x70-60x80

**Filet
Lace** **\$1.98**

A \$2.98 Value!



If first quality would sell for \$1.39!

Slight Seconds of
Nationally Famous

SHEETS
(6 Year Quality)

Size 81x99 **88c**

81 x 108 98c



Christmas Special

3 BEAUTIFUL \$4⁴⁵
OIL COLORED
PHOTOS
SELECTION OF PROOF INCLUDED

The Ideal Christmas Gift
SIZE 8x10
Regular \$6.00 Value
—OR—
YOU MAY BUY ONE
FOR ONLY **\$2.00**

The artistic posing and lighting, the expert finishing and retouching assure you of a very fine photograph. Have yours taken Tomorrow. No appointment necessary.

Bring the children in and avoid the usual Christmas Rush. Refix in your old photos or soldier snapshots for enlargement.

STUDIO, MAIN FLOOR 200 E. MAIN ST.

Neisners
5 to 100 Stores

Magazine Carriers To See 'Superman' At Palace

America's newest screen star, Superman, will receive a royal welcome tomorrow morning. One thousand carrier boys, guests of the Manson News Agency, will gather at the RKO Palace Theater to witness the first local appearance of their hero on the screen.

Already famous through Superman and Action Comics Magazines, Superman is now in

FOR THAT LOVELY Week-end...

Say Thank You!
WITH A BOX OF **Diana Deane**
EXCEPTIONAL CHOCOLATES

Only Diana Deane chocolates are of such exceptional quality. They are delicious and delicious. They are the only chocolates that are truly "Thank You" gifts.

NOT 1 POUND... BUT 2 LBS. 1⁰⁰

WHEREVER BETTER CANDIES ARE SOLD

the movies, as well as on the radio, and the audience of Liberty Magazine and Sunday Herald-American carriers are looking forward to new and greater adventures through the medium of animated cartoons.

A book review sponsored by the Rochester Business and Professional Women's Club will be held at the Y. M. C. A. on Gibbs St. next Tuesday. Miss Emma Geck will review "Saratoga Trunk," by Edna Ferber.

Where Rochester Shops for Substantial Home Gifts

Curtains, Draperies and Bed Spreads

Buy here and get the most for your money.

PAUL'S Curtain Shop—
76 Clinton Ave. So.



CLIFFORD FUR SELLS FOR LESS

SPECIAL SALE!

MENDOZA BEAVER & HUDSEAL DYED CONEY \$89
Reg. Price \$119 Tax Included

Fox Fur Jackets REG. \$54

Sable Dyed Coney REG. \$39.50

Seal Dyed Coney REG. \$49.50

Sable Blended MUSKRAT BACKS REG. \$149.50

DYED BLACK Persian Lamb REG. \$189

CLIFFORD FUR CO.

1283 CLIFFORD AVE. — 1 Block off Portland
OPEN 'TIL 9 P. M.



TIME TO PUT YOUR FOOT-WEAR IN WINTER READINESS

Ball's expert workmen make shoes no more than ordinary shoes repaired elsewhere.

MAIN 895

CALL **BALL'S**
AND BALL WILL CALL
34 North Clinton

HARMIN'S

Lay-a-way SALE JEWELRY Gifts

BE WISE-BUY NOW Before the SHORTAGE!

DIAMONDS LAST FOREVER

There is a shortage of jewelry already because of government priorities on metals and because of the impossibility of importing many stones. Even watches are scarce due to defense production. BUY NOW before the shortage is acute. Manufacturers can not fill new orders until 1942!

WATCHES ARE PRACTICAL & BEAUTIFUL

BULOVA
Rose gold cases and dials on these famous watches for men and women.
PAY JUST 50c A WEEK **\$24⁷⁵**

GRUEN
Smartly styled watches in the charm and color of natural yellow gold.
75c A WEEK WILL DO **\$29⁷⁵**

ELGIN
Absolutely dependable. Styled to the minute. Harmin's easy terms.
PAY US 50c A WEEK **\$24⁷⁵**

We Carry a Complete Line of Famous Watches from \$3.95 up

Man's Cameo Ring
Also designs wrought in Hematite and Hematite. Beautiful gifts. Only 19 in the store!
50c A WEEK **\$12⁷⁵**

Beautiful Locket
Dainty and feminine. Holds two pictures. Yellow gold.
50c A WEEK **\$1⁹⁵**

Lady's Diamond Onyx
Here's an unusual gift—and one that she'll love! Specially priced.
50c A WEEK **\$10⁷⁵**

8-Pc. Cocktail Set
Styled in gleaming chrome. The hit of anybody's party.
50c A WEEK **\$5⁹⁵**

12 DIAMOND SET
Large center diamond flanked by 4 small diamonds in wedding ring.
\$1.00 A WEEK **\$64⁵⁰**

GLORIOUS DIAMOND SET
An unusual design beautifully wrought. A prize find—but hurry!
75c A WEEK **\$35⁷⁵**

5 FINE DIAMONDS
Exquisite. Heavy center diamond, with 4 diamonds on the side.
A YEAR TO PAY **\$42⁵⁰**

FINE DIAMOND DUETTE
Here's a beauty! Tell the boy friend to get your rings at Harmin's and save.
\$1 A WEEK **\$44⁵⁰**

Harmin's CREDIT JEWELERS
21 MAIN STREET E.
OPEN SATURDAY 'TIL 9 P. M. THIS WEEK



SALE! AND WHAT A SALE! 120 BRAND NEW LAVISHLY FUR TRIMMED WINTER COATS

Lady! If ever you saw a bargain before—forget it—for here are 120 super-buys that shatter every previous existing record! A glittering galaxy of gorgeous genuine fur trims on fabrics so luxurious that we ourselves, who have been amazing America with super-values for over fifty-five years, are amazed! Savings, in view of today's market conditions, are unbelievable! Savings from 25% to 40%! Savings you can't afford to miss! You'll miss this sale if you don't hurry—it's on Sears Second Floor, Monroe Store. (Buy your coat on our budget plan, enjoy its warmth and beauty, while you take months to pay!)

★ 60 SHOULD BE \$29.50

These aren't \$24 coats! They're far higher priced styles in good wools, made with the beautiful tailoring and careful finishing that proves how fine they really are! Sizes for misses and women, in most of the styles shown on this page.

\$24

★ 40 SHOULD BE \$45

Styles so "right," that you can be sure they won't go out of style in just a season or two! Fabrics so worthy of their regular higher prices that they'll stand the wear and tear of your busy daytime life! Styles and sizes for misses and women!

\$34

★ 20 SHOULD BE \$58

This is the group that makes us sit back and beam! True luxury coats, at a practical down to earth price! Fine wools, high style detailing and finishing! Tailoring that will stay tailored, sizes for misses and women.

\$44



Sears Roebuck and Co. MONROE at S. UNION 476 RIDGE ROAD WEST Rochester, N. Y.

TIME TO
PUT
YOUR
FOOT-
WEAR
IN
WINTER
READ-
INESS
Ball's expe-
rience
costs no more
than ordi-
nary shoe re-
pairs.
MAIN
895
ALL
WILL CALL
Linton

For a thrift cut, try lamb
shoulder steaks broiled. Rub
with a cut clove of garlic before
broiling.

AS
PURE
AS MONEY CAN
BUY

You can't buy aspirin that can do
more for you, so why pay more, and
why ever accept less than the St.
Joseph Aspirin guarantee of quality.
The world's largest seller at 10c.

ST. JOSEPH
GENUINE PURE
ASPIRIN

TAKE OFF
UGLY FAT

Many lose 3 to 5 lbs. a week
yet EAT plenty
No Reducing Drugs—
No Exercises—No Massage

Men and women all over
the United States are report-
ing remarkable results in
losing weight. Many tell of
losing 20 pounds a month
and more. These people are
following the Plan
of Dr. Edward
Parish, noted phy-
sician, former
Health Officer,
State of New York,
Surgeon-in-Chief, a
Medical Staff, U.S.
Army, Editor,
Lecturer.



Of all the gifts brought to
them by their beloved "Chris-
mas Lady," Pegleg Chris Haze
(played by Eugene Banks) loves
the harmonica she gave him
which he plays for the Wiggs
children while they dance in
"Mrs. Wiggs of the Cabbage
Patch."

Mrs. Wiggs...
(continued from page 1)

of the afternoon performances
will be famous children's plays
and the other a ballet for young
people. The Edwin Strawbridge
Ballet Company of New York
will present the historical nar-
rative of "Daniel" Boone on
January 17.

VISIT SANTA CLAUS LANE

**LOST...
A PACKAGE**

You needn't trouble yourself re-
turning packages or merchandise
that has been delivered to you by
mistake—just call City Delivery;
they'll do the job without charge
to anyone!

**STONE 905
CITY DELIVERY**
195 SCIO STREET STONE 905

Mrs. Mildred Woodgate, 254 Wellington Ave.

Mocktail or Cocktail?

MELTED FLAVOR
Whiskey flavor that doesn't
"You-Taste-It-Now-You-Don't!"
Act—uses disappointing things
to any Manhattan.

MELLOW FLAVOR
Finer and richer to begin with.
Three Feathers imparts to Man-
hattan, flavor that firmly "stands
its ground." It's Flavor-Protected!

Yes...people everywhere
find that Three Feathers does taste
better—it's "Flavor-Protected"

**THREE
FEATHERS**
THE WHISKEY THAT'S FLAVOR-PROTECTED

Blended Whiskey, 25.8 Proof, 72% Grain Neutral Spirits • Oldtime Distillers Corp., N.Y.

COUPON
This Coupon Is Worth
10c

Towards Price of
Admission To See
**"MRS WIGGS OF THE
CABBAGE PATCH"**
EASTMAN THEATRE
Saturday, Nov. 22, 1941
3 O'clock
Seats: 25c, 35c, 50c, 75c
(Plus Tax)

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

Name
Address
Age

Other plays in the series will be:
"Little Women" on January 3.
"Penrod" on February 14.
"Toby Tyler" on April 25.

W. T. Grant Co.
293 E. MAIN at EAST AVE.

Christmas Cards
2 for 5c

Assortment of modern, tradi-
tional, even steel engravings!
Other lovely cards, 5c and 10c.
Cellophane wrapped, 6c and 12c/10c

Boxed Cards, 25 beauties 25c
Box of 20, 39c; Box of 25, 50c

Wrapping Papers . . . 5c
Plain, printed Cellophane, 10c

Tags and Seals . . . 5c
Assorted Fancy Candles . . . 10c
Tying Ribbon and Cords . 3c, 10c

**Grants sells more slippers than
anyone else—here's why!**

**Hard to believe they're only 1.00!
Women's Slippers**

Fur-like rayon shags! Leather vamped D'orsays!
Leather-soled felt Everetts! Where else can you
find so much slipper beauty for \$1 as at Grants?
They're a comforting answer to your gift problem!

Fur-Trim D'orsays, leather soled! 69c
Also print felt Everetts, Sizes 3 to 8.

Felt Everetts, with padded sole 49c
and heel, matching pom-pom. Sizes 3-8.

**Print Felt Booties, matching
plush collar, leather soles. Sizes 3-8. 1.39**

**For every man on your list!
Men's Everetts**

Every one of them, from Gramps down, wants
and expects, his Christmas slippers! And you can
save on these handsome simulated leathers with
sturdy, flexible leather soles. Full linings of du-
rable satin. Sizes 6 to 11.

Leather soled, tipped felt Everetts . . . 79c

**Long-wearing! Taper-tipped!
Children's Booties**

Their feet will be snug 'n warm
as little mice in our felt slippers
with fur-like rayon plush col-
lars. Sizes 7 to 3.

Plaid Print Snap-Slippers . . . 39c pr
Padded Sole Felt Booties . . . 44c pr

Save 25% On These Specials!

**SENSATIONS in
Womens COATS**

687

Regular \$9.98 and \$10.98
Values!

"Loose" linings in fine
rayon!
Cotton fleece inter-
linings!

Winners for Winter! Tuck \$3
to \$5 back in your purse (or
use it for purse and hat and
Gloves at Grants, with plenty
still left over!) and step out
frisky-like in any one of our
won-won-wonderful coats! . .
Plaided herringboned, ombre-
striped . . . the new "looser"
sleeves. Sound like the "up-
per-brackets", and in every
respect but the price . . . they
ARE!

12-20, 38-44

AT GRANT'S
A small deposit
NOW will hold
your choice!

Visit GRANTS TOYLAND

**A World of Wonder for Kiddies!
Unusual Savings for You!**

"SANTA CLAUS LANE" AT EAST AVE.

Station Wagon 1.00
The doors open wide!
A streamlined beauty
with lots of room to
load things inside!
Hard rubber tires.

Mechanical Train 1.00
For his Casey Jones ideas!
Grants hasn't yet had to up
the price, but better act
quick! Sparkling locomotive,
three freight cars. With a
ten-piece track layout.

Pedal Car 1.39
Balast bet for tots! Steel
Made in one stamped
piece. Comfortable
seat. Plenty of foot
room. Rubber tires.

Wonderful Dolls! 1.98
Little arms can always
hold more! See Grants
Sleeping, crying, soft-bodied
baby dolls in long or short
dresses! Little girl dolls with
real curls! All of 'em BIG
16"-25"

**Chubby Tots or
Baby Dolls 1.00**
Priced to make a Santa out
of every Mama! Fully
dressed, some with coats!
Others, 25c, 39c, 58c, 65c

Doll Dresses 25c
All types for
dolls 14"-18"
Other Doll Clothes from 3c

**Easy-to-fold! Big
Doll Carriage 2.98**
Strong enough to hold
a baby! Waterproof
fabric on metal frame.
4-bow hood adjust.

**Mommy! Read me this one!
Story Books 25c**
These are their favor-
ite! Lots of pictures.
Nice big type.
Big variety too at 10c

**Squeezable, washable!
Teddy Bear 1.00**
It's pink and white!
Soft stuffed body. A
voice just like the
"little bear's"!

**Aim for big values!
Dart Board 1.00**
Long-lasting spiral
pulp surface. Target
or 20-point type. 3
feathered darts, set.

**10 1/4 x 14" Slate
Blackboard 1.19**
A double duty play-
thing, for the easel
folds down to make a
sturdy writing shell!

**Get everybody together!
Boxed Games 25c**
Checkers, Bingo, Par-
chess, heaps of new
old games the whole
family can play!

**4-Poster Hardwood
Doll Crib 1.19**
Needn't worry, leaving your
Dolly alone . . . she can't fall
out! High rails. Solid head-
board. Maple finish! 25c

**Makes moving toys! 85-Pc.
Makit Kit 50c**
Give 'em this to work
on and they'll stay
quiet for hours! Gay
colored wood pieces.

**A big fleet of new 12"
Metal Trucks 29c**
Army types with can-
vas tops! Wreckers and
lots of others!
Bigger Trucks . 59c

**Amazing maneuverer! Small
Climbing Tank 29c**
Realistic rubber
treads take it over
big obstructions!
Big Tank, 1.00

Desk Set 4.98
Built to last. Maple finish
hardwood. Top 26x15", two
shelves for books, and a
roomy drawer. Best gift for
your young, earnest student!

W. T. Grant Co. 293 E. Main at East Ave.
KNOWN FOR VALUES

ONLY ZENITH HAS THIS!



BUILT-IN MOVABLE
WAVEMAGNET
ON RECEPTION IN
TRAINING PLACES, ETC.

U. S. PATENTS NO. 2164251
AND NO. 2200674

1942 ZENITH UNIVERSAL PORTABLE

\$39.95
COMPLETE WITH BATTERY

THE ONLY PORTABLE RADIO
GUARANTEED TO PLAY WHERE OTHERS
FAIL... OR YOUR MONEY BACK

\$1 Down
\$1 Weekly

OPERATES 3-WAYS... from self-contained battery or 10-volt AC or DC... The built-in movable Wavemagnet assures performance under difficult conditions. This powerful superheterodyne has 6 tubes, including heater cathode rectifier tube.



ENJOY RADIO
AT ITS BEST

IN THIS NEW 1942
ZENITH

Color... Glamor... and all the thrills of America's favorite contest are yours with this powerful Zenith. Radio range, 14-inch speaker, Wavemagnet, automatic tuning, American and foreign broadcast, 10 tubes including rectifier. Walnut finish.

\$119.95
EASY TERMS

RUDOLPH'S

Corner East Main At South Avenue
OPEN SATURDAY EVENINGS

Chickens, Pigeons, Rabbits Groomed For Exhibit

This is the day when the mighty turkey rules supreme in the minds of the thankful, but just around the corner are 2,000 chickens and 1,000 pigeons, waiting to win their way into Rochester's heart.

They will be on display, along with the finest rabbits bred in this part of the country, at the 36th annual Rochester Poultry-Pigeon-Rabbit Show at the Exhibits Building Dec. 3 to 7.

The show will feature an egg-laying contest among several prize teams of five hens each.

Motif of the five-day contest will be patriotic, since the poultrymen are doing their best to respond to the Secretary of Agriculture's call for increased farm production for America and Britain.

At 8 a. m. Wednesday, Dec. 3, the teams will be penned up and the race will be on. Four days and nine hours later, at 5 p. m. Sunday, the race will end, and the quintet which has laid the greatest number of eggs will be declared the winner. In case of tie, weight will decide. The show will be open daily from 10 a. m. to 10 p. m.

Auxiliary To Make Party Plans

Plans for a Christmas party will be discussed by members of the Frank E. Robertshaw Post Auxiliary at a meeting to be held next Wednesday at 8 p. m. in the home of Mrs. Mildred Hoehn, president, 126 Webster Ave.

Hostesses for the social session to follow the business meeting include Mrs. Irma Karle, Mrs. Ruth Cady and Mrs. Carrie Cavanaugh.

British Legionnaires To Have Christmas Fele

Members of the British Legion Women's Section will meet at their new home, 11 Clinton Ave. N., on Saturday, Dec. 6, to discuss plans for their annual Christmas party.

Members have been requested to provide the executive committee of the organization with the names of their children before Dec. 6.

Business Women Plan Card Party For November 28

The Rochester Business and Professional Women's Club will hold their annual card party Friday evening, Nov. 28th, at the Sagamore Hotel. The proceeds of the party will be used for the Educational Fund of the club.

Mrs. Lucy C. Barber is chairman of the card party, and she will be assisted by a large committee.



Helping Keep Yourself Fit Is Defense Work Too

NOW MORE than ever you want to keep fit—so you can stay on the job, and help others stay on the job too. If you are deficient in *Vitamins A and D, one way to help build up your resistance against common colds and other minor winter ills is to take Scott's Emulsion. Many doctors recommend Scott's because it contains an abundance of these vital elements* long recognized for their tonic value.

Scott's Emulsion is 4 times easier to digest than plain cod liver oil. Good-tasting, economical too. Highly recommended for those convalescing from illness. All druggists.

SCOTT'S EMULSION
A Great Year-Round Tonic For All Ages

PENN VACUUM STORES—ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

Used ELECTROLUX

Easy Terms! **\$16.95** FULL CASH PRICE

The Cleaner with 101 Uses! Beautifully Rebuilt!

Famous Make
BRAND NEW
Hand
Cleaner

\$4.85
FULL CASH PRICE
Ideal for any need.

FULLY
GUARANTEED
For Same Length of Time as New Electrolux
10-DAY TRIAL PLAN!

IF YOU
CAN'T
COME IN—
PHONE OR WRITE FOR
A FREE HOME
DEMONSTRATION!

MAIL
ORDERS
FILLED!
Send
\$1
DEPOSIT

PENN VACUUM STORES

30 SOUTH AVE. OPEN EVENINGS UNTIL 9 P. M. STONE 6747

IMPORTANT! ASK US ABOUT THE THREE ADVANTAGES OF BUYING FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

HERE IT IS! THE THRILL OF A LIFETIME... Life's Biggest Value

THE BEAUTIFUL NEW 1942
**KENT Glass
COFFEE MAKER**
6 Pc. Ensemble

UNDERWRITER'S
APPROVED




Sale Priced
at **\$4.95** COMPLETE
ALL 6 PIECES

20c DOWN
25c a Week
Worth \$9.95
If Bought
Separately

★ You Get All This!

- ★ New Improved KENT 8-Cup Coffee Maker With ELECTRIC Stove. Guaranteed heat-resistant glass... the one and only one in iridescent colored glass! New, wide-mouthed decanter is easier to wash and more sanitary! Brews coffee perfectly! For use on gas or electric range, as well as at table on its own electric stove. It's the handiest brewer ever!
- ★ New Improved Mirrored CHROME Tray, with Modern Plastic Handles. Here is a gleaming, exquisite tray that makes a perfect centerpiece, or buffet piece. Designed with handles in a combination of plastic and Swedish modern-finish wood.



- ★ New, Finer Glass Sugar Bowl and Creamer to Match. All glass pieces matching in choice of iridescent ruby red, or crystal clear striped with band of frosted blue and gold, or frosted green and gold. Complete 4-Piece Set for \$4.95. 20c Delivers 1c—25c a Week.

The Ideal CHRISTMAS GIFT
Housewives all over America have thrilled to the beauty... the durability... the efficiency of this marvelous coffee maker! You'll want one for yourself and at least one as a lasting CHRISTMAS gift for some dearest one. See it at Rudolph's tomorrow!

Choice of 3 Gay Colors!

RED IRIDESCENT
As shown in larger illustration.

GREEN
Crystal clear with frosted GREEN bands and Gold design.

BLUE
Crystal clear with frosted BLUE bands and Gold design.

MAIN ST. EAST
Corner South Avenue
Open Saturday Evenings

Also On Sale At
Batavia Store,
109 Main Street

RUDOLPH'S

Only ONE Whiskey SCHENLEY

Gives You the BEST from
FOUR Great Whiskey States*




Kentucky contributes richness, Maryland adds bouquet; Indiana makes it smooth, and Pennsylvania gives it body. The finest from all four whiskey states in one wonderful whiskey—with light-bodied mildness, too!

*Blended with specially Distilled Neutral Grain Spirits...Schenley Blends Give You Perfect MILDNESS.

THE TASTE IT TAKES FOUR STATES TO MAKE

Schenley Black Label 67% Grain Neutral Spirits, 86 Proof. Schenley Red Label 72% Grain Neutral Spirits, 86 Proof. BLENDED WHISKEY. Copr. 1941, Schenley Distillers Corp., N. Y. C.

How Much Punishment Can a Fur Coat Take?

By KAY HOWARD.

Have you been wondering why, after a whole season's wear, Mrs. Brown's fur coat looks prettier, nicer than yours? It's the same kind of fur, you believe the cost was about the same... yet her coat looks practically new, and yours already looks a bit shabby.

That's a fur-tale as old as time... one woman's coat looks beautiful, glossy and lovely after a season of ordinary wear, another's looks positively ratty. I know there is a standard alibi... "I'm just naturally 'hard' on clothes,"... but confidentially, it's not an alibi in which

to take much stock. No one is actually "hard" on clothes! That alibi, nine times out of ten, is just a polite way of saying, "I'm awfully CARELESS and THOUGHTLESS about the way I take care of my clothes and furs!"

Actually, fur of the same quality and kind will give approximately the same amount of wear, if the garment fits. Some people wear a fur garment more often, some people have unavoidable accidents... and some are just plain careless, or uninformed, about the proper care of furs. Do you actually know how much—and how lit-

tle—punishment a fur or fur coat can take? Do you know the little secrets, the little every day tricks, that will prolong the beauty, the luster and life of your furs?

It is true that some furs are more durable, sturdier than others. Some are semi-perishable, others are so delicately lovely and perishable they are suitable only for dress occasions. But there are no furs—even the sturdiest and most durable—which will give maximum service and retain their beauty unless they have proper care.

Furs are usually worn during the stormy, winter months of

the year, and consequently often get damp and wet. The dampness will remove the gloss of the glossy look of the fur but will not seriously injure it if it is dried properly. When a coat is damp or wet, DON'T ROAST IT by hanging it near the radiator. The extreme heat and steam will tend to crack the leather to dry it out. Before you realize it, there will be a dozen or more little cracks, splits and rips in the coat.

Wrong

fall in a heap, lest the fur crush, mat or wear in spots. Whenever possible, a coat should always be placed on a hanger.

DON'T "PET" YOUR FUR COAT, particularly if it is of a soft, delicate fur. It is a temptation, to be sure, to pet or stroke soft, silky fur, but it will tend to crush and mat it.

DON'T TOSSE YOUR COAT CARELESSLY OVER A CHAIR and let it fall in a heap, lest the fur crush, mat or wear in spots. Whenever possible, a coat should always be placed on a hanger.

Wrong

DON'T CRUSH YOUR COAT IN A CROWDED CLOSET. Furs should be kept in a roomy closet at normal room temperature, preferably, in a roomy garment bag. Crowding a fur coat in an already over-crowded closet will flatten and eventually mat the fur.

Wrong

DO STORE COATS PROPERLY EVERY YEAR. If you want to prolong the life and

beauty of your fur coat, it should be cleaned, glazed and stored each year, with a reliable furrier having the right kind of vaults, providing normal, cool and moist temperatures. Your furrier can advise you, too, about such special processes as Hollanderizing and electric

Wrong

ter or calling on friends, take

your coat completely off. Don't "sit in" your coat lest you flatten the fur. If you just slip your arms out of the sleeves, the dangling sleeves may soon be mopping up the floor.

DON'T SIT WITH THE COAT BUTTONED. If you are riding the street car, bus or

Wrong

in your own car, don't sit with your coat buttoned. Instead, open the coat and pull it up at the throat slightly to prevent strain on the back and seams.

A SAVING on Every Purchase or Your Money Back OPEN EVERY EVENING

Wise Santas Give Practical GIFTS

GIVE SPORTSWEAR... and you give health and happiness! Purchase from Rochester Jobbing House for more value... your gift budget goes further too! ★ LARGEST STOCK OF OUTDOOR APPAREL IN ROCHESTER. ★ Largest downtown Boy's Store. ★ LARGEST WORK CLOTHES DEPARTMENT IN ROCHESTER.

Ladies' and Girls' SPORT SWEATERS
Wide choice of Cardigans and slip-ons. Box or fitted. 12 smart colors to choose from.
95¢ TO \$1.98

CHILDREN'S LINED SKI PANTS
Suspenders and bib styles, lined throughout and reinforced at the knees. Zipper anklets, water repellent. A Real Jobbing House Value.
\$1.98
SIZES 4 TO 10 REG. \$3

Boy's Combination Wool JACKETS
Smart, corded, two-tone jackets with zipper fastening.
Sizes 8 to 18
\$3.98
Reg. \$5.00 Value

MEN'S HEAVY WOOL MELTON JACKETS
Leather elbow, cuff and pocket trim. Sizes 34 to 46.
\$3.98
Reg. \$5.50

MEN'S 10% WOOL UNION SUITS
Long sleeves, ankle length. Exceptional Jobbing House value. Sizes 36 to 46.
\$1.29
Reg. \$1.79 Val.

MEN'S GIFT SWEATERS
Sporty models for younger men; conservative styles for older men. No matter what his taste, you'll find what he wants at Jobbing House. Sizes to 54.
\$1.89-\$4.98

Ladies and Children's SNOW SUITS
\$4.98 TO \$12.95
A wide choice of wools and poplins for boys and girls... many new and attractive styles... many new and wanted colors... all warmly lined and reinforced at points of wear and strain.
SIZES 1 TO 20

BOY'S HOODED MACKINAW COATS
REGULAR 7.00 VALUES **\$5.39** To \$14.95
A stock such as you've never seen before and one that has the coat of your choice, whether it be plaid, plaid or border stripe, lined or unlined, hooded or without, any size, any color. WE HAVE A COAT FOR HIM.

STUDENTS! YOUNG MEN! THE BUY OF A LIFETIME! CORDUROY-REVERSIBLE FINGER-TIP COATS
Reg. \$6.98 Val. **\$4.98**
Sizes 34 to 44
Popular on the campus or on the street. These corduroy coats are warm and smartly styled in 5 colors. For wet weather reverse to water-repellent poplin cloth. Sizes 34 to 44.

OTHER MACKINAW & FINGERTIP COATS UP TO \$21.00

Rochester's Most Complete Stock—Men's LEATHER JACKETS
\$5.98 TO \$18.95
Large selections in Suede, Cape, Pony or Goatskin. For work or sport; wool or rayon linings. Choice of 5 colors. Sizes 36 to 54

WORK—DRESS RUBBERS
Many styles to choose from. Lightweight for dress, heavy for work. Reg. \$1.50 values.
\$1.19
SIZES 2 TO 12

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



5 Good Reasons Why You Should Buy Your



NOW

REASON NO. 1...
10% OFF

- No. 2—High Fashion Styling.
- No. 3—Carefully Selected Pelts.
- No. 4—Quality Workmanship Under Supervision of Hunter's.
- No. 5—Hundreds of Fur Garments To Choose From.

*DEDUCT 10% FROM THESE TAGS

Genuine Hudseal (Dyed Coney) ...	\$129
Beaver Laskin Mouton Lamb.....	139
Platinum & Eel Grey Chekiang Caracul	139
Natural Grey China Kidskin.....	149
Black Russian Persian Paws.....	159
Sable Blended Muskrats.....	169
Black Russian Persian Lambs.....	249
Natural Civet Cat Coats.....	169
Let-out Raccoon Coats	229
9 Stripe Canadian Sheared Beaver....	449
Natural Dark Grey Persian Lambs....	395



PAY ONLY A SMALL DEPOSIT

Balance Arranged Up to 6 Months At No Extra Charge

ONE CLINTON AVENUE SOUTH

PERFECT GIFTS! SMART, HOLIDAY WRAPPINGS!

Lovely crystal and chinaware pieces and sets — personal gifts in the very best taste. We wrap, box and mail for you — also carry a complete assortment of unusual wrappings that you may buy for yourself. Stop in — we have gift ideas galore!

SMITH CERAMIC STUDIOS
903 MONROE AVENUE

LINCOLN'S

CHOOSE

Lincoln's For Your Christmas Portraits!
The Polyfoto Studio Where You Select

FROM 48 PROOFS



GIFT SPECIAL

3 Lovely Buff Portraits **\$2.95**
(Or 6 For \$4.95)

This Christmas choose Polyfoto Portraits and see how really natural, life-like and beautiful your picture can be. A sitting takes only a few minutes the Polyfoto way. Then choose from — not 4, not 6 — but — 48 individual posed proofs.

48 EXPRESSIONS CAN'T BE WRONG
No Appointment Necessary
Come In Any Time
PHOTO STUDIO — MAIN FLOOR

Your Independent Grocer Features

FRENCH'S MUSTARD Cream Salad, 6 oz. . . 9c Cream Salad, 9 oz. . . 14c	SALADA TEA 9 Tea Bags 9c 18 Tea Bags 17c
FRENCH'S Birdseed 2 for 25c Bird Gravel 9c	Red Label, 1/2 lb. . . 39c Red Label, 1/4 lb. . . 21c

FOR BETTER HEALTH

SCOTTISSUE 4 ROLLS 29c
WALDORF 3 ROLLS 14c
SCOTTOWEL 2 ROLLS 19c

Bab-O 12c	Dari-Rich 18c
Drano 2 for 23c	Bosco Food Drink . . 38c
Oakite 2 for 23c	Babbitt's Cleanser . . 5c
Old Dutch Cleanser . . 2 for 15c	Good Luck Pie Crust . . . 2 for 23c
Windex 15c	GOOD LUCK DESSERTS Lemon, Choc., Van., Buttercotch 3 for 25c

DON'T MISS THESE BARGAINS!

Lux Flakes Lg. 24c	LUX SOAP 4 for . . 25c
RINSO Large . . 22c	LIFEBUOY SOAP 4 for 25c
Silver Dust Large . . 23c	SWAN SOAP Large, 2 for . . 17c Medium, 2 for . . 11c
SPRY, 3-lb. Can . . 62c	
1-lb. can 23c	

VAN CAMP MILK 4 cans 32c	Ivory Snow 24c
Clapp's Rennet Dessert "6 Varieties" . . . 10c	Ivory Flakes 24c
CRISCO 1 lb. 24c 3 lbs. 64c	Chipso 24c
Kirkman's Borax Soap 5c	Oxydol 24c
Flakes or Granules . . 24c	Selox 14c
	Clean Quick 35c
	Ivory Soap, Large . . 10c Medium 6c
	P & G Soap 5c
	Dux 24c
Sweetheart Soap 3 for 19c	CLAPP'S BABY SOAP Strained 3 for 20c
Woodbury Soap 4 for 25c	Chopped 3 for 25c
	Cereal 15c
SUNBRITE CLEANSER 5c	Borax, lg. size . . . 15c
	Boraxo, lg. can . . 15c

Busy Bee Stores Are Co-Operating With B-K Co., Inc.



TOYLAND

IS OPEN
In The Basement
Monroe Avenue Store

SANTA SAYS — "IT'S VERY SHOCKING, NO ONE EVER FILLS MY STOCKING". — SO WHY NOT WRITE A LITTLE LETTER — MAKE HIM FEEL A WHOLE LOT BETTER! YOU'D BETTER DO IT FAST BECAUSE — THERE REALLY IS A SANTA CLAUS!

Oh! You Beautiful Doll!

2.19

She looks like a million dollars! She's dressed like a movie star in frilly organdy. She's got a complexion that Elizabeth Arden would give a fortune for. Long eye lashes, hair and moving eyes, cry baby voice. Monroe Store.

Whizzer On Wheels

4.98

It makes Barney Oldfield's speed records look like the horse and buggy days! Ball bearing front wheel makes for faster rolling. Rubber tire. Steel saddle platform step. Steel construction. — Monroe Store.

12 inch size 5.98
16" size 9.98
20" size 6.98

Whistling Lionel

11.95

20 pieces! Complete with transformer! Automatic coupling freight train, with built in whistle or passenger train. "O" gauge, remote control locomotive. Oil car, flat car, caboose, 4 curved, 8 straight. Buy on Budget Plan. Monroe Store.

Buick's The Big Buy!

12.98

Streamline beauty, all steel body for easy rolling, rubber tires, disc wheels, easy steering mechanism, choice of several colors. Buy On Budget Plan. Monroe Store.

3.49 Fold buggy with leatherette cover, sturdy frame, rubber tires. Choice of brown or blue. Monroe Store.

11.49 20 pieces, Automatic coupling locomotive, 12 tracks, station house, remote control transformer. Monroe Store.

12.49 Roll top desk with matching chair, sturdy well made, plenty of drawer space. Monroe Store.

10.98 All metal pedal pursuit plane with turning propeller. Enamel finished colors, dummy machine guns over engine. Monroe Store.

1.29 All steel coaster wagon, rubber tires, easy steering, rounded edges, finished in several colors. Monroe Store.

1.19 All steel scooter, red with ivory color trim, 7-inch wheels, wood handle grips. Monroe Store.

89c Strong, durable, simulated leather, valve type rubber bladder, inflating needle included. Monroe Store.

2.19 Coldspot refrigerator, Prosperity range, San Diego Jr. sink, exact duplicates of our famous appliances. each Monroe Store.

4.98 18-inch doll with soft body, real hair, moving eyes, long eye lashes, dressed like a movie star. Monroe Store.

1.49 Red pedal bike with cream wheels, tubular steel frame, adjustable saddle, rear step plate. Monroe Store.

4.98 Electric phonograph, plays 10-inch records, on-off switch. Leatherette portable case. Monroe Store.

79c 30-inch bowling alley, complete with pins and large marble. Accurately made. Fun for all. Monroe Store.

Sears
ROEBUCK AND CO.

SEARS COLORFUL Chenille Spreads

Bring Beauty to Your Bedroom

6.88

Sale priced to put flower garden charm in your bedroom, at a figure that makes your budget purr with satisfaction! For these are regular \$9.95 values! Clear white, firm muslin grounds, splashed with color, in combinations, in solids, or tones. Spread shown, sketched from stock, bow knot and floral design on white, in California colors. On the Main Floor, Monroe.

3.98

Closely tufted monotonies, so closely worked they look like a fluffy all chenille robe for a queen's boudoir! Covered from top to bottom, and side to side in these lovely colors: Rosedust, Blue, peach, aqua, cream. Main Floor, Monroe.

4.98

Multicolors, blended — so skillfully achieved, colors so cleverly combined that they'll harmonize with any decoration. Choose white, with artful multicolor design, or rosedust, blue, peach, white, or green, enhanced dusty rose, or green, enhanced with multi-color work in lovely tones. Main Floor, Monroe.

Spread Yourself!

On our easy payment plan. Get new spreads for every bedroom — buy spreads for the coming holiday season. It's easy to buy the Searsplan way. Details at Credit Office, Second Floor.

Sears

Rochester, New York
476 Ridge Road W.
Roebuck and Co.
Monroe at S. Union

Checks! Plaids!

22c

Fancy all-over checks and bold plaids, white borders, colored borders. 22x44 inches. Main Floor, Monroe.

Matching Wash Cloths, 3 for 25c

White or Colored

3 for \$1

22x44, thick, absorbent turkish towels, white and colors with contrasting borders. Main Floor, Monroe.

Matching Wash Cloths, 10c

Man Size!

45c

22x44 inches. Thick, fluffy, absorbent. Woven patterns in rose, aqua, peach and green. Hand towels, 25c. Wash cloths, 10c. Main Floor, Monroe.

Smart Cooks Compile Own Cook Books

By BARBARA B. BROOKS

It's fun to make your own cookbook — sort of like starting on a patchwork quilt or crocheted bedspread. When you're finished you have something you can use all the rest of your life and can pass on to your children who'll cherish it as a family heirloom.

You can do it any number of ways. There's the file cabinet school which uses inexpensive and handy little three by five files from the ten cent store. If you belong to this group you just clip your recipes from magazines and newspapers and slip them into place, without benefit of paste. Then there's the small ring note-book, card indexed and very efficient. But those who use the great big scrap book system claim it's the easiest and best. And the bigger the scrap book the better, for you can jam each page with a dozen or more small recipes, or you can paste in that whole page color photo that started your mouth watering when you ran across it in your favorite magazine.

Of course, the purpose of compiling your own cookbook is not to prove what an efficient housewife you are, but to keep your favorites where you can get your hands on them (you know how they always keep falling out of cookbooks, and turning up in desk drawers when you don't want them!). Start with these . . . they're recipes you won't find in any cookbook and they're so good that they're well worth saving.

Bacon Bran Cornbread

1 egg 1/2 cup sugar 1/2 cup salt 1/2 cup All-Bran 1/2 cup cornmeal 1/2 cup flour

Beat egg and sugar together; add milk. All-Bran and cornmeal. Sift flour with salt and baking powder; stir into first mixture. Pour into greased pan and arrange diced bacon over top. Bake in moderately hot oven (400 degrees F.) about 30 minutes. If crust and bacon are not browned sufficiently, place under broiler flame for a few minutes.

Yield: 9 servings (9x9-inch pan).

Chocolate Krispies Marshmallow Squares

1/2 cup butter 1/2 cup marshmallows (about 2 1/2 dozen) 1 teaspoon vanilla 1 package oven-popped rice

Melt butter and marshmallows in double boiler. Add vanilla; beat thoroughly to blend. Put oven-popped rice cereal in large buttered bowl. Add melted chocolate to marshmallow mixture and pour over rice cereal, stirring briskly. Press into shallow buttered pan. Cut into squares when cool.

Yield: 16 2 1/2-inch squares (16x10-in. pan).
Note: Nut meats and coconut may be added.



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"Exclusively Yours and Ours"

Mr. HI and Mr. HATT Baste a Bird

You take no chance with Kessler's, pal — It's smooth and mild — yet perky.

Let's pour ourselves a double-shot Before we eat our turkey.

SMOOTH AS SILK but not "High Hat"

KESSLER'S BLENDED WHISKEY

KESSLER'S PRIVATE BLEND. 75% Neutral Spirits distilled from Grain. 55 Proof. Julius Kessler Distilling Co., Incorporated, Baltimore, Md.; Lawrenceburg, Indiana.

Venus Rebekah Lodge To Meet at I.O.O.F.

Venus Rebekah Lodge will meet next Thursday at the I. O. O. F. Temple, 11 Clinton Ave. N., with N. G. Marge Slack, presiding. Movies and refreshments are scheduled to follow the meeting.

Kathryn Trott Noble and Vice Grands Club will meet next Wednesday, Nov. 26th, at the home of Miss Minnie Beam, 157 Hurstbourne Rd.

THE BEST COAL-VALUE IN THE CITY
BLACK MAGIC
Long Burning — Low Ash
QUALITY
COAL Egg Stove Nut
Buckwheat \$8.25 Ton
Pea Coal \$9.50 Ton
Established Over 25 Years
SEMET-SOLWAY COKE \$11.00
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SANDWICH SPREAD
ON BREAD
ON CRACKERS
FOR SCHOOL LUNCHES

After Thanksgiving Sale
FALL and WINTER DRESSES
REDUCED AS MUCH AS 50 %
Formerly \$12.95 to \$25 **NOW \$7.95 to \$16.95**
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For that dark corner, for the other easy chair — for reading in bed, for studying. A lamp is a cheerful gift.

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FURNITURE COMPANY
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PORK LOIN lb. 21c
TENDER JUICY BONELESS ROLLED
LAMB ROASTS . . lb. 25c
CHOICE CUTS SIRLOIN & ROUND
STEAKS lb. 33c

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DELICIOUS CRISP EDUCATOR
SALTINES lb. pkg. 17c
CAMPBELLS DELICIOUS WHOLESOME
PORK & BEANS . 4 cans 25c
BEST QUALITY PURE CANE
GRAN. SUGAR . 10 lbs. 57c
NO. 2 CAN UNSWEETENED GRAPE.
FRUIT JUICE . . 4 cans 25c
KIRKMANS ECONOMICAL INSTANT SUDSING
SOAP FLAKES . 2 pkgs. 39c
FLOWER CITY BRAND
EGG NOODLES . lb. pkg. 10c



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What woman on your Christmas list wouldn't be thrilled to get one of those stunning, guaranteed, 26 piece sets of Wegmans New England Silverplate? And all you have to do to get one of these lovely silver sets is to save the Silver Tickets given at every Wegmans market with purchases of 25c or more. When you have saved just \$10 worth of these tickets you are entitled to a silver set with the payment of only \$3.98 in cash!

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A revealing story of the national moral bankruptcy which led the German people to accept Hitler and his bloody crew.

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Numerous To Mention.

FIXTURES FOR SALE

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OPEN EVENINGS

**GRANDMA'S
FAVORITE
RECIPE**

For Gingerbread
Loaf, Layer
Cup Cakes
1/2 cup sugar
1/2 cup milk
4 tablespoons
shortening
1/4 teaspoon
ginger
1 egg
1/2 cup Grandma's
Molasses
1/4 teaspoon soda
1/2 teaspoon salt
2 cups cake or
stiff flour
Cream sugar, short-
ening and egg. Add
Grandma's Mo-
lasses and milk
along with sifted
ginger, soda, salt
and flour. Bake in
moderate oven—
350° F. For RUT-
CAKE stir in one
cup nuts. For
ORANGE CAKE re-
place milk with
orange juice (cran-
in grated rind).



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Grandma's Molasses is a
favorite with everybody.
The whole family like
this gingerbread—typi-
cal of the many ways
you can use Grandma's
Old Fashioned Molasses.
Dad and the children
enjoy its delicious nat-
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Will make you the owner of one of these marvel-
ous machines—the only one that has the MAGIC
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ACT NOW WHILE THIS OFFER LASTS —
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160 CLINTON AVE. SO. — NEAR COURT ST.

DIARY... of a Famous Beauty Authority

BY HELENA RUBENSTEIN

I wonder why most women
think that exercise is hard
work. When I told Mrs. Curtis
this morning that she couldn't
hope to lose weight healthfully
by dieting alone, and that I
would give her some exercises
to do at home, she made a wry
face and said: "Exercise makes
me so terribly tired, Madame
Rubinstein. Isn't there some
easier way?"

Well, as a matter of fact, ex-
ercise can be as easy and relax-
ing as lolling in the sun. A good
exercise routine is never tiring.
On the contrary, it relaxes and
at the same time, limbers the
muscles and takes weight off in
specific spots.

Here is a pretty near perfect
diaphragm routine:

Lie on the floor, pressing the
back to the floor, bend the
knees and lift the body high off
the floor till a pull is felt in the
diaphragm muscles. Relax and
repeat ten times.

And this is one I frequently
recommend for reducing waist-
line and hips:

Press the back against a wall,
elbows and hands held against
wall. Bend to the floor and
stretch up again, pressing back
against wall.

Another reason women give
for not exercising regularly is
lack of time. Of course, it is
practically impossible for a
busy homemaker to take time
out during the day and inter-
rupt her duties in order to ex-
ercise. But she needn't do this
at all. She can exercise while
she is doing her work and make
her household chores work for
her. Everytime she lifts an ob-
ject from the floor she can make
a good posture exercise if she
bends from the hips, keeping her
back in a completely

straight line, head straight, and
hips tucked under. When she
dusts, she should reach over the
chair back and as far down the
chair legs as she can, trying to
make a space between her dia-
phragm and the chairback. This
will tighten the stomach mus-
cles and help to correct sway
back. When she sweeps, she
should begin by lifting the broom
overhead, stretching
arms out wide along the han-
dle, feet apart, chest out and the
stomach flat. In sweeping, she
should use long rhythmic
strokes.

Then there are ways to turn
even such humdrum tasks as
polishing, and hanging curtains
into figure-improving exercises.
In polishing a floor, stretch out

To Keep Food

To preserve foods properly
keep the meat and dairy prod-
ucts in the coldest part of the
refrigerator and the high-
moisture content vegetables in
hydrator that the new Frigida-
ires provide for that purpose.
Berries should be removed
from their box and spread out
flat on a plate or piece of paper.
Meat should be unwrapped, as
the wrapping heightens the
growth of bacteria.

Leftover Meat Proves Asset

A skillful use of leftovers
means economy of both time
and money. Then it is possible
to take advantage of special
prices on the larger cuts of
meat, and at the same time have
easily and quickly prepared sec-
ond and third meals.

and back, as far as possible, to
trim down the hips and take
inches off the waist. The cor-
rect way to hang curtains:
stand on toes, hips tucked un-
der, stomach in, weight held
balanced with thigh muscles.

These "Living Exercises" are
my favorites, because, in addi-
tion to keeping the figure slen-

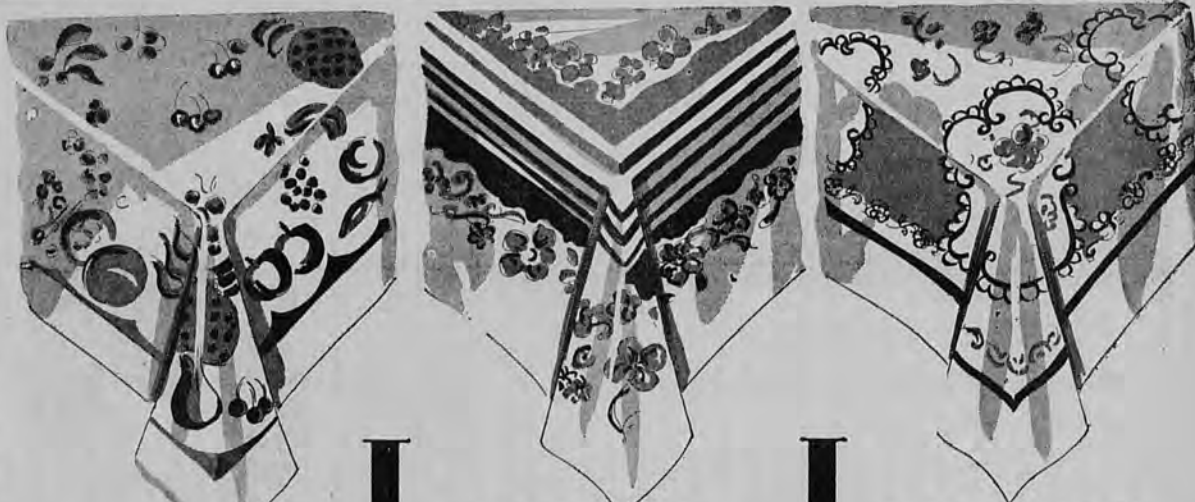
der and graceful, they teach a
woman to make beauty a part
of her life. What a mistake it
is for a woman to set aside an
hour or so now and then for
beauty care if she neglects her-
self all the rest of the time. In
order to be beautiful, you must
live beauty—all the time.

If you would like to receive
Madame Rubinstein's complete
series of Living Exercises, you
may do so by writing to Helena
Rubinstein, care of this paper.

3 Lovely 8 x 10
BRONZE
TONE
PORTRAITS
One Hand-Colored in Oil
\$4.95
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Value
Selections of 6 Proofs
to Choose From...
All 3 prints finished in rich, warm tones. One
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Just imagine the values you'll be getting in our
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few of the almost unbelievable furniture "buys" now
on display in our store. Hurry in TOMORROW—make
your selection from COMPLETE STOCKS.

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OCCASIONAL CHAIRS—ODD LOTS**
REPEATED BY POPULAR DEMAND —
Beautiful, Modern
**LIVING ROOM
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First quality upholstery and
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SUITE
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ed.
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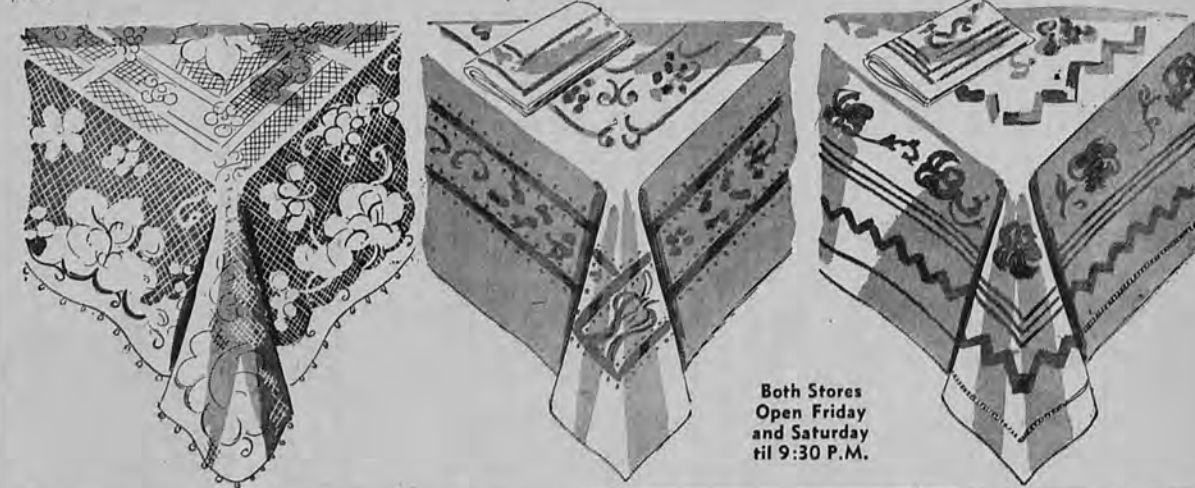
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Is it a cloth for the kitchen
table? Sears has it. A flower
printed pattern to grace the
table set for the meeting of
the Floral Society? Sears has
it... A banquet cloth for
the Annual Reunion of Miss
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We have that, too. These,
and any other kind of cloths
you'll ever need, or want.
In imported linen, in file
lace, in damask, and in cot-
ton from American fields.
Buy them for yourself, (if
you are selfish) for gift giv-
ing if you're generous, and
you'll buy them in quanti-
ties on our easy payment
plan.

- 17x17 Linen Napkins 6 for 1.59
- 16x16 Linen Damask Napkins, 6 for 2.59
- 52x68 Rosemary Damask Cloth 1.49
- 58x78 Rosemary Damask Cloth 1.79
- 58x90 Rosemary Damask Cloth 1.98
- 17x17 Rosemary Napkins 6 for 1.00
- 64x72 Rosemary Damask Cloth 1.89
- 64x90 Rosemary Damask Cloth 2.39
- 64x108 Rosemary Damask Cloth 2.98
- 64x84 Damask and Rayon Set 4.98
- 50x66 Rayon and Cotton Set89c
- 50x50 Rayon and Cotton Set 1.49

- 56x78 Rayon Damask Set 2.98
- 64x82 Irish Linen Set 8.98
- 54x70 Linen Damask Set 4.98
- 64x100 Linen Damask Cloths 4.98
- 66x66 Irish Linen Cloth 4.49
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1. If fabric is printed, place pattern so that the print runs in the same direction on all pieces and with grain-line perforations on pattern corresponding to the lengthwise grain of the material, pin securely and cut. Mark all perforations and notches.
2. Cut two strips of material or ribbon for tie-sash as indicated in pattern. Fold and stitch them with long edges even. Turn to outside, press.
3. Tuck darts are indicated on pattern pieces by a straight line of perforations. Stitch one end of each sash on each side of front perforations before making tucks at waistline.
4. Space tucks evenly. After basting, stitch with fairly short stitches. Insert sash into last tucks.
5. Close shoulder and under-arm seams, matching notches. Press seams, pink edges.
6. Sew trimming to neck and armholes.
7. Turn hem at lower edge.

Style No. 3243, sizes 12, 14, 16, 36, 38, 40, 42 and 44. Size 36, 3 3/4 yards of 39-inch fabric; 2 1/2

yards of lace.

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BER. BE SURE TO STATE SIZE YOU WISH. Address PATTERN DEPARTMENT, Rochester Sun, 420 Burke Bldg., Rochester, N. Y.

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GENERAL ELECTRIC Radio-Phonograph COMBINATION



\$109⁹⁵
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- ★ AUTOMATIC RECORD CHANGER
- ★ POWERFUL LONG RANGE
- ★ LIBERAL ALLOWANCE FOR YOUR OLD RADIO
- ★ SMALL DOWN PAYMENT
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RADIO - PHONOGRAPH \$39⁹⁵
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MOTOROLA RADIO

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Fitch Appliance Co.

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Motorola is pleased to introduce many exclusive features in their 1942 models... features that will give you more convenience and greater listening enjoyment. Outstanding achievement is "Three Dimension Vita-Tone" — gives perfect reproduction of all tone ranges. You'd swear the musicians, singers and speakers were IN THE SAME ROOM WITH YOU! Select your Motorola from the complete stocks of dealers whose ads appear on this page. If you want a radio you may as well have the BEST — Motorola costs no more!



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Motorola PERSONAL RADIO

Small as a pocketbook! Light as a brownie camera! Here's a compact, hand-size radio with the wallop of a large table set. Rich, full beauty of tone that will absolutely amaze you! Hear it today. A truly perfect gift.

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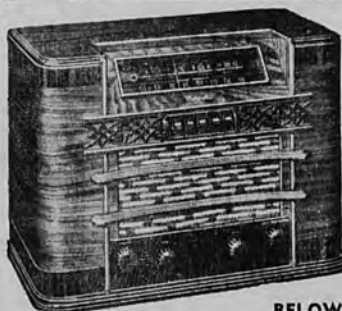


TABLE RADIOS

with
CONSOLE PERFORMANCE



ABOVE

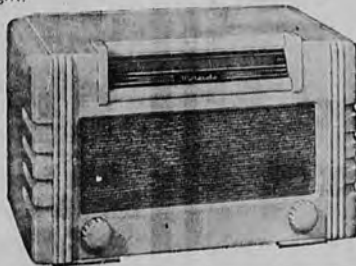
American and Foreign reception. 5 station feather touch electric push buttons. 6 tubes including rectifier giving 8 tube performance. 6 inch Electro Dynamic speaker. Handsome cabinet of selected walnut veneers. 3-dimension Vita-Tone. Underwriters Approved, as are all Motorola radios and radio-phonographs.

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Ivory finished wood cabinet with 3 dimension VITA-TONE. Powerful 7-tube performance thru 6 tubes including rectifier. A very beautiful set, and a welcome gift.

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WORLD-BEATERS in Value.. Beauty.. Reception!



'42 MOTOROLA CONSOLES

When you see the rich, veneered beauty of these clear, sweet tones and modulations made possible by Vita-Tone, when you compare all the features and find you're getting MORE for your money—you'll say as hundreds of expert technicians — radio and screen star do: "It's Motorola for me!"

AT RIGHT...

Here's the Super-De Luxe value sensation of a century! Imagine an automatic Phonograph-Radio combination with ALL the exciting Motorola features at THIS price! The record playing mechanism is compactly and conveniently housed in a feather-touch Roll-away drawer! Whatever you've dreamed of in radio—everything you could possibly ask is incorporated in this amazing modern marvel. Hear it at your dealers NOW!



ABOVE...

The best console value we've heard about! 8 tubes. 3 wave bands. 6 electric "touch" push buttons. Variable tone control. Full vision, side lighted glass dial with slide-rule pointer.

\$89⁹⁵

\$119⁹⁵



Automatic PHONO-RADIO

Changes 8 to 10 records automatically. Automatic reject button. Manual play position for playing one record at a time. 8 tubes including rectifier. AC superheterodyne. 3-Dimension Vita-Tone. 5-inch powerful Electro Dynamic speaker. Tone control.

\$59⁹⁵

CONVERT YOUR OWN RADIO

To An Automatic Record-Changer

Same record mechanism as above. Mounted on attractive walnut finished base. Converts ANY radio into an automatic record player.

\$29⁹⁵



FREE--25 RECORDS!

LIMITED TIME ONLY

Your choice of any 25 Records from our complete stock of Victor, Columbia, Decca, Blue Bird and Okeh Records, with the purchase of any floor model combination.

Columbia Music Store

Complete Line of Musical Instruments
Pianos, Radios and Records

83 CLINTON AVE.

ST. 849

SEE KOMINZ FIRST

For the COMPLETE Line of MOTOROLA RADIOS

USE OUR LAY-AWAY PLAN

TERMS **\$1** WEEKLY
As Low As

KOMINZ TIRE CO., Inc.

182 MONROE AVE. AT SAVANNAH

417 MONROE AVE. AT AVERILL

Buy Your New MOTOROLA RADIO NOW and SAVE

BIG TRADE-IN ALLOWANCE EDW. L. MASLINE

Open Eves.

HOME APPLIANCES

GLEN. 7055

1647 St. Paul St. opp. Norton

FREE

Motorola BIKE RADIO

With the Purchase of a
'Quality' RANGE

Make the boy happy with a Bike Radio and Mother happy with a new, modern Quality Stove. An ideal Christmas gift for both.

ACT AT ONCE
JUST
30 RADIOS
AVAILABLE FOR
THIS OFFER!

Quality RANGES

THE RANGE THAT'S RIGHT

FREEDOM FROM COOKING DRUDGERY
IS HERE NOW! FOR YOU!

America's Most Modern Range

Quality Features

- Twin Lamps
- Minute Minder
- Condiment Set
- Convenience Outlet
- Simmer-Signal Valves
- One Piece Cooking Top
- Utensil Drawer
- Deluxe Hardware
- Serve-A-Drawer Broiler
- Storage Drawer
- Quiltex Insulation
- Smokeless Broiler
- Automatic Oven Control



H535



• RIGHT IN STYLE • RIGHT FOR BROILING
• RIGHT FOR BAKING • RIGHT FOR FEATURES

RIGHT IN PRICE!

LIBERAL ALLOWANCE

FOR YOUR OLD RANGE

HURRY TO ONE OF THESE DEALERS:

AMERICAN AUTO SUPPLY
292 EAST AVENUE

MODERN ELECTRIC CO.
1692 CLIFFORD AVENUE

ALHART ELECTRICAL CO.
1149 CULVER ROAD

CHARLOTTE APPLIANCE
4669 LAKE AVENUE

EDWARD L. MASLINE
293 CENTRAL AVENUE

FIGLER ELECTRIC CO.
558 HUDSON AVENUE

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477 JOSEPH AVENUE

COMINZ TIRE COMPANY
182 MONROE AVENUE

MICHELL RADIO SERVICE
576 BROOKS AVENUE

PURPLE & BEHRMAN
94 SCIO STREET

PEERLESS RADIO CO.
1054 DEWEY AVENUE

ESLER ELECTRIC CO.
1845 MONROE AVENUE

HILL APPLIANCE CO.
482 MAIN EAST

MONROE APPLIANCE CO.
737 MONROE AVENUE

JACK COERS
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36 SOUTH AVENUE

WEIS & FISHER
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NORTHSIDE FURNITURE
226 NORTH STREET

FRANK P. MAY FURNITURE
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KRECKMAN ELECTRIC
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SPEAKERS HEATING
547 STATE STREET

UNION TIRE & SUPPLY CO.
286 EAST AVENUE

UNIT PARTS CORP.
RIDGE ROAD & LAKE AVE., 1223 MAIN ST. E.

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232 CENTRAL PK.

WILLS RADIO
1287 CLINTON AVENUE N.

Norway Flies for Freedom
Hear Personal Experience Narrative by
LI. KAARE GYTHFELDT
Royal Norwegian Air Force
Plus Thrilling Combat Movies
Tom Grisson at the Ocean
Sponsored by the Maple Leaf Fund
EASTMAN THEATER
Friday Eve., Nov. 28, at 8 p. m.
Tickets 50c, 75c and \$1.25
Including tax
On Sale at 100 East Avenue

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-TERS CHEMICAL COMPANY has been 50 years serving the women of America for over half a century.
and up
CHI-CHES-TERS PILLS

Under The Weather?

Take Beechams Pills
Tonight for a Change!

For thorough, pleasant relief from temporary constipation, depend on this purely vegetable compound. No calomel (mercury). Millions of packages sold annually throughout the world. Buy today! Only 10¢—also 25¢ and 50¢ sizes.

BEECHAMS
LAXATIVE PILLS

BUY BIRD ROOF NOW

RE-ROOF NOW—SAVE MONEY
RE-ROOF NEXT SPRING — PAY MORE

We will accept orders at present low prices to put on this Fall or next Spring at present low prices. Roofing prices have advanced three times this year. We still have material bought before price advances. Phone for Free Estimate. No Down Payment 18 months to pay. First payment March 1st.

KEMP ROOFING CO.

331 MAIN W. • MAIN 1786

KEY COUPON
RINSO
Large Box
Limit, 1 **18c**

KEY COUPON
BORDEN'S CHOCOLATE
MALTED MILK
Lb. Can
Limit, 2 **19c**

KEY COUPON
WAX PAPER
CUTTER BOX
100 Ft.
Limit, 2 **9c**

KEY COUPON
ICICLES
Xmas Tree Decorations
2 FOR **13c**
Reg. 10c Box Limit 4

Bromo Seltzer
60c Size **49c**

SQUIBB MINERAL OIL
Qt. Size **89c**

SQUIBB COD LIVER OIL
13 oz. Bottle **98c**

Shick Injector
Razor & 8 Bld's.
69c

Feenamint
Laxative Chewing Gum
25c Box **19c**

ANACIN
TABLETS
Tin 30
Reg. 50c **39c**

SMITH BROS. COUGH DROPS
Reg. 5c **2 for 5c**

PERTUSSIN
FOR COUGHS
60c Size **49c**

THIS WEEK'S SPECIALS AT
KEY
ROCHESTER'S MODERN
CUT RATE
DRUG STORES
TODAY THRU NEXT WEDNESDAY

WAS DEAFENED
NOW HEARS CLOCK TICK
A. M. Beethchen, Newark, N. J., writes: "Before using Ortolene Ear Drops, I was so deafened that I could not hear the clock tick. After using Ortolene, I can now hear the clock tick with both ears." Thousands now hard-of-hearing would hear clearly and distinctly again and also get relief from buzzing, ringing, head noises, plugged up feeling in ears, if Ortolene was at blocks ear canals and presses on sensitive ear drums was removed. Try Ortolene Ear Drops directed. They are safe and contain an ingredient especially recommended for this purpose.

TAMPAX
Worn Internally
3 sizes: Regular
Super, Junior
Full month's supply can be carried in a purse
20¢ & 29¢ a box

FILM
Developed and Printed
Any 6 or 8 Exposure, Roll **23c**

THE PERFECT PAIR
FOR THROAT COMFORT
LISTERINE
LARGE ECONOMY SIZE **59c**

Gifts from
MAX FACTOR HOLLYWOOD

...created for
BLONDES, BRUNETTES,
BROWNETTES, REDHEADS

AUTOGRAPHED MAKE-UP SET
"My Make-Up Secret"...auto-graphed by famous stars. Max Factor Hollywood Powder, Rouge and Tru-Color Lipstick **\$2.50** PLUS TAX

Other Max Factor Hollywood Gift Sets from \$1 to \$8.55

Get your supply
NOW!

KOTEX
RESERVE BOX
30 IN EACH BOX
48c Ea. 2 for 95c
JUNIOR SIZE ONLY

KEY COUPON
Toilet Tissue
1000 Sheet Rolls—Limit 6
3 for 13c

KEY COUPON
Kitchen
PAPER TOWELS
100 Sheet
Rolls, Limit, 3 **4c**

KEY COUPON
TODDY
1/2-lb. Can
Limit, 2 **12 1/2c**

KEY COUPON
WOODBURY
ALMOND-ROSE
Hand
Lotion 19c
50c Bottle—Limit, 1

McKESSON
MILK OF MAGNESIA
TOOTH PASTE
Reg. 25c Size
2 for 29c

GROVES
BROMOQUININE
35c Size **27c**

VICKS
NOSE DROPS
30c Size **24c**

BOST
TOOTH PASTE
GIANT 40c SIZE
2 for 32c

HOREHOUND
DROPS
Pound Package **16c**

PABLUM
Large 50c Size **39c**

CLAPP'S
BABY FOOD
Strained
3 for 19c

HALIBUT LIVER
OIL CAPSULES
Highest Potency
Box 100 **98c**



PRICES WILL NEVER BE LOWER! SELECTIONS NEVER GREATER

USE OUR
LAYAWAY
PLAN

Actually—we'll be surprised if our jewelry stock lasts 'til Christmas; and new shipments will be delayed indefinitely. DON'T WAIT! We urge you—BUY NOW to avoid disappointment. As soon as shortages become acute prices will soar—BUY NOW while they are at their lowest.

Read this news
item reprinted
from Fri. Nov. 14
Times-Union

A SMALL DEPOSIT
Holds Your Choice
TIL CHRISTMAS

Reprint From Times Union
Friday, Nov. 14th.
**Copper
Scarcity Hits
Jewelry Trade**

New York—(AP)—The scarcity of copper for non-defense use today brought appeals from some manufacturers for federal permission to complete after Jan. 1 work partly completed on that date, after which copper and its alloys will be barred from more than 100 civilian articles.

FOR "HER" CHRISTMAS THIS DIAMOND RING. Sale!

This perfect diamond set in a hand-wrought 14K gold mounting. Exquisitely designed! Beautiful in its simplicity. Others from \$19.50 up.

\$125⁰⁰

GORGEOUS NEW
DRESSER SET
FOR "HER"

Smart, modern designs in a beautiful gift case. Here's a gift that will steal the show under the Christmas Tree.

Set consists of:
Hair Brush, Clothes Brush, Comb, Hand Mirror, Dresser Mirror, Perfume atomizer, Nail scissors, buffer and file, and powder box.

\$9⁷⁵

10
BEAUTIFUL
MATCHING
PIECES
in Gift Chest

Smart, modern designs in a beautiful gift case. Here's a gift that will steal the show under the Christmas Tree.

Set consists of:
Hair Brush, Clothes Brush, Comb, Hand Mirror, Dresser Mirror, Perfume atomizer, Nail scissors, buffer and file, and powder box.

\$9⁷⁵
Sale
50c A WEEK
\$1 DOWN

Give A
Fine Quality
DRESSER SET
Choose from a
Brilliant
Selection

"See Seneca's
Selections First"

50c A WEEK BUYS ANY DRESSER SET IN OUR STORE

Nationally Famous Watches - Easy Terms

 BULOVA Here's the famous Bulova ladies watch at only \$24.50! Dainty and good looking. \$24⁷⁵ 50c a Week	 BULOVA Man's Bulova at a price you'd expect to pay for lesser quality. Sturdy — plain. \$24⁷⁵ 50c a Week	 ELGIN Beauty plus utmost dependability. The design is as new as tomorrow. See it at Seneca. \$37⁵⁰ 75c a Week	 ELGIN One of our more beautiful watches with Elgin dependability at an unusual price. \$29⁷⁵ 75c a Week
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SUBJECT TO FEDERAL TAX

Choose from these Practical "Home" Gifts:

- NATIONALLY FAMOUS TABLE RADIOS • CONSOLE MODELS • REFRIGERATORS • WASHING MACHINES • SEWING MACHINES
- ELECTRIC RANGES! • GAS & COAL COMBINATION RANGES • ELECTRIC MIXERS • COCKTAIL SETS • KITCHEN SETS . . .

START PAYING NEXT YEAR

Only! CHARMING FINE 5 DIAMOND RING

Perfect center diamond flanked by four fiery side diamonds. A real VALUE! One of the best buys in the store, but hurry—when stock is gone there may be no more.

\$29⁹⁵ UP



**REMINGTON
DUAL
ELECTRIC
SHAVER**

\$12⁵⁰ UP



1847
**ROGERS'
26-PC. SET
Silverplate**

\$34⁵⁰ UP



The Newest
WATCHES

\$12⁹⁵ UP



**Percolator
4-PC. SETS**

\$9⁹⁵ UP



Your Choice
**LOCKET
or CROSS**

\$2⁹⁵ UP

CHOICE
Smart Man's or Lady's
BIRTHSTONE RINGS

REGAL \$9⁹⁵

Solid yellow gold rings with beautifully cut birthstones in complete variety. VERY LIMITED SUPPLY.

SHICK Electric Shaver

One of these nationally famous electric razors will make a perfect gift. Both a luxury and practical.

\$12⁵⁰ up

SENECA STORES
149 MONROE AVENUE

**CREDIT
JEWELERS**

Open Every Evening Till 10 O'Clock

Smooth!

Wildick Applejack Brandy will delight you. Every kind of drink becomes smooth and palatable with this fine American Applejack Brandy.

HILDICK
for all
Cocktails
and
Highballs

HILDICK
Apple Brandy

64 PROOF
DISTILLED LIQUORS CORP., NEW YORK, N.Y.

Home Products Company To Heve Cooking School

A cooking school, of interest to Rochester housewives will be conducted next week at the Chamber of Commerce by a nationally known home economist, under the sponsorship of the Jewel Tea Company.

Sessions will be conducted on Tuesday, Wednesday and Thursday, from 1:30 to 3:30 p. m. and daily prizes will be offered those attending.

Miss Mary Dunbar, recently president of the Chicago Zonta Club, a director of The Woman's University Club of Chicago, and for many years prominent in professional Home Economics groups will be in charge of the daily lectures.

Twenty-five gifts will be awarded daily with an additional 25 to be awarded on the third day of the school.

Admission is free and housewives of Rochester are cordially invited to attend.

Old Fashioned Molasses Cookies

Molasses Cookies! Remember them? Rich and crisp and spicy and delicious. Well, they're back in fashion again. And all because they are made of old fashioned, amber-clear molasses, rich in iron. There's almost as much iron in Grandma's Molasses as there is in liver. And that is mighty important. Nutritionists today are telling us that young and old need "iron-rich foods" every day in the week. They tell us it is difficult for the body to get all the iron it needs to build good rich blood.

So... just as a beginning, here's the recipe for

Grandma's Old Fashioned Molasses Cookies

1/4 cup shortening 1/4 teaspoon salt
1/2 cup sugar 1/4 teaspoon
1 egg 1/4 teaspoon
1 teaspoon ginger 1/4 teaspoon
1 teaspoon 1/4 teaspoon
1 cup flour 2 cups flour
1/4 cup Grandma's 1/4 cup milk
Molasses

Cream shortening, add sugar gradually, then beat in egg. Sift together flour, spices, salt soda and baking powder. Mix the milk and molasses. Add alternately to the first mixture, about one-third of each at a time. Drop from teaspoon onto greased cookie sheet. Bake in moderate oven (350 degrees F.) about 20 minutes. Makes about 7 dozen cookies.

But don't stop with cookies. A spoonful or two of Grandma's Molasses in a glass of milk makes a delicious, as well as healthful beverage, especially for children.

In fact, there are dozens of quick and easy ways in which to use this valuable iron-rich food in your daily cooking. Add Grandma's Molasses to corn-bread batter, to muffins and griddle cakes — to sauces for vegetables and meats — you are adding delightful flavor as well as important food value.

ANDY SAYS HAPPY THANKSGIVING

"See Furstoss First!"
FOR YOUR
XMAS NEEDS

SMALL APPLIANCES
IRONS
MIX MASTERS
WAFFLE IRONS
CLOCKS
TOASTERS
SANDWICH TOASTER
ELECTRIC HEATER
ELECTRIC SHAVERS



MAJOR APPLIANCES
RADIOS
WASHERS
IRONERS
GAS RANGES
COMBINATION STOVES
REFRIGERATORS
SINKS
VACUUM CLEANERS

Use Our Lay Away Plan \$1.00 Weekly

FURSTOSS APPLIANCE INC.
409 Chili Avenue Gen. 2070
Open Evenings for Your Convenience

Variety Is Success In Lunchbox

Do you have a youngster who carries his lunch to school or is it easier for you to give him the money to buy his lunch? There are so many ideas for sandwiches, soups and salads that one needn't be at a loss when it comes to filling up that lunch box.

First of all, keep your pantry shelves stocked with lunch box materials — sandwich fillings, jams, jellies, marmalades, cheese, crackers, dried fruits, nuts, candy bars, soups, cookies and pudding mixtures. When you know you don't have to run out to the store the last minute, one of your main worries is over.

Homemade fruit and nut breads make healthful and appetizing sandwiches. If the bread is 24 hours old, it will cut easily. If not, place it in the refrigerator until firm enough to slice. Spreading the bread with butter that is soft, not melted, helps to prevent the fillings from soaking into the bread. Wrap each sandwich in waxed paper. Sandwiches are important, but they should be an accompaniment to the meal — not the main part.

One hot dish should be included in every lunch box. The more modern boxes contain thermos bottles with wide necks. These are grand for hot chocolate or soups. If you do not have a thermos bottle, use screw top glass jars. Most schools will heat these bottles so the contents will be hot when eaten.

In making salads for carrying put the mayonnaise in the bottom and then place the salad on top. This keeps the salad crisp, and the child has only to mix the ingredients with his fork before eating.

For dessert, plain cake or cookies are always welcome, but it will be a real surprise to your child if he opens his box to find cookies in fancy shapes or a cake frosted with his name on it. If you have no baked goods on hand, you can add a bar of chocolate.

In the absence of fresh fruit, use any of the dried fruits. They are healthful and most children like them.

And don't forget the eating utensils. Sturdy paper forks and spoons are handy and may be discarded. Colored paper napkins add a touch of color—and include two or more. They come in handy as tablecloths, too.

You will find no end of ideas; and your child will eagerly await the noon bell, so he can see what surprise Mother sent today. He will eat well (there will be no half-full lunch boxes returned home) and be healthier for it—for his mother is smart.

Scrambled Eggs and Vegetables

A good dish on a day when meat is not usually eaten is the following:

Saute six tablespoons chopped celery, four tablespoons chopped green pepper and one tablespoon chopped onion in four tablespoons fat until a golden brown, then add two cups canned peas and heat well. Add four slightly beaten eggs and scramble together. Season with salt and pepper. Serves six.

DOLANS... Where You Buy THE CUTS OF CHICKEN YOU PREFER

Breaks lb. 40c | Liver lb. 45c | Neck lb. 12 1/2c
Wings lb. 23c | Gizzards lb. 15c | Legs lb. 35c

DOLANS
600 JEFFERSON AVE.
cor. Bartlett
Telephone Genesee 1417

YOUR DOLLARS WILL BUY LESS AS INFLATION GOES AHEAD

Then for YOUR SAKE own your home. Buy it now while your dollar still talks 100 cents. We can yet offer you more than your dollar value for every one you invest, and it is SO EASY to own one of these homes at only 10% down and easy monthly payments extended over many months, if you like, at the lowest interest rate available in Rochester. Any home you select reconditioned to your liking. The finest homes in BEL AIR, BROWN CROFT, ST. PAUL BLVD., GENESEE PK. BLVD. and LAKE AVE. SECTIONS included in this selection. See the photographs and floor plans of these extraordinary home values this week AT OUR OFFICE ON THE GROUND FLOOR AT 223 EXCHANGE STREET or phone MAIN 250 for appointment.

C.E. MCINTOSH CORP.
"REALTY HOUSE"
23 EXCHANGE ST. ROCHESTER, N.Y.

IT'S FURNACE-TIME

IS YOUR FURNACE IN GOOD CONDITION?

- Does It Leak Gas, Soot or Ash Dust?
- Does It Give As Much Heat As When New?
- Can You Control Heat Accurately—Easily?
- Does It Get Most-For-Your-Money Out of Fuel?

Try Our Inexpensive Re-conditioning
RE-SET & GASPROOF Any Standard Make \$9.50

NO DELAY — HEAT THE SAME DAY!

Why put up with that extra cleaning this winter when the furnace is going? Why expose your family to the danger of deadly carbon monoxide? A mere trace of this odorless gas in the air causes headache and sluggishness. Have your furnace gasproofed NOW.

LENNOX FURNACES AND AIR-CONDITIONING EQUIPMENT

SCHAFFER HEATING CO.
317 ALEXANDER ST. STONE 3308

JUST A FEW LEFT--BLUE MELTON OVERCOATS

Just think — a fine, warm, roomy Overcoat at the incredible price of \$9.88! It's true! What's more — these coats are worth \$17.50. Not approximately or almost \$17.50 — but EXACTLY \$17.50. They're double-breasted with wide lapels and warm, roomy pockets. Stop in and see them before it's too late. Why not TONIGHT?

A variety of shades popular among young men. Sizes 32 to 46. \$20 value.

\$13.88 Fine Quality **\$17.88**
MILLBURY FLEECE

GARSON'S CLOTHES
88 STATE ST. Next To Reliable Furniture
OPEN 'TIL 9 P. M.

"HITLER AND GORING'S WIFE" — By Curt Reiss
What happened at Berchtesgaden in 1939? The mystery of the Reich's First Lady.

THE STORY OF ROCHESTER
A peep at the inside life of Jack Benny's star comic. The story behind an exciting rise to fame, fortune and the cover on this week's issue.

5c NOV. 29 ISSUE LIBERTY WEEKLY NOW ON SALE 5c

ELECTRIC RAZORS & SERVICE

GIVE AN ELECTRIC RAZOR as your no-cash-down payment plan. Buy now — we'll hold 'til later. No increase in price 'til present stocks are gone. Hurry. We also service all makes of razors.

Electric Razor Service Company
50 STONE ST. MAIN 2161

SPECIAL!
Your razor cleaned, inspected, filed and adjusted at one minimum price. This week only.

50c

OPEN ALLEYS
• EVERY WEDNESDAY
• EVERY THURSDAY
• EVERY SATURDAY

COME IN TONIGHT

Delicious Luncheons • Tap Room

WEBBER'S
501 So. Plymouth Ave. Main 8994

GUARANTEED PENNSYLVANIA

HARD COAL \$11.75
EGG STOVE NUT CASH SHOV. OFF Grade "A"

PEA COAL \$9.95
TON SHOV. OFF

COKE \$11.00
STOVE OR NUT TON SHOV. OFF

LAKE COAL CO. GLEN 538
255 LYELL AVE.

COUPON
This Coupon Entitles You to a Liberal Discount On 1 Ton or More of Our GUARANTEED COAL AND COKE

40 ways to fix

BREAST-O-CHICKEN Tuna Fish

Send for FREE COOKBOOK

Featuring this better-tasting tuna in tested recipes for nourishing hot dishes, substantial salads, sandwiches and party fare.

WESTGATE SEA PRODUCTS CO.
Department 11, San Diego, California

BREAST-O-CHICKEN Tuna Fish

Serving in the U.S. ARMY

Free Book Tells Intimate Facts

If you hesitate to discuss feminine hygiene with your daughter, yet want her to be fully informed of the facts, give her this frankly written booklet, "Feminine Hygiene Today" — FREE — sent to you postpaid in plain wrapper. Send name and address to Zonite Products Corporation, Dept. 360A, 370 Lexington Ave., New York, N. Y.

NEW 1941 RADIOS

PHILCO and ZENITH

25 to 40% LESS THAN '42 MODELS

22—1942 Models on Display!

Best Allowance In Town On Old Radio

BRAUN'S STONE 122
900 PORTLAND—OPEN EVENINGS

Your Daughter Has a Right to Know

No matter how you may long to evade the subject, it is every mother's sacred duty to tell her daughter about physical facts. And how much better it is to give your daughter this vital information, rather than to let her acquire it from girls of her own age.

In regard to feminine hygiene, she may receive entirely the wrong impression from others. Facts may be distorted, or wholly untrue. Due to lack of knowledge, many brides use douches of over-strong solutions of acids which can actually burn or scar delicate tissues.

Today, there is no need to use such deadly solutions for the douche. Science has given us Zonite. You will find no skull-and-crossbones on Zonite's label; Zonite is non-poisonous, non-caustic.

Yet, Zonite kills germs, bacteria on contact. Zonite actually destroys undesirable odors. Protects personal cleanliness. Most important, is safe for delicate tissues.

So enthusiastically have women accepted the safe hygienic protection Zonite offers that over 20,000,000 bottles of Zonite have already been bought.

Order Family Gifts Early!

MANY FAMILIES THIS YEAR are pooling their Christmas money to purchase one really worthwhile gift for the home — something that every member will enjoy. That's a swell idea in these days when all of us have to make every penny count. But here's a word of advice—don't wait until the last minute to make your selection. BUY NOW and we'll deliver when you want it. And you can pay for your purchases on our easy budget plan.

Rochester Gas and Electric

taste tells!

1870

OLD STRAIGHT WHISKY

IT FOUNDED THE FAME OF PENNSYLVANIA RYE... TODAY IT IS AMERICA'S MOST POPULAR BOTTLED IN BOND WHISKY

taste tells!

1941

"THE BEST TO YOU!"

National Distillers Products Corp., Copyright 1941, A. Overholt & Co., Inc., New York

WIN GUEST TICKETS to LOEW'S

Reassemble The Shadow Of The Thin Man

The parts of this puzzle, when re-assembled properly will show a picture of The Shadow of The Thin Man. To the first nearest correct solutions to this puzzle will receive a free guest ticket to see some future show at Loew's Theatre.

Address all entries to The Movie Contest Editor, Rochester Sun, 420 Burke Bldg., Rochester, N. Y.

"THE SHADOW OF THE THIN MAN"
Starring William Powell and Myrna Loy
STARTS TODAY AT LOEW'S

INSULATE YOUR ATTIC—SAVE 25% FUEL!
ROCKWOOL BATT 6c
SQ. FT.
KEMP ROOFING CO. - 331 MAIN ST. W.

A handmade braided rug should be soft underfoot yet heavy enough to lie flat on the floor; it should be made with close, strong braids and stitches which do not leave open places to catch heels and furniture legs; it should contain colors that harmonize with those in the room; and it should be made of durable materials to stand hard wear.

WANT ADS
ARTICLES FOR SALE
SPECIAL: Ladies' misses' and children's military coats. All sizes, newest two tone effect, \$1.99. Smith's, 118 State St. Free parking next door.

Men and Women!
YOUR HAT—
LIKE NEW
Thoroughly Cleaned
Expertly Blocked
SPEEDY'S 50c
212-216 COURT STREET
Free Parking Across The Street
MAIN 6794

FOR ANY MAKE
USED or NEW PARTS
CALL
SCHUBER
AUTO PARTS
558-564 LVELL AVE. PHONE: GLEN. 6775
ROCHESTER, N.Y.

NOETH'S REPEAT SALE
THE TOWN'S
GREATEST
WINE & LIQUOR
Value Event OPEN
TODAY



Bottled in Bond...
"OLD RY" 100 PROOF
Kentucky Straight
BOURBON \$2.49
A Bourbon of outstanding quality. Only due to an unusual purchase are we able to sell it at this exceptional price. CONSERVATIVE VALUE \$3.95.

This Sale presents the usual NOETH QUALITY and ROCHESTER'S LOWEST PRICES!

Famous Imported...
RUM RICO \$1.79
86 PROOF
Light - Dark
The rich aroma and mellow flavor of this West Indies Rum will surely please you. REGULAR VALUE \$2.37.

NOETH'S OUTSTANDING BUY...
ALL
6
YRS. OLD
90 Proof
WHISKEY \$2.19
Full Qt.
Without fear of contradiction the greatest value to be found anywhere. CONSERVATIVE VALUE \$3.25.

Three Masts...
APRICOT LIQUEUR
48 Proof
Blackberry, Cherry, Peach and Creme de Menthe. REGULAR PRICE \$2.49. A new taste sensation!

GIN \$1.89
Distilled - London Dry
90 PROOF Value \$2.75

2 for 85c
SCOTCH \$2.99
Distilled and bottled by the famous house of James Watson & Co., Glasgow, Scotland. Great Britain delivers the goods! REGULAR PRICE \$4.25.

4 YRS. OLD
90 Proof
Straight
Blended
Whiskey \$1.89
REGULAR PRICE \$2.85

"Glen Graeme"...
SCOTCH \$2.99
Distilled and bottled by the famous house of James Watson & Co., Glasgow, Scotland. Great Britain delivers the goods! REGULAR PRICE \$4.25.

CLINTON
Pure California
Port, Sherry, Tokay
Muskatel, Blackberry
WINE 50c
Full Qt.

WE ARE KNOWN TO HAVE
LOWEST CASE-LOT PRICES

LOWEST PRICES...
On Seagrams, Hiram Walker, Calvert, G & W, Schenley's and other well known national brands.

PAUL NOETH
DELIVERY 19 CLINTON AVENUE MAIN 874
Just a Step off Main St. Opposite Hotel Seneca - Open Every Night Till Midnight

THE 5 CROWNS GIVE TOUGHNESS THE AXE

Here's something to try that's quite "perky"—Serve Seagram's with Thanksgiving turkey. For we've put that old fox, Mr. TOUGHNESS, in stocks—He's the stuff that makes whiskey taste murky.

Our 5 Crown's so smooth, it's polite, And no one can ever indict It for harshness, or TOUGHNESS Or rawness or roughness—Be sure to say Seagram's—it's light!

Seagram keeps the **TOUGHNESS OUT**... blends extra **PLEASURE IN**

Seagram's 5 Crown

Seagram's 5 Crown Blended Whiskey. 86.8 Proof. 72 1/2% grain neutral spirits. Seagram-Distillers Corporation, New York

WEST AVE. MANOR
165 West Ave.
Mon., Tues., Thurs. - 1:30
Sun. 2:30 P. M.
Wed. and Fri. 3:30 P. M.

Highland Hall
393 GREGORY ST.
Regular \$5. Also
Games \$5. Specials
WEDNESDAY 8:15 P. M.
Le Berth's Game

A B C PARTIES
Are Being Held As Usual
Tues., and Sat. Nite At 8:30
2011 E. MAIN
2 Jackpots - \$40 - \$80

BINGO'S
C. Y. M. A.
Every Saturday 8:30 P. M.
\$1 FRANKLIN SQUARE
Near Greyhound Bus Terminal
ADMISSION 27c
Plus Fed. Tax—3c

Beeley's Bingo
MON., TUES., FRI., SAT. at 8:15 P. M.
SUNDAY at 2:30 P. M.
WED. at 1:30 P. M.
Extra Board Free With Triple Board
ADMISSION 20c
142 GENESEE ST. in REAR

ADMISSION 27c
Plus Fed. Tax—3c

Where To Play BINGO

Redeem This Coupon For a \$10 SPECIAL SATURDAY EVE. NOV. 22nd

BINGO:
THURSDAY... 8:15
FRIDAY... 1:45
FRIDAY... 8:15
SATURDAY... 8:15
19th Ward Club House
257 HAWLEY STREET

BINGO \$20
ON ALL BOOK SPECIALS
CHILI RECREATION HALL
509 CHILI AVE.
Monday & Saturday Nites
MONDAY JACKPOT \$25 SATURDAY JACKPOT \$65
Seating Capacity - 400 ONLY. Come Early.

Why Not Enjoy Bingo At It's Best?
We Look After Your Comfort
DE LUXE BINGO
EVERY MONDAY NITE
K of C AUDITORIUM - Chestnut St.
Another Double Party - December 8th

JEFFERSON AVENUE NOW
COMPLETELY PAVED & OPEN
TAKE EITHER JEFFERSON OR PLYMOUTH AVE. BUS TO THE...

NEW PARK HALL
PLENTY OF FREE PARKING
COUPONS FOR YOU... FOR YOUR FRIENDS

Worth 25c	When purchasing a book of specials and a triple board. THURSDAY Nov. 20	Worth 25c	When purchasing a book of specials and a triple board. THURSDAY Nov. 20
Worth 25c	When purchasing a book of specials and a triple board. FRIDAY Nov. 21	Worth 25c	When purchasing a book of specials and a triple board. FRIDAY Nov. 21
Worth 25c	When purchasing a book of specials and a triple board. SATURDAY Nov. 22	Worth 25c	When purchasing a book of specials and a triple board. SATURDAY Nov. 22
Worth 25c	When purchasing a book of specials and a triple board. SUNDAY Nov. 23	Worth 25c	When purchasing a book of specials and a triple board. SUNDAY Nov. 23

Reg. Games \$5-\$7 Specials \$20-\$40
23 GAMES 28c
PARK HALL-928 JEFFERSON PLYMOUTH

SPECIAL—ALL THIS WEEK
\$5 - \$9 On Reg. Games - \$40 \$20 SPECIALS EACH NITE
WEDNESDAY - THURSDAY - FRIDAY & SATURDAY

JACK POT \$210
2 FOR 1 NIGHT
HOLLYWOOD BINGO
35 FULLMAN AVE.
OFF LAKE & RIDGE

PLYMOUTH HALL
PLYMOUTH AVE. & TROUP ST. EVERY SAT. NITE 8:30 O'clock
JACKPOT \$100.00
ALL GAMES \$5.00 OR MORE
23 GAMES 28c—Including Tax
This Coupon Good for \$15—Special Game

BINGO
SUNDAY NIGHT 8:15
2 JACKPOTS \$105 - \$115
MONDAY NIGHT 8:15
2 JACKPOTS \$85 - \$100
SUNDAY & MONDAY NIGHT
ALL REGULAR GAMES \$8
Wed., Fri. & Sat. Afternoon at 1:30
Wed., Fri. Sat. Afternoon ALL GAMES \$3

UNION LEAGUE HALL Gregory at South Ave.
TAKE SOUTH AVE. BUS TO DOOR

Thurs., Fri., Nites
TOWNER HALL
All Games \$250 \$5.00
Sat., Sun., Wed. Nites
No Sun. Game at Rexy
TOWNER'S-REXY
All Games \$500 \$10.00
Tues. and Sun. Nites
Hollywood-Hudson
All Games \$500 \$10.00
Tuesday Night
HUDSON
Saturday All Games \$475 \$5.00

USE THESE FREE COUPONS
THIS TICKET WORTH 45c
At Towners Thursday, Nov. 20 Good only when buying a book of specials and triple board. Subject to Federal Tax.
THIS TICKET WORTH 45c
At Towners Friday, Nov. 21 Good only when buying a book of specials and triple board. Subject to Federal Tax.
THIS TICKET WORTH 45c
At Hudson Theatre, Sat., Nov. 22 Good only when buying a book of specials and triple board. Subject to Federal Tax.

DAVIS BAKING POWDER
NOW
8 oz 10c
12 oz 15c
24 oz 25c

"HERE'S TO FUN!"

... At Rochester's Only
Metropolitan Nite Club

SPECIAL!
FULL COURSE - TRADITIONAL
TURKEY DINNER \$1.25
Served All Week
ALSO CAPON OR DUCK

Money Can't Buy Better Steak Dinners
TENDERLOIN OR SIRLOIN **STEAK \$1.50**

MENU:
Celery, Olives, Radishes
Choice of
Fruit 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

FLOOR SHOWS NIGHTLY
MAC McOMBER'S MUSIC
EXCELLENT MIXED DRINKS
Cover Charge 25c Saturday Only
NO Cover or Minimum Charge any other time!

CHATEAU
MONROE AVE. AT WINTON ROAD.

CHAMPION

OPEN TOMORROW NITE TIL 9 P. M.

WE ARE

PACKED TO THE RAFTERS

WITH WARM WINTER
SPORTSWEAR

FOR IMMEDIATE WEAR OR FOR GIFT GIVING

We are packed to the rafters with large assortments of everything in cold weather apparel and Christmas gifts for the outdoor man, woman and child. Nowhere in the city will you find such a vast quantity of jackets, sweaters, mackinaws, sno suits and sportswear of every description, quality and price. Augmenting this large stock of clothes we have a complete sporting goods department containing everything for the sports-minded. Before buying anything in the above see us first. The same quality as elsewhere for less money and more of an assortment of sizes, colors and materials to choose from.

JUST A FEW GIFT IDEAS
YOU'LL FIND HERE AT
CHAMPION'S
EVERYBODY'S FAVORITE SPORTS STORE

SWEATERS
\$1.98 UP TO \$7.95

LEATHER JACKETS
\$5.95 UP TO \$18.00

WOOL JACKETS
\$3.95 UP TO \$9.95

FINGER TIP COATS
\$8.95 UP TO \$14.95

Ladies Ski SUITS
\$10.95 UP TO \$18.00

Ladies Ski JACKETS
\$6.95 UP TO \$10.95

BOY'S AND GIRL'S
SNOW SUITS
\$8.95 UP TO \$11.95

Boy's MACKINAWs
\$7.95 UP TO \$11.95

**WOOLRICH WOOL
HUNTING APPAREL**

LINED POPLIN OR WOOL
Children's Ski Pants
\$2.95 PR.

MEN'S AND LADIES
SKI PANTS

★ ★ COMPLETE ★ ★
SPORTING GOODS

Department Where You Will Find a Complete Line Of
Gifts To Please The Sports Minded—Also

Shakespeare Fishing Tackle
AND
FISHING TACKLE BOXES

BOWLING SHOES
BOWLING BAGS
GENUINE LEATHER MOCCASINS

Champion
KNITWEAR CO. 71 ST. PAUL ST.

1/2 Hour Parking at Bill's and Strand Parking Stations

WALKER'S ALL-CHICKEN PIES

And Beefsteak Pies
No vegetables filled with
choice chicken only. Delivered
by dozen. Special prices on
quantity orders.
26 VELOX ST.
GLEN. 3783

HOMO

FIVE STAR BRAND

COUGH MEDICINE FOR
QUICK, EFFECTIVE
RELIEF FOR COUGHS
DUE TO COLDS

Homo Cough Medicine is a scientifically compounded remedy for coughs resulting from colds and for minor throat irritations. Priced at 40c and \$1.00.
Other Homo Five Star Brand products for the relief of colds are: Homo Nose Drops, 35c; Homo Vapor Salve, 35c; Homo Pain Tablets, 25c; and Homo Mouth Wash and Gargle, 35c and 75c.
ON SALE AT YOUR DRUGGIST OR WRITE
HOMO DISTRIBUTING CO.
580 South Park Ave. Buffalo, N. Y.

WHO IS THE RICHEST MAN IN AMERICA?

Whoever He Is He Cannot Buy
Finer Foot Comfort Than You
Can Get for 25c at Any Drug
Store.

It's a fact—a millionaire with all his millions couldn't buy greater foot comfort than comes in a 25c package of Best-Res Colloidal Sulphur Foot Bath.

It's amazing how fast it oozes and soothes tired, burning, prespiring feet, how it draws out aches and soreness, softens up corns and callouses—you can peel them off layer after layer. And it is marvelous for "Athlete's Foot"—soothes and heals the raw, burning skin. Get a package today—and put pep in your tired, aching feet. 25c—50c—\$1.00. Daw and Key Drug Stores.

Recovered—Restyled—REBUILT
YOUR LIVING ROOM SUITE
Complete Line
Nationally Admitted
RUGS
WAYNE UPHOLSTERING CO.
74 PARK AVE.
MONROE 1404

RUGS 9x12 \$1.00
CLEANED and STEAMED
Rugs, Stained, Cleaned, Washed,
Rinsed, Moth, Damp and Mildew-
proofed. Est. 1872
ELTER CO. Glenwood 2466 — 44 Arthur St.

You GIRLS WHO SUFFER DYSMENORRHEA

If you suffer monthly cramps, back-
ache, dizziness of "irregularities,"
nervousness—due to functional
monthly disturbances—try Lydia
Pinkham's Compound Tablets (with
added iron). Made especially for
women. They also help build up red
blood. Follow label directions.

MASLINE

ED SAYS—

A small deposit secures a Refrigerator —
Washer—Bendix—Gas or Combination Range
—Radio—Vacuum Cleaner—Kitchen Set or
Any Small Appliance to be sure of delivery
for Christmas.

EVERY ARTICLE LARGE OR SMALL WILL
HAVE SPECIAL CHRISTMAS WRAPPING!
Don't Wait — Come In While We Have a Large
Stock To Choose From!

POSITIVELY
BEST DEAL IN TOWN
CASH or TERMS

EDW. L. MASLINE
HOME APPLIANCES

1647 ST. PAUL
AT NORTON ST.
OPEN EVENINGS
MASLINE

NOTICE
NOTICE IS HEREBY GIVEN that
license No. GH-1872 has been issued
to the undersigned to sell beer to
retail in a grocery store under the
Alcoholic Beverage Control Law at
451 Denise Rd., Greece, Monroe
County, N. Y., for off-premises con-
sumption. Frank E. Loper, doing
business as LOPER GROCERY, 451
Denise Rd., Greece, N. Y.

FAST HELP

PENETRO

Penetro's special
formula brings you dou-
ble help, dou-
ble quick. Acts
two ways at once, inside and outside.
Inside, medicated vapors break up
mucus congestion in breath passages.
Outside, steps up local circulation in
congested areas. For grown-ups, children,
miserable with sneezy stuffiness—cough-
tortured, aching chest muscles—use as
directed, rub chest, throat and back
with Penetro. 25c, double supply 35c.

DAW'S COUPON
20 PROBAK
Jr. Blades
MADE BY GILLETTE
Fits All
Gillette
Razors
Reg. 50c
Box of 20
(Limit 2 Bxs.)
18c

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. N. RIDGE RD. W. MAIN ST. W. N. GOODMAN MONROE AV.

DAW'S COUPON
**APPLE BLOSSOM
Toilet SOAP**
Regular
10c Bars
BOX OF
6 BARS
23c
(Limit 2 Bxs.)
WILLIAMS famous Apple
Blossom Toilet Soap at
the lowest price ever
sold!

ZINC
Ointment
25c Size **11c**
RINSO
LARGE
BOX **19c**
Saccharine
Tablets
1/4 or 1/2 Grain **12c**
Rubbing
Alcohol
Pint Bottle **17c**
Lilly or
Squibb
Insulin
U-20 10 C. C. **49c**
PHILLIPS
Milk of Mag.
Tooth Paste
50c Size **27c**

FITCH
SHAMPOO
75c Size **49c**
Edward's
Olive Tubs.
30c Size **11c**
PALMOLIVE
BRUSHLESS
SHAVE CREAM
45c Size **2 for 45c**
Vaseline
Hair Tonic
50c Size **37c**
SQUIBB'S
Milk of
Magnesia
50c SIZE **33c**

DAW'S COUPON
MATCHES
BOXES OF 50 PADS
2 for 13c
(Limit 2 Boxes)

DAW'S COUPON
VEL-SMOOTH, LATHER
**SHAVING
CREAM**
GIANT
35c Tube **11c**
(Limit 2)

DAW'S COUPON
**GRAPE
JUICE**
—Pure—
Concord
35c Pint
(Limit 2) **16c**

Dr. Pierce's Medicines \$1.00 **79c**
Fellow's \$1.50 Syrup of
Hypophosphites **94c**
Koromex Jelly Large Tube **89c**
Nurilo Powders \$1.00 Size **71c**
Kruschen Salts 70c
Size **59c**
Murine 50c Size **49c**
Wheat Germ 1-lb. Prescription
Brand **19c**

TODAY THRU SATURDAY
Right Reserved to Limit Quantities
BOTTLE WARMER **86c**
FROSTILLA **39c**
LOTION, 50c Size **2 for 32c**
TOOTH PASTE **12c**
GLYCERINE **12c**
PERBORATE of Soda, 1-1/2 lb. Pkg. **18c**
LAVORIS **79c**
MOUTH WASH, 1.00 Size **49c**
POLIDENT **49c**
MUSTARDINE **24c**
SODAMINT **9c**
PALMOLIVE Shampoo, New 8-Oz. Size ... **45c**

FALSE TEETH
FIT LIKE NEW! Dentur-Eze, the new
cushion plastic makes lower plates fit
comfortably for weeks. Not a plaster—no
pain. Economical. Thousands of satis-
fied users. Get a tube of Dentur-Eze today!
Handy-size tube 39c—New large size 98c
DENTUR-EZE GUARANTEED

WAS DEAF
Now HEARS CLOCK TICK
A. M. Bortchmann, Newark, N. J., writes:
"Before using Orotone Ear Drops, I was
so deafened that I could not hear the
clock tick. After using Orotone, I can
now hear the clock tick with both ears."
Thousands now hard-of-hearing would hear
clearly and distinctly again, and also get
relief from buzzing, ringing, head noises,
shut up feeling in ears, if impacted wax
that blocks ear canals and presses on sensitive
eardrums was removed. Try Orotone Ear
Drops as directed. They are safe and contain
an ingredient especially recommended for this
purpose.

DAW'S COUPON
**SANITARY
NAPKINS**
25c BOX
or 12 PADS
(Limit 2 Boxes) **12c**

DAW'S COUPON
**FITCH'S
AFTER
SHAVE TALC**
For that
luxurious
finish—
Natural tint—
can't
show on face.
25c SIZE
(Limit 2) **9c**

DAW'S COUPON
**Woodbury's
Tooth Paste**
Large
25c Size
(Limit 2) **13c**

HINKLE
PILLS
Bottle of 100 **6c**
REM
For COUGHS
60c Size **49c**
Analgesic
BALM
50c Tube **19c**
CITRATE OF
MAGNESIA
25c Size **6c**
4-Way Cold Tabs.
2 Boxes
For **25c**
Medicated
NOSE
DROPS
30c Size **14c**
FATHER
JOHN'S
60c Size **31c**
Cuticura
SOAP
25c Size **14c**
Freezone
CORN
REMEDY
35c Size **16c**
Caroid &
Bile Salt
Bot. of 100
Tabs. **73c**
Parke-Davis
Medicated
Throat Discs
Box of 60 **15c**

DAW'S COUPON
Combination POUCH
Holds BOTH pipe and tobacco! Made of
genuine leather. Easy-working
zipper. Preserves the aroma
and freshness of your
favorite tobacco.
75c Value
(Limit 2) **44c**

PIPE CLEANERS
PKG. OF 24 **4c** 3 Pkgs. for **10c**

PIPPINS
Perfecto CIGARS
Over a Billion Sold at 5c
HUMIDOR FRESH!
BOX OF 50
94c **10 for 19c**

Manufacturers
**CLOSE
OUT
PIPER**
Genuine Briar
ALL SHAPES
& FINISHES
Hundreds To Choose From
VALUES
UP TO
\$1.00
39c
BUY NOW FOR XMAS!

DAW'S COUPON
**GENUINE
LEATHER BILL FOLD**
It's the kind you're always
wanted... Lightweight, com-
pact, genuine leather. Com-
plete with identification tabs
and a built in change pocket.
A real 15c value! (Limit 2) **29c**

Pipe TOBACCOS
KENTUCKY CLUB • VELVET • DILLS
HALF & HALF • BIG BEN
PRINCE ALBERT • RALEIGH
15c Size
TINS
(Limit 2) **9c**

EXTRA VALUE COUPON
**75c SHAVING
BRUSH**
STERILIZED BRISTLES
SET IN RUBBER
Attractive colored
handles. Many years
of shaving comfort.
(Limit of 1) **29c**

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Delivered Every Thursday

FIFTH YEAR—No. 5

ROCHESTER, N. Y., THURSDAY, NOVEMBER 27, 1941

To 75,200 Rochester Homes

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

32 PAGES OF GIFT IDEAS IN THIS ISSUE

Are You A Puzzled Would-Be Santa?

Are you one of the many people who get half-way down the gift list and then find themselves stuck for ideas, or are you one of the thousands of Rochesterians who depend on Rochester's Shopping News for the answers to all their buying problems.

If you have not yet acquired this money-saving and time-saving habit, now is a particularly appropriate time to do so. Then you will find the answers to your gift problems an easy matter. You'll know where to go, what to buy and how much to pay when you make your shopping trips.

Incidentally, Sun Shoppers save money, too, because leading Rochester stores make a habit of advertising their best "buys" regularly in SHOPPING NEWS.

Depend On Shopping News For Your Gift Guide



Cash Offered For Recipes To Be Used On Streamline Empire State Express

Inauguration of regular east and west bound service of the new streamlined Empire State Express will be made on Sunday December 7 when the two new 16-car stainless steel trains will leave New York and Detroit, respectively, serving Rochester in both directions.

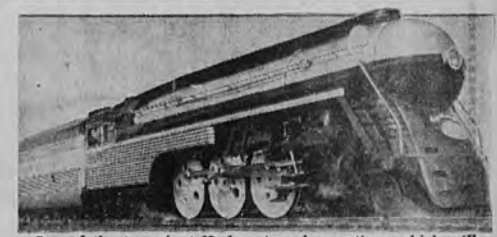
The dining cars of those trains on the maiden trips will be serving some dish, perhaps from a recipe suggested by some lucky Rochesterian. For The Sun is sponsoring a contest in Rochester to find suitable dishes to be used on dining car menus of the New York Central to publicize the new streamliner.

Five winners will be named for recipes submitted to The Sun before midnight Saturday, November 29. Each winner will receive a five-dollar prize. In addition, winners will be eligible for the \$100 first prize to be awarded for the best entry from New York State.

Five-dollar prize winners in last week's contest conducted by The Sun are as follows:

Susan Tompkins Query, 77 Joslyn Pl.; Mrs. Marion Puff, 497 Colvin St.; Mrs. Bertha Walsner, 10 Ave. C; Miss Susan O'Mara, 397 Raines Park; Mrs. Arthur L. Stein, 98 Ardmore St.

Five-dollar checks will be mailed to each of these winners at the conclusion of the contest. Each of the above's entries have automatically been entered in the \$100 Grand Prize contest. (continued on page 15)



One of the two giant Hudson-type locomotives which will pull the new Empire State Express super-streamliners when they go into service on Sunday, December 7. Designed by Henry Dreyfuss to match the streamlined styling of the Budd-built trains, the units will be previewed by Rochesterians next Wednesday.



Thrill Him with Gifts from McFarlin's! He'll Compliment Your Fine Taste

Keep this forever in your mind when selecting a gift for a man... McFarlin's label is your gilt-edge guarantee of the most enthusiastic welcome on his part! For he knows that McFarlin's name stands for all that is best in men's wear! For months, we've been assembling gifts to please every male on your Christmas list... fine quality, tastefully fashioned things with the practical touch men like... and in the wide variety you like! Unsurpassed values, all! Come in and do your selecting early.



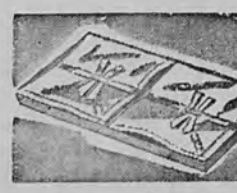
\$1 to \$5

TIES in colors, patterns, and fabrics that "rate" with men!



\$2 to \$5

SHIRTS by Arrow and other fine makers. Qualities men prefer!



35c to \$2.50

HANDKERCHIEFS; choice linens; initialed and plain styles.



\$2.95 to \$7.50

GLOVES in choice pigskin, goatskin, deerskin, mocha, and cape.



39c to \$3.50

SOX in fine-wearing wool, lisle, silk, rayon, and mixtures.



\$2 to \$10

PAJAMAS in stripes, solid colors, figures. The wanted materials.



\$1 to \$5

MUFFLERS in all-wool, silk, or crepe. Plains and fancies.



\$3.95 to \$22.50

SWEATERS; the best American and English makes! All models.

The Gift Supreme! A McFarlin
Lounging Robe
\$8.95 TO \$50

Cater to his love of comfort and to his innate desire for luxury! Give him the gift he deserves... a finely-tailored lounging robe from McFarlin's! We have a tremendous assortment. Pure wool flannels! The popular new gabardines! Dressy silk-lined robes! Lightweight pure silk foulards! Rich-looking robes of acetate! Imported English wool robes! Stripes, solid colors, two-tones, fancy trims, figures, plaids, all the favorites! \$8.95, \$10.95, \$12.95 and upwards to \$50!

McFarlin Clothing Co.
195 MAIN STREET EAST
"WHERE THE GOOD CLOTHES COME FROM"

Now Going On...

RIVERS'
30th ANNIVERSARY

Sale

SAVE 25 % AND MORE!

ON FAMOUS GRAND RAPIDS & JAMESTOWN

FURNITURE

Our Holiday Stock of GIFT SELECTIONS is now on display and included in this sale. Note: We can not guarantee complete selections of merchandise several days after our ad is published. At these exceptional discounts stocks sell very quickly, so hurry down!

EVERYTHING ON OUR FLOOR IS REDUCED FOR THIS SALE!

Open Tues., Thurs. and Sat. Evening 7 'Til 9:30

30 Years on South Avenue—There Must Be A Reason!

FRANK A. RIVERS CO.
INCORPORATED
226 SOUTH AVENUE

Today...enjoy the finest
GREEN RIVER
ever bottled!

The Whiskey Without Regrets

GREEN RIVER

America's Smoothest Whiskey

Blended Whiskey, 85 proof, 75% grain neutral spirits, Oldtime Distillers Corp., N.Y.C.

Mrs. Bonnie Graham, 66 Needham St.

GIFTS THEY WILL REMEMBER

GIVE USEFUL GIFTS this year. Gifts that will spread happiness throughout years to come. Among other "Santa Claus specials" we suggest the ones shown below. Come in and look them over. Terms if you wish.

 ELECTRIC RAZORS Quick, clean, safe shaving. SCHICK "Flicker" and "Colonel" and the "GILLETTE".	 COFFEE MAKER The famous "ELEC." Many styles. Perfect coffee every time—automatic.
 LAMPS Right-Saving Lamps add beauty touch to any home.	 ELECTRIC TOASTERS Three of the best. "SUNBEAM", "TOAST-MASTER" and "WEST-INGHOUSE". Automatic and non-automatic types.
 ELECTRIC CLOCKS Two famous makes. "SUNBEAM" and "TELACHRON". Alarm, kitchen clocks and more.	 ELECTRIC IRONS "SUNBEAM", "WEST-INGHOUSE", "AMERICAN BEAUTY", "GEN-ERAL ELECTRIC" and "DURABLE" TRAVEL IRON.
 ELECTRIC MIXER America's favorite "SUNBEAM". Make "Time" in the shortest span for every need.	Easy Terms

SHOP EARLY and S-A-V-E TIME

Rochester Gas & Electric

Former Newsman Joins Distiller Organization

Announcement has been made of the appointment of George W. Frank, 40 Roosevelt Rd., as representative in Western New York for Seagram Distillers.

Frank, who succeeds Albert Christie, was formerly associated with several newspapers in this area in the circulation departments. He will work in conjunction with Eber Bros., local distributors of Seagram products, in his new position.

Christie has been promoted to the post of Assistant Upstate Manager of Seagrams. He has been with the organization for seven years.

Woodenware bowls which retain odors should be soaked in not soda water, one teaspoonful of soda to one quart of water.

Toronto Travellers To Give Travelogue At North Church

Presentation of a travelogue by the Toll Brothers of Toronto will be made next Monday evening at the North Presbyterian Church, Fulton Ave., for the benefit of the North Church organizations.

Text of the motion picture illustrated talk is "Hiking Through South America." The Toll brothers gathered the material in a 16-month sojourn of South America.

Natives of the Canadian city, the Tolls were graduated by Toronto University and have been traveling ever since. Their father is a retired minister.

You can get rid of unpleasant cooking odors by carrying a basin of boiling water with a few drops of oil of lavender in it through every room in the house.

Objectionable odors can be cleaned out of pots and pans with ordinary vinegar.

Grandma's favorite RECIPE for Crisp Molasses Cookies

Cream 1/4 cup shortening, 1/4 cup sugar, 1 egg. Add 1/4 cup Grandma's Molasses and 1/4 cup milk. Add 1 cup flour sifted with 1 tsp. ginger, 1 tsp. cinnamon, 1/4 tsp. salt, 1/4 tsp. baking powder. Spoon onto lightly greased sheet. Bake in moderate oven (350° F.).

DELECTABLE!

As crisp as Fall...delectable cookies made with GRANDMA'S OLD FASHIONED MOLASSES. Grandma's Molasses is the most delightful sweetener—not bitter. What better way to keep the family happy! When shopping, look for Grandma's picture and take home.

Grandma's OLD FASHIONED MOLASSES

CONCENTRATED JUICE OF RIPE SUGAR CANE. NATURAL FLAVOR. RICH IN NATURE'S IRON. NO SULPHUR DIOXIDE.

American Molasses Company
120 Wall St., New York, Dept. RS-3
Kindly send large size, illustrated recipe book containing 16 pages of 74 recipes for molasses and 9 for the very young cook.

Name _____
Address _____
City _____ State _____

Christmas Special

Beautiful 3 PHOTOS \$3.95
8x10 SIZE

Selection of proofs to choose from. Also Gift Size pictures beautifully mounted from \$1

9:30 to 6 Daily. Sundays and Evenings By Appointment.

Gordon STUDIO
80 EAST AVE.—STONE 961

An Important Message from Rudolph's President Concerning Early Christmas Buying



LOHENGRIN PAIR
Beautiful blossom design in 14K yellow gold. Large 1.50 Down 1.50 Weekly



MOLLY PITCHER
Brilliant diamond in handsome setting. A ring she'll cherish. 2.00 Down 2.00 Weekly



ONYX-DIAMOND
Men's massive style ring with fine diamond set onyx. 69.50 1.50 Down 1.50 Weekly



BIRTHSTONE RINGS
10K. yellow gold rings for boys and girls. Choice of birthstones. 7.95 50c Down 50c Weekly



WAFFLE IRON
Combination waffle iron and sandwich toaster. Interchangeable grids. 4.98 25c Down 25c Weekly



RUDOLPH'S
Jewelers Opticians

Dear Friends:

This season, more than ever before, it is important that you choose your Christmas gifts early.

As you undoubtedly know, replacements of merchandise are difficult to get. While we foresaw this situation, and early stocked up for Christmas with what we believe sufficient amounts in every line, there is no way of telling how the situation may change. All indications point to a heavier demand than usual, and we may run short in some lines.

In view of this, I can't urge too strongly that if you have decided upon a certain gift for someone to come in now and make your choice from our complete selections. We will gladly hold it for you until Christmas.

Sincerely,
B. G. Rudolph
President

USE RUDOLPH'S LAY-AWAY PLAN



MOVIE OUTFIT
Everything to take and show home movies in color or black and white. 59.95 1.50 Down 1.50 Weekly



TOILET SET
Sterling silver mirror, brush and comb in lovely new design. In gift box. 16.95 1.00 Down 1.00 Weekly



SHIP CLOCK
Handsome, accurate Sessions Clock. Ornamental and useful gift for the home. 8.95 50c Down 50c Weekly



3 MINUTES FOR CHRISTMAS CREDIT



FULTON WATCHES
17-jewel, American-made, accurate watch as in new styles for men and women. 19.95 1.00 Down 1.00 Weekly



ELGIN WATCHES
Handsome styles with the famous Elgin accuracy. Real values. 27.50 1.00 Down 1.00 Weekly



4-DIAMOND WALTHAM
Fine, accurate watch enhanced with the beauty of four diamonds. 67.50 1.50 Down 1.50 Weekly



DOLLY MADISON BRACELET
Popular expansion bracelet—yellow gold-filled. A smart gift. 4.98 25c Down 25c Weekly

RUDOLPH'S

CORNER EAST MAIN AT SOUTH AVENUE

Open Saturday Evening

To keep the lid on a boiling pot, add a teaspoonful of butter to the water. This is especially useful when boiling beans and other starchy vegetables. Another aid is to spread butter around the edge of the saucepan.

Ammonia is an excellent cleaning agent for combs. Let the comb soak in it for a few minutes, then rinse with water.

Human Crowing Contest Featured at Poultry Show

A battle of tonsils will be fought here next week. It will be the human crowing contest featuring the 36th annual Rochester Poultry-Pigeon-Rabbit Show at the Civic Exhibition Building, Dec. 3 through 7. Every evening about 7:30 from Wednesday through Saturday men, women, boys and girls competing for cash prizes will let go with blood-curdling "cock-a-doodle-dos." No one is barred from the competition. Just to get even with the humans, a rooster crowing contest will immediately follow. An afternoon and evening feature of the show, which is open from 10 a. m. to 10 p. m. daily, will be a demonstration by Maurice B. Sixby of Buffalo of the art of shearing Angora wool rabbits. Twelve hundred head of poultry, 800 pigeons and 200 rabbits will be on display. Future Farmer and 4-H judging contests are scheduled for Friday.

For keeping the face and hands soft and smooth and whitening them, wash them once a day with pure white soap and warm water, followed by warm buttermilk or sweet milk. Wipe lightly with a soft cloth.

If you want to get all the soap off your face after washing, add a few drops of aromatic vinegar to the rinsing water. Use the same method to free the hair of soap when washing it—a tablespoonful of vinegar in the rinsing water will do the trick.

Norway Flies for Freedom
Hear Personal Experience Narrative by
Lt. Kaare Gythfeldt
Royal Norwegian Air Force
Plus Thrilling Combat Movies
Tom Grierson at the Organ
Sponsored by the Maple Leaf Fund
EASTMAN THEATER
Friday Eve., Nov. 28 at 8 p. m.
Tickets 50c, 75c and \$1.25
Including tax
On Sale at 106 East Avenue

Gift Idea

One answer to the ever-present problem of what to give for Christmas is suggested by Schenley Distillers Corporation. On another page of this issue of The Sun is listed a complete presentation of the whiskies distilled by Schenley, which are stocked by the package store in your neighborhood. The moderate prices of these whiskies is expected to convince many people that the recent defense tax on alcohol has not boosted whiskey prices sky-high and that it is still possible to buy premium whiskies at a reasonable cost.

Church Group To Have Turkey Dinner

Annual turkey dinner sponsored by the Women's Auxiliary of St. Stephen's Church will be held at the Parish House, Chili Ave., next Wednesday from 5:30 to 7 p. m. Mrs. John G. Carrith is chairman. The members of the chapter under the leadership of Mrs. Edward Brooks will serve as hostesses in the dining room.

Department Store Staff Strives To Spread Yule Spirit

An "all-out effort" to make Edwards gift headquarters for Rochesterians has been undertaken by the department store staff this year. Throughout the store evidence of the Yuletide spirit is widespread. Noteworthy among this firm's contributions to the spread of the Christmas spirit is the window display on Main St. depicting the manger scene at the first Christmas. Moving figures and suitable organ music are daily attracting throngs. Many glowing examples of the wide selection of gift possibilities at Edwards will be found in a special 16-page Christmas section of this paper. Designed to ease gift-shopping problems, every page displays a host of money-saving values. James H. Slocum, general manager of E. W. Edwards & Son, in revealing the store's elaborate Christmas program, said: "All of us, from merchandising manager to stock boy, are ready to help Rochester celebrate the grandest Christmas it has ever known."



Just let Winter try to get me down!
... I'M PREPARING

BOYS AND GIRLS, old and young, can help build up their resistance against minor winter ills by starting to take Scott's Emulsion early in the fall. This world-known preparation is such a valuable ally, many doctors will tell you, because it contains an abundance of vital elements—every one needs. If there is a deficiency of these "Vitamins A and D," Scott's Emulsion will help build resistance against common colds and other minor winter ills.

Scott's is 4 times easier to digest than plain cod liver oil. Pleasant-tasting... economical. Highly valuable for infants and adults too, especially for those recovering from the weakening after-effects of colds or other illness. All druggists.

SCOTT'S EMULSION
A Great Year-Round Tonic For All Ages

LARGEST CURTAIN SHOP IN ROCHESTER

Best Gifts of All for the Money!

Headquarters for Gifts that spread good cheer throughout the year!

Curtains
89¢ to \$4.95

Whatever your Curtain preference, Lace, Tailored or Ruffled, you will find it here in largest variety.

DRAPERIES
\$1.98 to \$10.95

We excel in Draperies as we always have done in Curtains.

Shower Curtains
\$1.29 to \$4.95

Also matching Shower-Proof Window Curtains to complete your color scheme.

Bath Mat Sets
98¢ to \$4.95

Matching bath room rugs and seat covers in sets.

Christmas Special!

Chenille Bed Spreads
\$5.95

Quite the finest deep tufted, closely spaced Chenille Spreads you have ever seen at anywhere near this price. Choose from a splendid assortment of patterns and colors. These are truly beautiful, supremely useful Gifts indeed!

Every Desired Type of Bed Spread
\$1.69 to \$14.95

PAULS CURTAIN SHOP

Between Forman's and Weis & Fisher's 76 Clinton South

"THE SHOP WHERE WOMEN SEND THEIR FRIENDS"

BANNER GIFT VALUES at Edwards

Ready FRIDAY November 28th

Keep This EDWARDS Gift Circular for Reference... You'll Find It Helpful When Doing Your Christmas Shopping.

HUNDREDS of banner gift values from Edwards! 16 thrilling pages packed full of Christmas suggestions for everyone... representing, without question, the largest assortment of Christmas merchandise Edwards has ever offered. Every well-known resource was contacted. We bought early to bring you the cream of the Christmas crop. Every gift a top-flight value, carefully selected for its outstanding quality, and marked at a price impossible to duplicate on today's market. Come! Shop early! Shop every day at Edwards!

Items On This Page On Sale 2 DAYS ONLY, Fri. and Sat., Nov. 28th and 29th. All Other Items On Sale Now and Thru December. Due to Market Conditions Over Which We Have No Control, All Prices Will Be In Effect Only As Long As Quantities Last.

Women's Fine HANDKERCHIEFS Friday and Saturday Only 4¢	Women's Fine Quality Silk Stockings Friday and Saturday Only 88¢	Silver Plated Salt and Pepper Shakers Friday and Saturday Only 89¢
Box of 21 Assorted Christmas Cards Friday and Saturday Only 29¢	Assorted "Seven" Finest CHOCOLATES Friday and Saturday Only 29¢	Women's Leather Back Fabric Gloves Friday and Saturday Only 77¢
Boy's Cotton Flannel PAJAMAS Friday and Saturday Only 99¢	Simulated Leather HANDBAGS Friday and Saturday Only 94¢	Gifts Close Credit Cigarette Set Friday and Saturday Only 79¢
Men's Big 25 & 30 FANCY SOCKS Friday and Saturday Only 5 Pk. \$1	Box of Assorted Boudoir Puffs Friday and Saturday Only 25¢	New Music Note BLACKBOARD Friday and Saturday Only \$1

Buy Your CHRISTMAS GIFTS ON EDWARDS Easy-to-Pay Budget Plan. Convenient Terms Arranged.

in the Nationals Basement...

END-OF-MONTH-SALES

Our Method of Cleaning Out Stocks... And Your Chance to Profit Handsomely, For Helping Us to Do It: For This Week Only!

Man! What A Sale!

HEADLIGHT SANFORIZED-SHRUNK BIB O'ALL'S and COATS

\$1.95 EACH

Regularly \$2.50!

Famous Headlight overalls and coats, made with all the exclusive new features! Plenty of pockets PLUS the new self-locking zipper pockets. Extra heavy denim... Sanforized shrunk. Sizes 34 to 50—lengths 30 to 36. Stock up now and SAVE!

U. S. Army Horsehide Gloves

Made for the Army but rejected because of a color discrepancy. All are fine quality side-leather horsehide with 100% wool knit lining. Cream color. Value \$3.25.

\$1.89

Sale! 'Big Yank' Work Shirts

Regularly 89¢ Oxford covert—two shades of blue chambray. Elbow action sleeve, sweat-proof cigarette pocket. Guaranteed not to rip at seams. Tailored collar and cuffs.

69¢

Horsehide Leather Jackets

Front quarter genuine horsehide. Knitted collar, cuffs and bottom. Venetian lined. Two slash pockets. Black only. Very sturdy. Sizes 38 to 48.

\$5.85

Sale! Men's Fur-Felt Hats

A special purchase of hats that were made to be sold up to \$5.00! All new this season's styles. Sizes 7, 7 1/4 and 7 1/2. Only a limited quantity, so hurry.

\$2.45

HERE ARE THE BARGAINS IN BOYS' WEAR!

Student Overcoats... \$12.95

Regular length overcoats in good heavy, warm fabrics. Bright new tweeds and diagonals in the wanted fly-front style with military collars. Sizes 32 to 38.

Boys' Fall Trousers... \$2.95

Practically any color or pattern you could ask for. A huge variety in good, sturdy, wear-tested fabrics. All durably tailored for hard use. Sizes 25 to 32.

Cotton Flannel Shirts... 50¢

A special purchase enables us to pass these on to you at this almost unheard of low price. New bright checks and plaids. Sizes 8 to 18.

Sale! Boys' Sweaters... 89¢

A special group of much higher priced sweaters. Fewer-of-a-kind but all sizes are here in one color or another. All are taken from our regular stock. Sizes 30 to 38.

Special Sale of Boys' Campus Coats

\$4.95

Big, husky warm mackinaw coats for boys! Sturdily tailored from fine water-repellent fabrics. Bright, attractive plaid patterns. Large storm collar, four large pockets, all-around belt. Styled the way boys like them. Sizes 8 to 18.

Charge Yours! THE CONVENIENT NATIONAL WAY

The NATIONAL EAST MAIN AT STONE

Pay 1/3 Jan. 10th
Pay 1/3 Feb. 10th
Pay 1/3 Mar. 10th

Be Sure to Read EDWARDS 16-page Christmas Gift Section in THIS Issue

Take Advantage Of Double Savings In Graves END-OF-THE-MONTH CLEARANCE OF FLOOR SAMPLES & ODD PIECES

A limited quantity of one-of-a-kind pieces drastically reduced for immediate sale to make room for new Christmas merchandise. Every article is new and of Graves unsurpassed quality. Not one could be replaced at the original price... therefore, you will have the benefit of two savings: the difference between the present market price and the original price shown on the price ticket, and the substantial reduction made to insure quick clearance. Don't delay.



Charge Purchases Made This Week Billed As Of January 1, 1942!
MANY FINE "HOME GIFT" PIECES IN THIS LIST!

Quan.	Reg. Price	Description	Sale Price
(1)	\$19.50	Maple Bed, Full Size	\$12.50
(1)	\$23.50	Poster Bed, Mahogany 4 1/2 Size	\$17.50
(1)	\$56.00	Kindel Poster Bed, Full Size	\$45.00
(2)	\$11.50	Solid Maple Poster Beds, Torch Top, Full Size	\$9.50
(1)	\$15.50	Solid Maple Poster Bed, Full Size	\$13.50
(1)	\$32.00	Modern Bed, Pin Stripe Walnut, Single Size	\$22.50
(1)	\$34.50	Modern Bed, Walnut, Full Size	\$23.50
(1)	\$58.50	Modern Dresser, Pin Stripe Walnut	\$45.00
(1)	\$56.00	Modern Dresser, Lined Oak	\$45.00
(2)	\$42.50	7-Drawer Modern Vanities, Blonde	\$34.50
(1)	\$8.50	Bench to Match	\$6.50
(1)	\$55.00	Modern Vanity, Prima Vera	\$42.50
(1)	\$84.50	Chippendale Dresser, Grand Rapids Make, Maho.	\$69.50
(1)	\$88.50	18th Century Vanity, Kindel, Mahogany	\$65.00
(1)	\$11.50	Bench to Match	\$8.50
(2)	\$52.50	18th Century Mahogany Vanity	\$42.50
(1)	\$19.50	Vanity Bench, Solid Mahogany	\$12.50
(2)	\$33.50	Vanity with Hanging Mirror, Mahogany	\$22.50
(3)	\$10.50	Vanity Bench, Mahogany	\$7.50
(1)	\$59.00	Modern Dresser, Mahogany	\$42.50
(1)	\$27.50	Chaise Lounge, Loose Cushion Seat and Back	\$22.50
(1)	\$39.50	Simmon's Beauty-Rest Box Spring, Floor Sample	\$32.50
(3)	\$10.50	Queen Anne Vanity Bench	\$7.50
(3)	\$5.50	Boudoir Ottoman, Choice of Brown, Wine or Natural Cretonne	\$3.50
(2)	\$22.50	Wing Chair, Blue Linen, Floral Design	\$17.50
(2)	\$22.50	Wing Chair, Wine Linen, Floral Pattern	\$17.50
(1)	\$10.50	Boudoir Chair, Wine Cretonne	\$7.50
(1)	\$6.75	Boudoir Chair, Floral Cretonne	\$4.75
(1)	\$10.75	Boudoir Chair, Green and Rose	\$8.50
(1)	\$29.50	Provincial Style Buffet, Solid Maple	\$22.50
(1)	\$42.50	Modern Buffet, Solid Maple	\$42.50
(1)	\$52.50	5-Piece Breakfast Set, Solid Maple	\$42.50
(1)	\$31.50	Dinner Buffet, Solid Maple	\$22.50
(1)	\$44.50	Hippelwhite Buffet, Burl Walnut	\$34.50
(1)	\$29.50	Barrel Back Chair, Beige Tapestry	\$22.50
(1)	\$54.00	Lounge Chair, Rose and Beige Stripes	\$32.50
(1)	\$90.00	Circle Back Chair, Jamestown-Royal	\$49.50
(1)	\$34.50	Barrel Back Chair, Colonial Rose Tapestry	\$22.50
(1)	\$64.50	Lounge Chair, Down Seat, Beige Velour	\$39.50
(2)	\$45.00	Chairs, Down Seat, Rose Damask	\$29.50
(1)	\$65.00	Chair, Down Seat, Solid Mahogany Frame	\$39.50
(1)	\$23.50	Chair (Karpen Occasional, Solid Mahogany	\$16.50
(2)	\$27.50	Occasional Chairs, Gold Damask	\$19.50
(1)	\$48.50	Van Der Ley Chair, Solid Mahogany, Blue Tapestry	\$35.00
(1)	\$27.50	Occasional Chair, Gold Damask	\$19.50
(1)	\$49.50	Barrel Back Chair, Down Cushion Seat, Wine Damask	\$32.50



Mail Your Entry Before Midnight, Saturday, Nov. 29th In
GRAVES "HOME GIFT" CONTEST
\$175.00 IN MERCHANDISE PRIZES
Call: Main 3342 For Full Details!

Use Graves "Insured" Budget Plan!

FREE DELIVERY WITHIN 200 MILES
H.B. GRAVES Co.
78 STATE, COR. MARKET and MILL STREETS
FREE PARKING OPP. FRONT OR REAR ENTRANCE



He Stands for SAFETY and FREEDOM

Every time you see the Minute Man—emblem of America arming for defense—think how good it is to live in the land where there still is liberty to defend.

BUY
★ United States ★
**DEFENSE
SAVINGS
BONDS and
STAMPS**

Think, too, how YOU can help.
Let the Minute Man remind you to do your part.
Save and buy Defense Savings Bonds.
They will help protect your homes and your families today.
They will help make the future secure.

This Message Is Published by The Rochester Sun in the Interest of National Defense

ROCHESTER'S SHOPPING NEWS

Published every Thursday by the Rochester Sun Corp. 5 St. Paul St., Rochester, N. Y. G. C. Gerling, Pres.; Wm. A. Pratt, Vice-Pres.; V. A. Moran, Sec.; Wm. O. Bromley, Treas.
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Free Entertainments To Be Offered By Front Porch Forum

First in a series of community entertainments sponsored by the Front Porch Forum, will be held in Liederkranz Hall, Main St. W. next Monday evening. Admission is free and all community residents have been invited to attend by officers of the Forum.

The Front Porch Forum was organized in Rochester last year by a group of men who fell to discussion about the American Way of Life. Today their mission in life is to make citizens conscious of the "Bill of Rights" and its meaning to our everyday mode of living.

The entertainments in each instance will consist of several motion pictures including Fred Waring's "Pleasure Time"; an old-time movie, "Border Law"; several other short subjects and

a seven-minute talk on the Bill of Rights. Guest speaker will be Harry Gaynor.

Other programs will follow on these dates:

Carpenter's Hall, Dec. 2; guest speaker, Alfred A. Johns.
Carpenter's Hall, Dec. 3; guest speaker, Dr. Blake McKelvey.

Seneca Hotel, Dec. 4; guest speaker, J. T. Melody, of the Forum committee.

A toilet water for blackheads and greasy skin can be made from one ounce of powdered glycerine, two drams of powdered borax and 19 fluid ounces of orange flower water. Shake well before using.

To remove stains from a kitchen table or wooden floor, add a little chloride of lime to water, cover the stains with it and let this mixture remain for some time, then scrub and rinse as usual.



GIFT PORTRAIT SPECIAL

6 for 4⁹⁵

5x7 BUFFTONE PORTRAITS

No need to gamble when we photograph you! We'll make our regular 12-proof sitting without the usual deposit. And when you see your proofs you may order as many or as few portraits as you want—or none at all. No obligation to buy if you're not fully pleased.

Edwards

Weed's ROCHESTER'S MOST INTERESTING CHRISTMAS STORE

New! For Kitchen or Bath

"HIDEAWAY" DRYER

\$1.98

Compact tube hangs on wall, takes up little space. 7 wooden drying arms, each 2 ft. long, afford plenty of drying space. When not in use, arms fold back into tube completely out of sight by means of lever at side. Attractive black and white finish.



LIONEL TRAINS and ACCESSORIES

LIONEL—the name that means the best in electric trains and accessories. And here's a complete set for only \$5.95. D27 Gauge Special, includes train, track and transformer.

D Gauge Lionel Special, a 20 piece set to make a railroad, young or old, fun with joy. Weed's special price is only \$10.95. Includes train, track and transformer.

Other Train Sets Priced Up to \$33.50.

Also Complete Line of Transformers, Accessories, etc.

MAIN 7900

Weed's
15
EXCHANGE ST.
Free City Deliveries
FREE PARKING OPPOSITE

'Old-Timers' Night Planned By K. of C. Council

With interest in Columbianism revived by the successful membership campaign of Rochester Council, Knights of Columbus, an "Old-Timers' Night" is planned for Thursday evening, Dec. 4, at Columbus Civic Center.

Older members of the council will be on hand at 8:15 p. m. to welcome the newcomers who are to be initiated as members of the "Father Loughlin Class."

Headed by John W. Heffernan as general chairman, a special committee is rallying the long-time members who will sponsor the class taking its First Degree. Past Grand Knights and other former officers will be given places of honor.

The degree will be given by Grand Knight Joseph P. Flynn and staff with Chancellor Frank T. Toomey in charge of the ceremonial arrangements.

Members reinstated in the campaign conducted by Deputy Grand Knight George L. McKay and his membership committee will be re-obligated.

A get-together program with entertainment and a luncheon is being arranged by Lecturer Frank H. Melville and William D. Staub, chairman of the House Committee.

Breath-Taking Goodyear

4-Hour SALE!

Tomorrow, Friday,
10 A.M. to 2 P.M. Only

Special Group Untrimmed

CASUAL COATS

\$10 (Have Been As High As \$18.95)



These represent an accumulation of odd sizes from fast selling hit groups in our successful 29th Anniversary Sale. Bonafide VALUES everyone, they will be on sale tomorrow (Friday) from 10 a. m. to 2 p. m. only or as long as they last.

* TWEEDS
* FLEECES
* DRESS FABRICS

Goodyear
House of Coats
75 - 77 MAIN ST. EAST

Mrs. Alberta Collins, 169 Marion St.

Sibley, Lindsay & Curr Co.

PHONE
STONE
8500

PORK LOIN

lb. 19^c

Roast Rib Half, 3 1/2 lb. average. Cut from Corn Fatted Selected Pigs, fresh. Home Dressed.

PORK LOIN ROASTS Tenderloin Half, 3 1/2-Lb. Aver., lb. 25c
SHORT RIBS of Choice Steer for Braising, lb. 21c
CHUCK ROASTS of Choice Steer, lb. 23c
SAUSAGE MEAT, Tower Brand, lb. 25c
STEAMERS, Tower Skinless, lb. 29c
ROUND STEAK GROUND, 100% Beef, lb. 29c
RING LIVER or Ring Bologna Sausage, lb. 25c

Extra Juicy California
ORANGES
176 Size
Valencias
2 doz. 79^c

Extra Large Florida
Seedless Grapefruit 4 for 25c

Fancy Red
CRANBERRIES 2 lbs. 29c

Fancy Golden Heart
CELERY, Large Family Bundle... 19c

Fancy Golden
SWEET YAMS... 5 lbs. 25c

Fancy High Score Creamery
TUB BUTTER... 2 lb. 81c

Gold'n Rich **CHEESE** lb. 45c

Fancy Imported
Switzerland Cheese lb. \$1.15

Hickory Smoked
Pine Island CHEESE lb. 55c

Creamy
BRIE CHEESE... lb. 59c

Sibley's Sliced
BOILED HAM... 1/2 lb. 35c



ASSORTED COOKIES

3-lb. tin Packed in Carton, Ready for mailing... \$1.09

COFFEE Beech-Nut 1-Lb. Tin 32c

MILK Camation Large Tins 4 for 32c

CHILI SAUCE Snyder's Old Jar 23c

Grapejuice Welch's pt. 25c, 3 for 69c

qt. 45c, 2 for 85c

Macaroni Kraft Dinners 10c, 2 for 19c

Cuplets, prepared ready to bake 15c, 3 for 42c

SOUP, Noodle Continental 10c, 3 for 25c

SUGAR, Domino Pure Cane, 25-lb. bag \$1.45

Campbell's Tomato Juice
20-oz. tin
3 for 25c

SALMON Libby's Red Alaska tin 32c

TUNA, Blue Label Chicken of the Sea 19c, 3 for 55c

Campbell's Macaroni, 10c
3 for 27c
Franco American
Spaghetti 10c
3 for 27c

PARD Dog Food 10c, 3 for 27c

RINSO Large pkg. 23c, 3 for 89c

WALNUTS Large Eureka Red Diamond lb. 29c

PECANS Schley's Paper Shell Georgian lb. 39c

RAISINS In bulk, Extra Fancy Sulphur Bleached 2 lbs. 25c

RAISINS Seedless in bulk, Tower Brand 2 lbs. 19c

PRUNES Sunsweet Extra Large 2 pks. 25c

GROCERY—MAIN FLOOR—PHONE STONE 6500

Christmas Values

FROM THE BIG BASEMENT OF
SIBLEY, LINDSAY & CURR CO.

Charge Purchases Made Balance of This Month
Will Not Be Billed Until January 1, 1942

\$1.00 Values!

Towel Sets 89¢

Set consists of large bath towel and 2 wash cloths. Choice of 6 beautiful colors. Excellent gifts.

aisle 14



Sparkling Crystal Vanity Lamps \$1.19

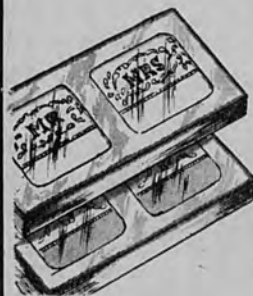
With cellulose acetate shades in delectable colors. Novelty stem with shade fabric enclosed.

aisle 8

High Octagon Design Handsome Hassocks \$3.25

The gift deluxe to every home lover. Heavy leatherette in green, mahogany, blue or brown.

aisle 16



\$1.19 Values! Pillow Case Sets \$1.00 pair

Hand embroidered and hemstitched! All white or white with colored hems. Many designs.

aisle 14

Morning Glory Print Frocks \$1.99

Button-down-front with neat set-in belt! White with rose flowers, green rick-rack trim. 14-42.

aisle 12



Famous "Samson" Card Tables \$1.98

Nationally advertised brand, wide variety of patterns in strongly braced tables. With easy folding legs.

aisle 16



Swirling Skirted Cotton Check Hostess Coat \$2.99

Tiny basque type waist above a billowing skirt that's just about the widest thing you've ever seen. Zipper closing in back. Red or blue check. Sizes from 11 to 17.

aisle 12



Poppy Design Open Stock Kitchen Ware Each \$1.49

If she's a wonderful housekeeper she'll love any one of these! 4-Pc. canister set! Double door bread box! Step-on can with galvanized insert! All white with red, blue or green trim.

aisle 8



With 2 Initials on the Cuffs! Gift Blouses \$2.19

A truly personal remembrance for the girl who prides herself on a smart blouse wardrobe! Finest spun rayon in white, beige, maize, powder blue, and dusty pink. Sizes from 32 to 38.

aisle 8



Make Her Winter Complete with a Ski Suit \$12.95

Weather-sealed poplin that's actually water and wind repellent! Action back jacket with a fur-trimmed hood! Down-hill ski pants, fleece lined. Red, navy or green. 12 to 20.

aisle 8

Walnut Finished Occasional Tables... Racks \$4.95

Carved and reeded frames in four of the smartest tables you've just ever seen to dress up a living room! Also clever modern design in magazine racks and handy book cabinets.

aisle 15



Delectable Printed, or Striped Gift Pajamas \$2.29

Superior quality rayon crepe gift pajamas in comfortable "Butcher Boy" styles. Backgrounds of tearose or blue with pretty paisley prints or striking stripes. Sizes from 32 to 40.

aisle 16, center



Men's Heavy Navy Melton Jackets \$3.29

With zipper front and extra zipper breast pocket men like. Adjustable waist and sleeve.

aisle 2

Billowey Marquisette Vanity Skirt \$2.25

Point d'esprit marquisette with double row of 2-tone ruffling trim. Matching curtains, \$1.98.

aisle 16



Twin Print Sister Dresses \$1.95 Each

Twin prints in red or blue. Long torso waistline; rick-rack trim. Sizes 3 to 6; 7 to 14 and chubby sizes 7 1/2 to 16 1/2.

aisle 14

Please Him with Opera Slippers \$1.98

Soft pliable kid with punched collar trim! Hard leather soles! Brown, blue or wine.

aisle 8



Capeskin or Pigtex Men's Gloves \$1.19

Fleece lined or unlined! Both clasp and slip-on gloves in grey, brown, natural color or black.

aisle 2

Irregulars of \$1.65 Mesh Hosiery 94¢

"Kant Run" 3-thread 51-gauge hose in lovely new Fall shades. Strong hile welt and foot.

aisle 8, center



HOLIDAY STORE HOURS 9:30 A. M. TO 6 P. M.

Household Hints

Corks, stuck in empty bottles, may be removed by pouring in enough ammonia to cover the

cork and letting it stand for a day or two. The cork shrinks until it is small enough to remove with ease.

To cool any dish of hot food quickly, place it in a pan of well-salted cold water.

To douse burning fat, smother it with flour, salt or a blanket—never water.

To make dark hair darker, massage the scalp nightly with olive oil. Keep this up over several weeks.

SPECIAL THIS WEEK ONLY

GENUINE HUDSEAL \$89
Inc. Tax
Dred Coat
Reg. \$119
Other Furs At 30 to 40% Savings
Clifford Fur Co.
1283 Clifford Ave.
1 Block off Portland
CLIFFORD FUR SELLS FOR LESS

HARMIN'S

A SMALL DEPOSIT
RESERVES YOUR
SELECTION 'TIL
CHRISTMAS

Gifts
That will last—
AT PRICES THAT CAN'T!
PAY LATER
ON OUR
EASY
TERMS

SPECIAL!

Your Choice

\$1

OTHERS \$1.95 to \$39.50

Ladies' Solid Gold
Birth Stone
RINGS **\$4.95**

Men's Solid Gold
CAMEO
RINGS **\$8.95**

Choice of Lady's or
Man's DIAMOND
selections.
Attractively wrought
mountings. See Harmin's
FIRST for
Diamonds. Guaranteed
values.

\$29.75

75c A WEEK

Choice of BULOVA
WATCHES

\$24.75

Accurate and dependable timepieces, styled in the latest modes. Handsome as well as sturdy.

50c A WEEK

America's Low Priced
Fine Watch...

WESTFIELD

LADIES' MEN'S

\$12.95 \$11.95

WORLD'S FAMOUS **GRUENS**

MEN'S OR LADIES' **\$29.75**

Harmin's
CREDIT JEWELERS
21 MAIN STREET E.
OPEN EVENINGS UNTIL CHRISTMAS

FOR SKATERS



Knitted ensemble in white and gay peasant colors is the youthful and fetching outfit Sammie Hill, Columbia Network radio star chooses as most popular for skating this winter. In fact, it is ideal for all outdoor sports wear. The outfit features a slim-lined slightly gored shirt in fireman's red. The white sweater has a cable stitched panel down the back and brightly embroidered tufts. Crocheted mittens and bonnet are carried out in the colors of her sweater.

Sun Valley Winter Sports Come To Bristol Hills

Sun Valley, Idaho is a long trek from Rochester but the Hunter's Hill Farm is just down Bristol Center way. The Hevenors, known to a host of local riding enthusiasts as Phil and

Alice are working out an ambitious program of winter activities which will make Bristol Center just as interesting as Sun Valley, a whole lot handier and a darned site less expensive.

In addition to the cross-country, up-hill-end-down-dale rides for which the Hunter Hill Farm is famous, there will be ski-joring (where the skier is towed by a horse, tobogganning skiing, all day pack trips with a hearty noon dinner atop one of Bristol's hills, fox and rabbit shooting, buffet suppers, week-end parties and a dozen other diversions for those who like to ride and those who love the outdoors. All the Hevenors want now, is snow.

Meanwhile, the logs burn merrily in the huge fireplace at Hunter's Hill and those who like a hours or a days ride in the crisp autumn air are finding the Hevenors genial hosts. For reservations or more information it is suggested that you write the Hevenors at Hunter's Hill Farm, Bristol Center, or phone them—the number is Holcomb 392. G. C. G.

DON'T DO THIS



Let the Roller Reducer
Remove Extra Inches

Easily and pleasantly without any tiring effort on your part. You see, with us it's automatic, also exercycle, cabinet bath, shower, vibrator.

Phone STONE 344

Virginia & Jane Salon

402 Present Bldg.

27 CLINTON AVE. S.

Opposite Seneca Hotel

Waste or Taste?



LIMP FLAVOR
Nothing dulls drinking enjoyment faster than whiskey flavor that "falls away" under the exacting test of a highball.

LUSCIOUS FLAVOR
In a Three Feathers highball—or any drink—the last sip is as flavorful as the first. It's Flavor-Protected!

Make this amazing flavor discovery yourself. Try Three Feathers...taste what "Flavor-Protected" means!

THREE FEATHERS
THE WHISKEY THAT'S FLAVOR-PROTECTED
Blended Whiskey, 86.5 Proof, 72% Grain Neutral Spirits • Distilled by Distillers Corp., N.Y.

'Little Norway' Flyer Speaks Here Tomorrow

Lt. Kane Gythfeldt, a Norwegian war ace, will recount his own adventures in Norway, his escape by small boat, and will graphically bring Little Norway to a Rochester audience tomorrow evening at 8 p. m. in the Eastman Theater. Thrilling action movies, "The Right for Liberty," of the war on all fronts up to this September will be shown, also a film "Guards of the North" concerned with the defense of Iceland.

Among the strangest results of the war is the present Royal Norwegian Air Force. Phoenix-like, it grew in strength after the fall of Norway, 3,000 miles from the Homeland. Today it has more men, equipped with more and better planes than ever before. The men are daredevils, hundreds are under a death sentence should the Nazis catch them. Many escaped from Norway in fishing boats, some

through Russia, one group of daring naval fliers came away in four stolen Heinkel bombers. Such is Little Norway on the shore of Toronto Bay. It is entirely Norwegian, the Norse language is used, many cannot speak English. The cost is supported by King Haakon's government in exile. Tomorrow's affair is sponsored by the Rochester Chapter of the Maple Leaf Fund, and tickets are on sale at their headquarters, 106 East Avenue. All proceeds will go to the relief of bombed-out British civilians.

A handy funnel for filling salt and pepper shakers, etc., can be quickly made by using the corner of an envelope, cutting off a small part of the tip

Slenderizing BY PETTIS
Whether You Weigh 120 OR 200
You'll find that the same splendid results can be obtained at the same remarkable prices.
323 Burke Bldg.
5 St. Paul St. Stone 6210

a home-made remedy for freckles is a mixture of three ounces each of vinegar, bay rum and rosewater, applied several times a day.

GIVE GIFTS OF GOOD TASTE...
Shimmering crystalware, rich, gracefully moulded pottery—lamps—dishes—figurines. Many exclusive pieces. We wrap, box and mail for you, or you may select your wrappings from our distinctive assortment. Come in, if you're looking for gift ideas.
SMITH CERAMIC STUDIOS
908 MONROE AVENUE

Can a Married Woman Ever Feel Certain?

Many married women today are taking risks that are absolutely unnecessary. They are taking risks with their nerves, risk with their health, risk with their very happiness itself. Why do they do this? Generally because the subject of feminine hygiene is considered too personal to be openly discussed. It is because of this deplorable situation that many women use douches or over-strong solutions of acids which can actually burn or scar delicate tissues. Your own doctor will verify this. To run such a risk today is needless. For science has given woman-kind Zonite. You will find no skull-and-crossbones on Zonite's label, no

Give Furniture from Lauer's

Modern Mohair LIVING SUITE \$139
Note the channelled sides... The broad arms trimmed with carved walnut. Large sofa and chair.

Down Pillow Lounge Chair \$59
It's bigger than most and exceptionally well styled and tailored. Covered in fine frize.

Grand Rapids COMMODORE \$974
All mahogany (except the white oak drawer interiors). Verified \$15 value.

Double Bed SOFA BED \$44
A flick of your finger opens this attractive sofa to a large double bed. Durable upholstery.

OPEN TONIGHT and SATURDAY NIGHT

Walnut or Maple TWIN BEDS \$44
2 poster beds, 2 coil springs and 2 comfortable mattresses. A complete 6-piece outfit.

Round or Square Jumbo Hassock \$395
Big, filled-to-the-brim hassocks in many striking colors of durable moleskin.

OPEN TONIGHT and SATURDAY NIGHT

Lane Walnut CEDAR CHEST \$28.50
Modern waterfall walnut with beautifully matched grain in pine, maple and birch woods. Automatic tray.

Occasional ARM CHAIR \$9.95
Mahogany finished side chair upholstered in lovely tapestries and damasks.

Blond Mahogany END TABLE \$11.95
Rich, toasted mahogany modern styled end table. Note the cheir and brass tapered feet.

Lauer's
50 STATE

LINCOLN'S

Save as you spend for
GIFTS

Gift Shirts for a Dollar with all the
"Man-Popular" Features!

White Broadcloth
or
Fancy Patterns

Wrinkle-
Free
Collars **\$1**

An ideal gift
because these
shirts are ac-
tually worth
much more than
this low price.

Sizes 14 to
17. — Sleeve
Lengths 32"
to 35".

MEN'S BEACON FLANNEL ROBES\$3.98
FLANNEL OUTDOOR SHIRTS\$1.39

MEN'S 10% WOOL UNION SUITS\$1.00
MEN'S ATHLETIC SHIRTS AND SHORTS ...25c ea.

Boys' Delmar Jr.

SHIRTS
Reg. 79c **69c**

Fine count fast color
percales and white
broadcloths. Sizes 8
to 14½. Buy this week
and save 10c on each
shirt.

Boys' Hooded MACKINAWs\$4.98

Regular \$1 Zipper
SWEATERS

68c

Zipper, coat and slip-on
styles in two-tone color com-
bination. Sizes 30 to 36.
Regular price is \$1.00.



Lingerie Specials

'Delmar' Bonded Rayon
SATIN SLIPS

Choose from five lovely styles includ-
ing V-neck tailored, embroidered, or
lace trim. All have adjustable shoulder
straps. Tearose shade in sizes 32
to 44.

\$1

Luxurious Lace Trimmed Slips\$1.59
Famous Movie Star Slips\$1.29

Fine Count Rayon
**SATIN
GOWNS**
\$1.39

Choose from 3 lace-
trimmed styles. Dainty
colors. Sizes 16 and 17.

Fine Count Rayon
**SATIN
PAJAMAS**
\$2.25

Lace and eyelet trimmed
in tea rose and blue.
Sizes 34 to 40.

"Delmar" 50 WASH
RAYON UNDIES 29c



Filet Lace
**TABLE
COVERS**
\$1.98

60x80 72x72 70x90
6-point filet table covers
worth \$2.98.

For Gift Giving!
TOWEL SETS
59c

Matching bath towel and face
cloth in assorted colors. Gift
wrapped.

**SHEET & PILLOW
CASE GIFT SETS**
\$1.98

Full bed size sheet and 2 pillow
cases. Choice of colored bor-
ders. Gift wrapped.



GIFT APRONS
80 Sq. Percales in Bib
or Coverall Style

Famous "Fruit-of-
the-Loom" and
"Valencia" fast
color percales in
assorted colors. **29c**

Deluxe
Quality
APRONS
39c



For The Home!
**6-WAY
FLOOR
LAMPS**
\$4.98

Combination direct and in-
direct lighting. Complete
with shade and 3-way bulb.
A \$6.98 value.



Regular \$7.98 Value
**CHENILLE
BEDSPREADS**
\$5.98

Luxurious quality chenille
spreads. Color-on-white, or mul-
ti-color dip dyed. Lovely pastel
shades. Full bed size.

**Lustrous Rayon
SATIN PUFFS**

Regularly \$5.50 **\$4.98**

Full bed size in assorted colors of
rose, blue, green, wine, and dusty.

"Delmar" Bonded
5 Yr. SHEETS

SIZE **\$1.09**
72x99

63x99—99c, 81x99—\$1.19, 81x108 \$1.29

Give famous Delmar Bonded sheets and you'll be re-
membered for at least five years because these sheets
have been laundry-tested and are guaranteed for 5
years household wear.

Gift Robes

In Fast Color

CHENILLE
\$2.98

Heavily tufted chenille in
lovely pastel shades. Popular
wrap-around style in sizes 14
to 20 (with collars) and 38 to
44 (with plain necklines). —
Plain diagonal pattern.

Others at \$3.98 and \$5.98



**Rayon Taffeta
QUILTED ROBES \$5.98**

Plain colors in sizes 14 to 20 and floral
patterns in sizes 40 to 44. Fully lined.

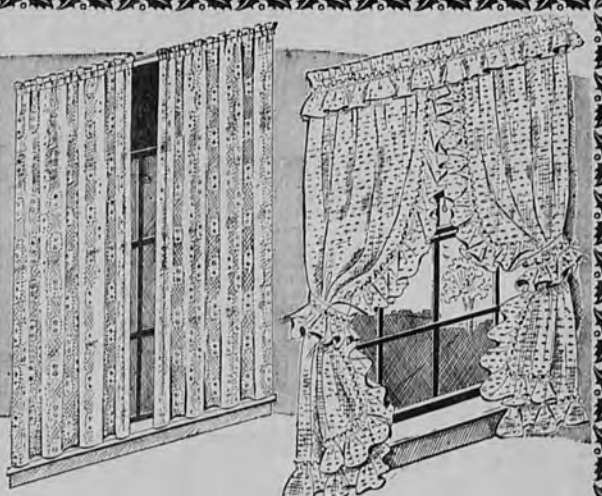
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OCCASIONAL
FURNITURE**

\$3.49

4 Shelf Tier Cabinets
Book Trough End Tables
Lamp or Night Tables
Record Cabinets

Hand Rubbed Piano Finish.
In Simulated Maple, Mahogany
or Walnut.

Leatherette Covered
HASSOCKS \$1.98



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SCRANTON
LACE
21/6 yds. long
in assorted tal-
ored styles.
Adjustable
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RAYON VOILE
TAILORED
Lustrous voile
in ecru, 2 yds
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94"
Cushion Dot
RUFFLES
Our most po-
pular ruffle.
Each slide 47"
wide.

\$1.19

OUTSTANDING GROUP AT

• CHECKED VOILE COTTAGE SETS
• CUSHION DOT TAILORED CURTAINS

88c

"NEEDED AT HOME"—By Margaret Cushman Banning
A famous author contributes a moving story about a girl of today who makes her choice of tomorrow.
"Twas the Night Before Christmas"
A timely printing of Clement Clark Moore's famous Yuletide poem with a double-page drawing in color by Walt Disney including all of his well-known characters.
DECEMBER McCALL'S MAGAZINE
THREE MAGAZINES IN ONE
News and Fiction — Home Making — Style and Beauty
10c — NOW ON SALE — 10c

THE BEST COAL-VALUE IN THE CITY
BLACK MAGIC
Long Burning — Low Ash
QUALITY
COAL \$11.85
Egg Stove Nut
Buckwheat \$8.25 Ton
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Established Over 25 Years
SEMET-SOLWAY COKE \$11.00
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EVERYTHING AT 1/2 PRICE
JUST THE THING FOR XMAS
Fishing Tackle | Hunting Supplies
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1 NEW 4x8 Pocket Billiard Table — A Real Buy
HUNDREDS OF OTHER ITEMS
—POWERS & VAIL—
114 MONROE AVE.
OPEN EVENINGS

Ingersoll Watch Selections Make Gift Shopping Easy
Mickey Mouse Favorite
With Youngsters
"Mickey Mouse to the rescue — and he never fails!" Is tried and true advice for mothers, fathers, uncles and aunts who want to make a lasting hit with little Johnnie or his sister at Christmas. For this irresistible character smiles happily — and usefully from the face of the exclusive Ingersoll Mickey Mouse Wrist Watch.
True to life in every respect, Mickey Mouse wears gaily colored coat and breeches — and with typical Ingersoll ingenuity — actually points the hours and minutes with his hands! And what a fascinating inspiration to any youngster who is learning to tell time!
The Ingersoll Mickey Mouse Wrist Watch is available in a sturdy, attractively designed case with either chromium finish or gold plate finish. The chromium finished model is provided in a choice of either black leather strap or silk cord band, while the gold plate finish model has a pig grain strap. Both models have unbreakable crystals.
"Swagger" Model
Popular With Grown-Ups
Dependability and forthright good looks are combined in the Ingersoll Swagger Wrist Watch. The case is of modern design, chromium finished and provided with a black leather strap. The easy-reading dial has a second hand and is protected by an unbreakable crystal. But this is only one of many Ingersoll pocket and wrist

models from which to make your selection. Others range from the popular, low-priced Yankee pocket watch to the gold plated "Sweep-Second" Wrist Watch with a red sweep-second hand that sweeps the whole dial. With such a range of models to choose from, it's easy to check a long gift list — and pick an Ingersoll that's right for every name in the line-up! See the Ingersoll pocket and wrist watches as advertised in today's issue at your favorite dealer's — and remember — the early shopper finds the best shopping!
Holland-Americans To Present Comedy
A comical play, "Getting His Papers," will be presented on Saturday evening in Falcon Hall, Weyl St., by members of the Holland-American Club Tavern Players. The play, in English and Dutch, will be followed by dancing.

Kerosene and gasoline flames both can be extinguished with wheat flour, household ammonia or sand.

To make light hair lighter, wash it every two weeks with bright ale. This also cleans and benefits the scalp.

Frying meat will not splash if you sprinkle a little salt in the frying pan before putting the meat in.

LEFT'S BIG VALUES!
TODAY, TOMORROW, SATURDAY
Open Thursday, Friday and Saturday 'til 9 P. M.

FREE HAT

WITH PURCHASE OF ANY
GIRLS' COAT AT \$5 OR MORE
GIRLS' COATS

The season's smartest colors and styles... warm, durable fabrics... PLUS an attractive \$1.39 hat for your daughter. That's a real LEFT'S value!
Values to \$10.95

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Sizes 7 to 16

GIRLS' LEGGING SET
Don't take chances on letting her catch cold. Get her a warm, well made, and attractively styled Legging Set before real winter sets in.
Values to \$10.95

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Sizes 3 to 6

BOYS' MACKINAW

Keep him warm and well-dressed in these top-flight Mackinaws. Good selection of colors. Every one an outstanding value. Values to \$9.95.
\$3.95
Sizes 8 to 18

SNOW SUITS

Your youngsters will be safe and warm in these made-to-order snow-suits. Buy them now and you won't have to worry about winter. Values to \$9.95.
\$3.95
Sizes 3 to 16

Save Now On Christmas Gifts: Left's Lay-A-Way Plan.

Everything . . . From Tots to Teens

LEFT'S
126-128 CLINTON AVE. S.
NEXT TO LOEW'S THEATRE — FREE PARKING

Delightfully Different!

You'll be amazed how much more natural, life-like and real Kiddies' Portraits are when made the Polyfoto Way. Our marvelous new camera was especially designed to catch those fleeting expressions of youngsters. The old-fashioned stilted posing is eliminated. A sitting takes only from 3 to 5 minutes for 48 individual poses.



KIDDIES' SPECIAL

3 Gift Size
PORTRAITS **\$2.95**

READ THIS STARTLING FREE OFFER

48
EXPRESSIONS
CAN'T BE
WRONG

No Appointment
Necessary
Come In
Anytime

Let us prove (without cost to you) that Polyfoto portraits of your youngsters will be the finest you have ever seen! Come in and we'll make our regular 48 pose sitting of your child without the usual deposit. When you see the proofs you may order as many or as few portraits as you want — or none at all. There will be no obligation to buy anything.

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EMPIRE STATE
EXPRESS
World's Newest and Finest
Daytime Train



ON EXHIBITION WEDNESDAY, DEC. 3rd
Rochester Station
4:00 P. M. to 10:00 P. M. Track 12

NEW in luxury, new in comfort, new in its countless modern provisions for recreation and rest, this stainless steel streamliner is a fitting testimonial to the growth and progress of New York State during the Empire's 50 years of service. The 120,000 men and women of this railroad invite you to view the new Empire State Express in person and to see for yourself how New York Central once again has raised the standard for daytime travel to a new and glorious peak.

Begins Daily Service December 7th—All Seats Reserved

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NEW YORK **CENTRAL** SYSTEM **CENTRAL**



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— In Time For Our —

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A Double Feature Attraction that comes just when you want it most! Now—more than ever before, come to C. W. Claus expecting more for your money! Our three big stores are packed to capacity with thousands of gift ideas at prices that make YOU happy too! Come early.

VERY SPECIAL
★ **GOLD FISH**
★ **GLASS BOWL**
★ **COLORED STONES**
★ **MOSS**
45c VALUE
ALL FOR **21c**

4-THREAD
SILK HOSE
Full fashioned. First quality. We must reserve right to limit quantities.
79c

KOTEX — MODESS
30's **45c**

NYLON HOSE **\$1.49** pair
First Quality!
WE MUST LIMIT QUANTITY

FREE 25c SHINE-UP POLISH
With Every Quart Of
JOHNSONS GLO-COAT AT **\$1**

Johnson's '76' Varnish
HALF GALLON . . . \$1.00
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DOLL FURNITURE 25c up
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Pkg. of 4 Sheets, Variety Patterns!

LAZY BABY DOLLS All Colors **\$1**
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LINED
Everything in Xmas Toys — Home and Tree Decorations — Infants' Clothes — Winter Caps — Gloves — Ear Muffs, etc.

AND 10,000 OTHER VALUE PACKED ITEMS

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Must be seen to be fully appreciated. Buy now at Smalls and save.

Store Open Saturday Night 'Til 9!
Buy With Confidence At
Smalls
28 MAIN STREET, East
Free Parking---Rear of Store!

Shop at Garson & Wood from 9 A.M. to 9 P.M. Saturday

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This Year, Buy Lasting Gifts of Beauty for the Home

Buy Everything on Garson & Wood's

EASY TERMS



Tilt-Back Chair and Ottoman
For Real Comfort

Here's all the ease of an old Morris chair, with all the beauty of modern styling. Here's the chair Dad sinks into with that heartfelt sigh after a long tiresome day. Here's the chair that puts him in a good mood when you ask to take the car for the evening! Far he'd give up anything rather than this superlatively bit of comfort! It'll make a grand gift with its matching right-height ottoman. Easy terms at Garson & Wood.

CHAIR and OTTOMAN
\$34.50



4 Beautiful Tables
.. Ideal Gifts ..

Beautifully designed tables in coffee, cocktail, end or lamp styles at a \$2.00 saving at Garson & Wood. They have simulated swirl mahogany tops under flawless glass and the bases are finished smoothly in mahogany. A Xmas gift to delight any home-lover! . . . We'll hold 'till wanted!



This 3-Pc Suite
Brings Modern Beauty to Your Home

Choice of Colors In Flat-Weave Tapestry

\$100
Regular \$125

Buy Now! We'll Hold For Future Delivery. No Storage Charge.

A new subdued beauty—a new vital style. A delicate handling of the wood panel treatment! Just enough modern sharpness combined with conservative lines to label it "different"! That describes the outside of this brand new suite. The inside, too, meets our high standards for each piece has our guarantee of satisfaction! Boxed cushions—deep springs—wide seats, form-fitting backs—Designed for YOU! Buy on Garson & Wood's easy terms.

We'll Pay Your Parking While You Shop a Garson & Wood



Heavy Chenille
\$3.95

Reg. \$4.95
Woodrose-Blue-Peach-Rose Your choice of 4 lovely colors and styles in these chenille bedspreads. Full size only! You'll find them heavily tufted and looking worth far more than their regular \$4.95 value. Buy now for Xmas.



DISTINCTIVE TILT-TOP BRIDGE TABLES

Choice of 5 Beautiful Tops

There's no need to hide a card table in the closet now for personality has been added to their list of accomplishments! Here are styles by "Topper" to bring beauty to a corner of your room!

\$3.50



Copper Lined Smoking Stand
\$6.95

Completely copper-lined, this attractively styled smoking cabinet in walnut finish will earn you someone's lasting gratitude for it is just chair-arm height and substitutes charmingly for an end table! Liberal terms!



A Thought for Her — Fully Equipped SEWING CABINET
Smooth Walnut Finish

Give mother this gift that has real thoughtfulness behind it, for she'll appreciate the compactness and the completeness of this sewing cabinet above any other gift. Regularly \$9.75 its specially priced Friday and Saturday.

\$8.75

Give Happiness . . . Give a Lane Cedar Chest

Choose Modern Or Period Style — Choose Light Or Dark Wood

The chest pictured is equipped with lined, automatic tray, is of 3/4 inch red cedar, pressure tested for aroma tightness and is covered with beautiful walnut veneers, hand selected for perfect matching. — Easy terms. We'll hold 'till wanted.



This Lovely LANE CHEST
\$29.75

111 CLINTON AVE. SO.

Garson & Wood

PHONE MAIN 5103

COME TO SCHULMAN'S AND SAVE! GRAND OPENING

Opening Specials—Just in Time for Xmas!



We feel mighty proud that in just 5 years you've given us such a vote of confidence that it's necessary to expand our store! We like to feel that honest service to YOU through Quality—Better Values and Easy Terms has been responsible for our success. Here are extra savings for you to celebrate our grand opening—there are big reductions in furniture too; come get your share of savings!

A SMALL DEPOSIT WILL HOLD YOUR PURCHASES FOR CHRISTMAS DELIVERY!

FREE TO EVERYONE—

An interesting book of facts and absorbing information that you'll want to read. Absolutely FREE—just stop and ask for one. It's called—

"YOUR AMERICA"

ZENITH'S CHRISTMAS SPECIAL—

YPS KITCHENS
for about the price of a good family-sized refrigerator.



ONLY ZENITH HAS THIS!

the Radiorgan
Radio's Greatest Tone Discovery



1942 SUPER PERFORMER WITH 3-Gang Condenser, Push-Pull Amplification

... Gives you new beauty... new performance... and new standards for listening pleasure.

SPECIAL TRADE-IN Offer
FIRST TIME IN ROCHESTER!

REGULAR PRICE **\$119.95**
Allowance For Old Radio **\$20**

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LONG DISTANCE RADIO

Pay Only—
\$99.95

ZENITH THE WORLD'S OLDEST MAKER OF FINE HOME RADIOS

GIFT VALUES THAT REALLY SING

Emerson
WITH "Miracle Tone"



BUY NOW!!!
Possible scarcity due to the defense program may limit future selections. A small deposit NOW will hold your Christmas purchases.

MODEL 336
\$16.95

An amazing performer at an incredibly low price! AC-DC Superheterodyne • Automatic Volume Control • Large "Eye-see" Dial • Electro Dynamic Speaker • Beam Power Output • Increased "Super-Loud"

See Emerson's PHONO-RADIO at only \$39.95!

FRIGIDAIRE COLD WALL . . .



Only **\$182.75**
Plus Tax
EASY TERMS
Cold-Wall Model C-6

ALWAYS PLENTY OF FREE PARKING SPACE

BUYING A RADIO?
BEFORE YOU DECIDE—SEE THIS ONE!
WILCOX-GAY
RECORDIO for '42
"The instrument that's replacing the ordinary radio"

GET ALL THREE
RADIO—PHONOGRAPH
AND
RECORDER



From **\$89.50**

CHECK THESE FEATURES

- ✓ WILCOX-GAY'S NEW METAMATIC Record Changer with 100-PWATT CON. TROL. Switch-Over Switch.
- ✓ FEATHERWEIGHT TONE ARM longer record life. Superior reproduction.
- ✓ HOME RECORDING Microphone in Radio & Magnaphone. Singing head. Vibrating diaphragm & Shock-resistant.
- ✓ POWERFUL RADIO a 15-watt dynamic speaker & large antenna & two-band reception.
- ✓ TONE QUALITY "Recordio" has beautiful 8" horn in front of speaker for greater volume.
- ✓ RECOMMEND FOR USE Superior features, including 450-watt design. Beauty PLUS utility.

EASY TERMS

Here's The New Different EASY
Spira-Matic Washer

Last Chance For Christmas Delivery! Gift orders will receive delivery.

very Xmas Eve in glittering celophane! Here's America's most sensational washer machine. . . 34 major improvements and 15 exclusive features. You must see it to appreciate it!

\$119.95
Other Easy Washers As Low As \$69.95
HURRY! HURRY!



FURNITURE SCHULMAN APPLIANCES

975 N. CLINTON AVE., Near Clifford

OPEN EVENINGS

OPEN EVENINGS

GUARANTEED PENNSYLVANIA
HARD COAL \$11.75
EGG STOVE NUT CASH SHOR. OFF. Grade "A"
PEA COAL \$9.95
COKE STOVE OR NUT **\$11.00** TON SHOR. OFF.
LAKE COAL CO. GLEN 538
255 LYELL AVE.
BUY DEFENSE STAMPS WITH THE SAVINGS
COUPON THIS COUPON ENTITLES YOU TO A LIBERAL DISCOUNT ON 1 TON OR MORE OF OUR GUARANTEED COAL OR COKE

RUGS 9x12 \$1.00
CLEANED and STEAMED
RUGS, Stained, Cleaned, Washed, Sized, Moth, Damp and Mildew-protected.
ELTER CO. Est. 1872
Glenwood 2466 — 44 Arthur St.
AS **PURE BUY**
AS MONEY CAN
You can't buy aspirin that can do more for you, so why pay more, and why ever accept less than the St. Joseph Aspirin guarantee of quality. The world's largest seller at 10c.
ST. JOSEPH GENUINE PURE ASPIRIN

Sluggish? Tired?
Take Beechams Pills Tonight for a Change!
For those who want to feel better, Beechams Pills are the answer. They are a purely vegetable compound, no patent medicine. Millions of packages sold annually throughout the world. Buy today! Only 10c—also 5c and 25c sizes.
BEECHAMS LAXATIVE PILLS

KEY COUPON
SWEETHEART SOAP 3 for 11c
Limit, 3

KEY COUPON
FACIAL TISSUE 13c
Box 500 Reg. 25c Limit, 2

KEY COUPON
PURE GRAPE JUICE 14c
Pt. Bot. Reg. 25c Limit, 2

KEY COUPON
TODDY 25c
1-Lb. Can Limit, 2

SOFT SHELL GEORGIA
PECANS 23c
LB.

SQUIBB TOOTH PASTE 49c
New Giant Size

XMAS Wrappings 8c
Twine, Tinsel, Etc. 3 for 23c

McKESSON ASPIRIN TABS. 2 for 49c
Bottle of 100 Tablets

Lilly Insulin 49c
U-50 10-CC

SACCHARIN 44c
Tablets Bot. 1000 1/4 or 1/2 gr.

CITRATE of MAGNESIA 6c
25c Bottle

ITALIAN BALM 79c
Giant \$1.00 Size

THIS WEEK'S SPECIALS AT
KEY
ROCHESTER'S MODERN CUT RATE DRUG STORES
TODAY THRU NEXT WEDNESDAY

CUDDLY JUMBO TOYS—KIDS LOVE 'EM
CHOICE OF DOLL—TEDDY—MONKEY
\$1.75 Value 98c
3 for \$2.69

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.
\$1.49
\$2.00 Value

Barbasol 26c
50c GIANT TUBE

Consult us about your **LANTEEN** YELLOW
IN ITS VARIOUS FORMS FOR FEMINE USE

KLEENEX tissues 49c
440 Sheet "Economy" Packages 2 for

NOW ON SALE HERE! BOB HOPE'S LIFE STORY
WITH YOUR PURCHASE OF ANY MEDIUM, LARGE or GIANT SIZE
10c

PEPSODENT PRODUCT

SPECIAL STOCK UP SALE 4 ROLLS 25c

KEY COUPON
SANITARY NAPKINS 12c
Box 15 Limit, 2

KEY COUPON
WOODBURY ALMOND-ROSE Hand LOTION 19c
50c Bottle—Limit, 1

KEY COUPON
NAIL POLISH REMOVER 7c
Giant 3 Ounce Bottle Limit, 3

KEY COUPON
GLYCERIN AND ROSE WATER 17c
8-oz. Bottle 35c Value

SLOAN'S LINIMENT 29c
35c Size

McKESSON MILK OF MAGNESIA TOOTH PASTE 2 for 29c
Reg. 25c Size

DR. WEST TOOTH PASTE 20c
Giant 40c Tube

HALIBUT LIVER OIL CAPSULES 59c
Highest Potency Box 50

KOTEX JR. 48c
65c Value Box of 30

NOXZEMA 49c
Boudoir Size Cream Reg. 75c

CORN WHISK BROOMS 19c
Reg. 35c

LUCKY STRIKE 29c
2 PKGS.

SAVE



WHEN YOU STOCK UP
AT YOUR NEARBY
WEGMANS
MARKET

WEGMANS
Are
Rochester's Largest
Meat Retailers!

Tender, Juicy Shoulder
BEEF ROASTS
21c lb.

Rib End Roast
PORK LOIN
19c lb.

Tender Sweet
COOKED HAMS
Whole or
Shank Half 29c lb.

REEF BRAND ROCK
LOBSTER MEAT . . . 2 cans 33c

46-OZ. CAN GILBERT'S TASTY
TOMATO JUICE . . . can 15c

No. 2 1/2 CAN SWEET TENDER
CUT BEETS 3 cans 25c

SEEDLESS TENDER RAISINS
SUN MAID 2 pkg. 17c

SILVER SKILLET CORNED
BEEF HASH 2 cans 25c

14-OZ. BOTTLE BLUE LABEL
CATSUP 2 bot. 25c

OLD HOMESTEAD ORANGE
MARMALADE . . . 2 lb. jar 19c

DELICIOUS WHOLESOME
MOTHER'S OATS 1g. pkg. 17c

46-OZ. CAN UNSWEETENED GRAPE
FRUIT JUICE 2 cans 29c

LAND O' LAKES
The World's Largest Selling
SWEET CREAM BUTTER

Churned to Stay
Fresh and Sweet
in the Warmest
Weather

No matter what
price you've been
accustomed to pay-
ing, you won't find
a finer butter than
Land O' Lakes!

SAVE

WEGMANS SILVER TICKETS!
ENJOY A STUNNING 26
PIECE SILVERPLATE SERVICE
ON YOUR HOLIDAY TABLE!

Wegmans
HOME OWNED FOOD MARKETS
FREE PARKING FOR
CUSTOMERS

Quick Spreads

—For Quick Energy

Yes, in the crisp winter days, quick energy comes straight from a can of old-fashioned, golden clear molasses — rich in iron and in valuable easily digested sugars.

Here's all you have to do to prepare a spread that will delight youngsters and old folks alike.

Grandma's Molasses Spreads

Cream together equal parts of softened butter and Grandma's Molasses. Spread it generously on white or whole wheat bread. It satisfies the children's sweet tooth, gives them quick energy . . . and is no bother to prepare.

With drinks, serve dainty open sandwiches spread with Molasses Cheese. Moisten a 4-ounce package of cream cheese with 2 tablespoons of Grand-

ma's Molasses. The flavor is wonderful.

Snappy Cheddar Cheese blends well with Grandma's Molasses for a most delectable spread. Try it for midnight snacks on crisp crackers!

For an invigorating drink, serve milk with about a tablespoon of Grandma's Old-Fashioned Molasses stirred in every glass. It improves the flavor and makes it more delightful.



DELICIOUS

Cranberry Meringue Pudding

1 1/2 cup sifted flour 3 cups chopped cranberries
2 teaspoons baking powder 1/2 cup sugar
1/2 teaspoon salt 1/2 cup chopped dates
2 egg yolks 1/2 cup chopped nuts
2 tablespoons melted butter or margarine

Meringue

2 egg whites 1/2 teaspoon salt
6 tablespoons sugar 1/2 teaspoon lemon extract

Sift flour, baking powder, sugar and salt together. Beat egg yolks, reserving whites for the meringue. Add egg yolks, melted butter, cranberries, dates and nuts to flour mixture. Mix well. Spread in a greased cake pan 8"x8"x2". Bake about 30 minutes in a moderate oven (350 degrees F.). Beat egg whites until frothy and add salt and lemon extract. Beat until stiff, but not dry. Add 6 tablespoons sugar gradually and beat until stiff. Spread meringue

over pudding. Continue baking squares to serve, either hot or 12-15 minutes or until meringue cold. is delicately browned. Cut in. Yield: About 9 servings.

"THE HEPBURN STORY"

Here is the long-awaited biography of the star of "Philadelphia Story," which proves that talent can triumph over temperament.

"IRELAND AND THE WAR"

One of Sir's satirists tells why Ireland wants no part of the war.

Other Articles and Fiction by Noted Writers

5c Nov. 25 Issue The Saturday Evening Post Nov. On 5c

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All Prices
Include
Old Tires

Size	Sale
4.75x19	\$4.95
5.25x17	5.70
5.25x18	5.85
5.50x17	5.88

Prices subject to Federal Excise tax. Other sizes on sale at special low prices.

Size	Sale
4.75x19	\$6.98
5.25x17	7.93
5.50x17	8.32
6.50x16	10.92

Prices subject to Federal Excise tax. Other sizes on sale at special low prices.

Size	Sale
4.75x19	\$8.12
5.25x17	9.75
5.50x17	10.64
6.50x16	13.26

Prices subject to Federal Excise tax. Other sizes on sale at special low prices.

50c

Allowance Towards
Purchase of New
ALLSTATE
SAFETY TUBE

Limited time offer! Complete details at Service Station and Both Stores.

MORE POWER FOR LESS MONEY IN SEARS BATTERY SALE



13-Plate Gold-Cross guaranteed in writing for 6 months on service basis.

13-15-Plate Gold-Cross guaranteed in writing for 12 months on service basis.

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Super-Cross Country guaranteed in writing for 36 months on service basis.

Sears Roebuck and Co. MONROE at S. UNION 476 RIDGE ROAD WEST Rochester, N. Y.

★★★★★ TODAY AT YOUR NEIGHBORHOOD STORE ★★★★★

QUALITY LIQUORS FOR THE HOLIDAYS



NOW
\$3³³
QUART
(32 ozs.)

"The Taste It
Takes Four States
to Make"

SCHENLEY RED LABEL, BLENDED WHISKEY,
86 Proof, 72½% Grain Neutral Spirits.

**Stock up NOW for
CHRISTMAS!**
Select from these famous
brands of proven Quality
and known Value!



NOW
\$3⁴⁵
QUART
(32 ozs.)

"Has Had No
Peers for 50
Years"

GOLDEN WEDDING... 45 great whiskies "wedded"
into one. A Blend of Straight Whiskies, 90 Proof.
(Rye or Bourbon.)



NOW
\$3³³
QUART
(32 ozs.)

"The Whiskey
That's Flavor-
Protected"

THREE FEATHERS... "New York's No. 1 Whiskey
Value." BLENDED WHISKEY, 86.8 Proof, 72½%
Grain Neutral Spirits.



NOW
\$3⁵⁰
QUART
(32 ozs.)

"America's Mildest
Bottled in Bond"

OLD SCHENLEY... Bottled in Bond Old Schenley
Straight Rye Whiskey, 100 Proof. Also available in
Bourbon.



NOW
\$2⁹⁹
QUART
(32 ozs.)

"The Whiskey Without
Regrets"

GREEN RIVER... "America's Smoothest Whiskey."
BLENDED WHISKEY, 86 Proof, 75% Grain Neutral
Spirits.



NOW
\$5²⁵
QUART
(32 ozs.)

"The Whiskey of
the flavor year"

ANCIENT AGE... Blended Straight Whiskey,
86 Proof. The straight whiskies in Ancient
Age are 8 years old.



NOW
\$3⁸⁹
QUART
(32 ozs.)

"The Taste It
Takes Four States
to Make"

SCHENLEY BLACK LABEL... BLENDED
WHISKEY, 86 Proof, 67% Grain Neutral Spirits.



NOW
\$3⁰⁹
QUART
(32 ozs.)

"Distilled from
the Top of
the Crop"

OLD QUAKER... Straight Whiskey, 86
Proof. This whiskey is 5 years old. (Rye or
Bourbon.)



NOW
\$2⁹⁹
QUART
(32 ozs.)

"Each Generation
Improves on the
Past"

WILKEN RESERVE... BLENDED WHISKEY,
86 Proof. The Straight whiskies are 4 years old. 75%
Grain Neutral Spirits.

**You'll find it pays
to buy from your
NEIGHBORHOOD
DEALER**

He carries full stocks, and
will meet your require-
ments promptly, effi-
ciently and courteously.
Call on him. He deserves
your patronage.

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PRICES GOOD THRU SATURDAY NITE
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FREE DELIVERIES
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PINE BROS
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100 Boxes **2 For 11**

Dr. LYONS
TOOTH
POWDER

25c for 26c

SALE

Reg. 2 for 11c
10c
UNION LEAD
CEO WASH

2 Pkgs for **11¢**

Flashlight BATTERIES
Extra Low Price

**MILK OF
MAGNESIA**
Pint 2 For 26

Ready FRIDAY
November 28th

Keep This EDWARDS Gift
Circular for Reference . . .
You'll Find It Helpful When
Doing Your Christmas Shopping

HUNDREDS of banner gift values from Edwards!
16 thrilling pages packed full of Christmas
suggestions for everyone . . . representing,
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Christmas merchandise Edwards has ever
offered. Every well-known resource was
contacted. We bought early to bring you the
cream of the Christmas crop. Every gift a top-
flight value, carefully selected for its outstand-
ing quality, and marked at a price impossible
to duplicate on today's market. Come! Shop
early . . . Shop every day at Edwards!

Items On This Page On Sale 2
DAYS ONLY, Fri. and Sat., Nov.
28th and 29th. All Other Items
On Sale Now and Thru December.
Due to Market Conditions Over
Which We Have No Control, All
Prices Will Be In Effect Only As
Long As Quantities Last.

Women's Print
HANDKERCHIEFS
Friday And Saturday Only **4c**

Not dinky little handkerchiefs,
but generously sized ones . . .
in prints far lovelier than any-
thing you expected to see at
this low price! Be sure to come.

Women's First Quality
Silk Stockings
Friday And Saturday Only **88c**

Reinforced with mercerized
lisle at all points of wear.
Full fashioned 4-thread busi-
ness chiffons. Popular shades.
Sizes from 8½ to 10½.

Silver Plated Salt and
Pepper Shakers
Friday And Saturday Only **89c**

A large assortment of shapes
and sizes from which you can
choose! Fine values . . . and
wonderfully gift-boxed in spite
of the low price! Act now!

Box of 21 Assorted
Christmas Cards
Friday And Saturday Only **29c**

Regularly 49c a box! Mono-
grammed with your full name
for only 10c extra! Several at-
tractive styles and designs
from which to pick. . . .

"Symphony Sweet" Famous
CHOCOLATES
Friday And Saturday Only **29c**

Hand rolled chocolates—made
in our own candy kitchen!
Easily worth 60c a pound. 11
delicious varieties at this price!

Women's Leather Back
Fabric Gloves
Friday And Saturday Only **77c**

4-button novelties with leath-
er backs and fabric palms.
Neatly designed, smartly
stitched. Black and browns.
Regularly priced at \$1.00!

Boy's Cotton Flannel
PAJAMAS
Friday And Saturday Only **99c**

Fine outing flannel in the
striped patterns that boys like
so well! Coat and middie styles
in sizes 8 to 18. Remember,
2 days only at this low price!

Simulated Leather
HANDBAGS
Friday And Saturday Only **94c**

Sure to make a gift-hit with
any fashion-wise woman! Smart
simulated leathers (and
fabrics) in numerous new
styles and colors. Look at these.

6-Pc. Clear Crystal
Cigarette Set
Friday And Saturday Only **79c**

Set consists of 4 ash trays, 1
box and a cover. Outstanding
value—good for your coffee
table, etc. Choice of 3 smart
styles.. Buy now and save!

Men's Reg. 25c & 35c
FANCY SOCKS
Friday And Saturday Only **5 Pcs. \$1**

Every pair made with rein-
forcements at points of wear!
Rayons, lises and mixtures . . .
in clocks, verticals, stripes,
figures. Sizes 10 to 12

Box of Assorted
Boudoir Puffs
Friday And Saturday Only **25c**

Soft as down! Fleecy as clouds!
Cotton puffs for quick beauty
touch-ups. Assorted colors in
each box. A regular 50c value!

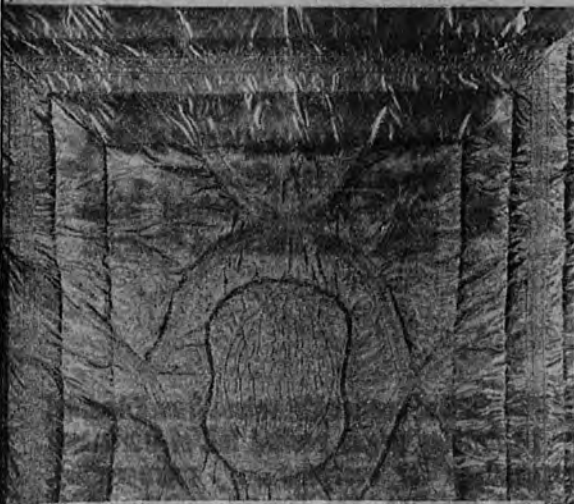
New Magic Slate
BLACKBOARD
Friday And Saturday Only **\$1**

An educational toy that fascin-
ates and amuses children!
Write on this blackboard . . .
Lift the film, and presto —
it's completely erased!

Buy Your
**CHRISTMAS
GIFTS On
EDWARDS**
Easy-to-Pay
Budget Plan.
Convenient
Terms Arranged.

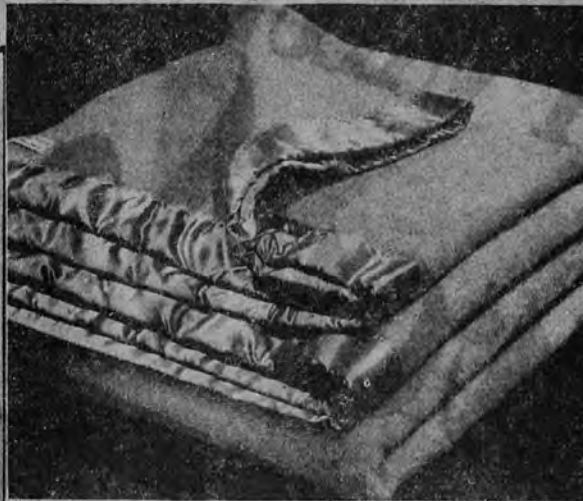
Now Read The Next 15 Pages For Hundreds of Other Edwards Banner Gift Values

Edwards Domestic & Linens Make Wonderful Gifts



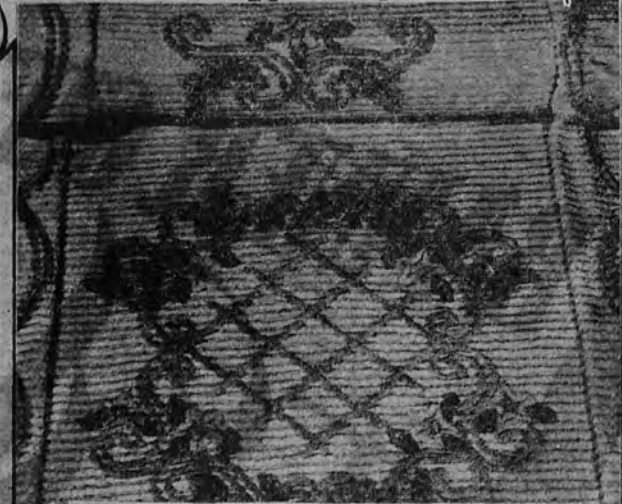
Give a Luxurious Celanese
Rayon Satin Comfort... **14⁹⁸**

Designed for giving! An extremely beautiful comfort... filled with 50% light-as-air down and 50% duck feathers. Delightfully fluffy! Deliciously warm! A large assortment of colors from which you can choose. Cut size 72 x 84. Any homemaker will prize its beauty!



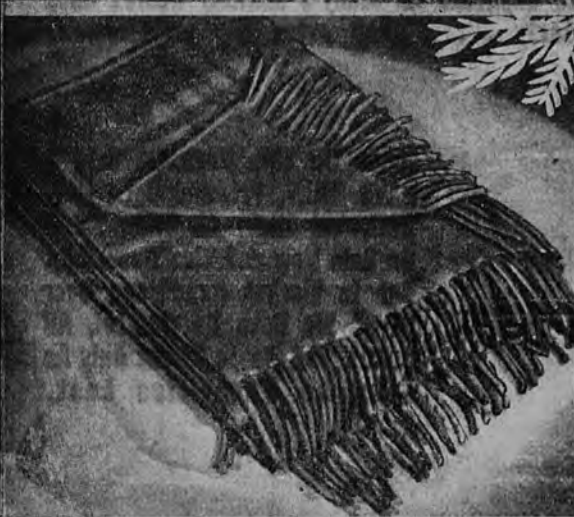
A Practical Present!
Purrey Blankets **6⁴⁵**

The "miracle" blanket! It's a scientific new rayon and wool mixture... so fluffy, so deeply napped, cold simply can't reach you! Elegantly finished with 5" lustrous rayon satin. Nicely boxed for gift giving. Choice of nine distinctive decorator shades. Size 72 x 90. A practical gift!



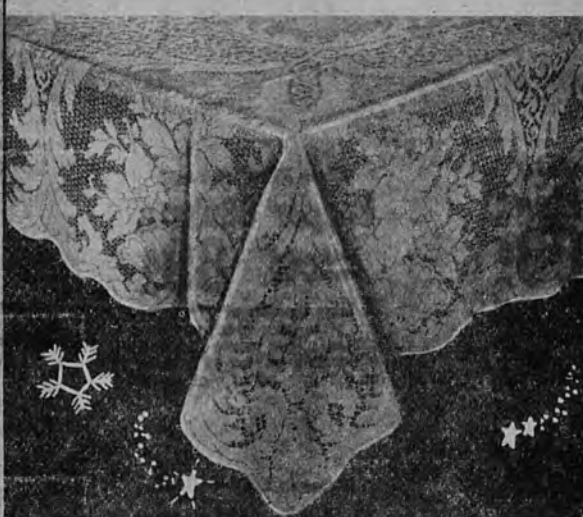
A Real Christmas Gift!
Chenille Bedspreads . . . **4⁹⁸**

The designs are so outstandingly lovely you'll get as many for yourself as you do for gifts. They're thickly tufted from end to end with deep, lush, white chenille, and their luxuriousness is enhanced by radiant multi-color inserts. Have them in twin or full bed sizes. A real Christmas gift.



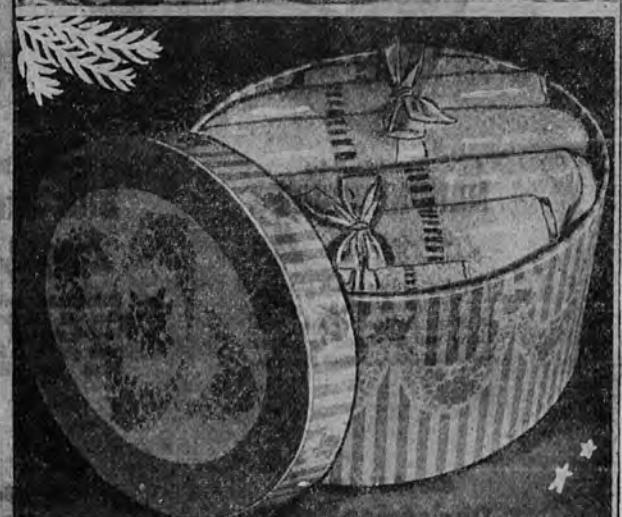
For Warmth and Comfort
Give Auto ROBES **5⁵⁰**

Always welcome gifts... and even more welcome this year because patterns and colors are better than ever before! Warm as you'd want them to be... made of 70% reprocessed and 30% new wool. Blue, green, brown and wine with fringed ends. Well worth the low price! Be sure to come early!



Rich Quaker Lace
Dinner CLOTHS **7⁹⁸**

A thrill for your holiday table. Reproductions of 17th Century designs. The silken sheen of their fine mercerized yarns defy time and laundering to dim their loveliness. Equally good for formal or every-day occasions. Size 72 x 90. Plan to see them. Buy them now and be ready for Xmas.



A Lovely "Cannon" Gift... **1⁹⁸**
Boxed Towel Sets

New laurels for "Cannon"! Towels with up-to-the-minute styling... beautifully boxed, ready to give. Rich shades of blue, maize, peach, aqua or rose... easy to launder and long-wearing. Packaged in your choice of boxes: Garland Hat Box or Pink Lace Box. Buy now for gifts!

What Could be Sweeter? Symphony SWEETS from Edwards



5-lb. Box "Golden Maid"

Chocolates

1/2 Milk 1⁶⁹
1/2 Dark Chocolate 5-lb. box

Each box contains over 20 different varieties of centers. Unusual value. Place your order early. Our quantity is limited.

"Symphony Sweet" Gift Box

Chocolates

1-lb. Box 59c 2-lb. Box 1¹⁰

Packed in white boxes... gold embossed and tied with red ribbon. 40 different centers. All dark chocolate coated, 1/2 dark and 1/2 milk or all-milk chocolate coated.

Milk or Dark Coated

Chocolates

Worth 60c lb. 39c lb.

- *Fried Raisins
- *Honeycomb Chips
- *Cashew Butter Filled Sticks
- *Peanut Butter Filled Sticks
- *Pecans or Brazil Nuts
- *Double Dipped Pecan Mocha Creams
- *Marshmallows
- *Peanut Butter Fudge
- *Nut & Fruit Clusters
- *Nut Butter Crunch
- *Old Dutch Creams
- *Peppermint Patties
- *Pineapple Ceres
- *Fruit and Nut Chocolate Cubes
- *Creamy Nutted Fudge



Famous "Symphony Sweet"
Double Dipped Chocolates

3-lb. Box 1³⁹ 5-lb. Box 2²⁹

These Candies Are Absolutely Worth 60c Lb.

Our quantities are limited at these very special Pre-Christmas prices. Place your order early! (White boxes... gold embossed and tied with red satin ribbon.)

- *Cherries in Cordial
- *Almonds
- *Filled Nut Cream Caramels
- *Caramel Cream
- *Creme de Menthe
- *Brazil Nut in Cream
- *Mint Spruce
- *Filled Choc. Sticks
- *Nut Nougats
- *Brazil Nut Cream Caramels
- *Nut Butter Crunch
- *Vanilla Butter Creams
- *Maple Walnut Creams
- *Italian Creams
- *Orange Creams
- *Pineapple Creams
- *Plantations
- *Apricot Walnut Jellies
- *Fruit & Nut Clusters
- *Vanilla Walnut
- *Peanut Butter Creams
- *Fancy Assorted Choc.

"Symphony Sweet" Miniature

Chocolates

Worth 69c lb. 2-lb. box 1³⁵

Delicate blue box, embossed in gold. Over 100 tiny chocolates to the pound. Over 30 varieties to the pound including nuts, fruits, creams, etc.

"Tabby" Cookies

3-lb. Tin 99c

A life-like picture of a kitten is lithographed on the cover. 12 varieties and over 150 cookies. All full flavored and tender-textured.

Hard Candies

Made with Pure Cane Sugar and Delightfully Flavored

- *Tart Fruit Filled
- *Cocanut Filled Buttercreams
- *Sour Fruit Balls
- *Clear and Filled Assortment
- *Molasses Mixture
- *100% Filled Hard Candies
- *Filled Chocolate Straws
- *Black Walnut Puffs
- *Sugar Cuts
- *Cream Filled Sticks
- *Turkey Bones

2-lb. box 59c, 3-lb. box 69c, 5-lb. box 99c



Please Her With Gifts from Edwards



"EDWA"
Pure Silk Three Thread
CHIFFONS

Stockings like these are rare today, but we've managed to provide a generous quantity of them for Christmas shoppers! Very fine gauge . . . made of pure silk . . . from top to toe!

Smart Winter Colors
Sizes: 8½ to 10½

\$1

"CANNON"
Pure Silk Genuine Crepe
STOCKINGS

125

Beautifully made on a new type of knitting machine which knits the "Single Unit" way, giving a neater fitting sole, heel and toe, and a smarter narrowed heel. Pure silk from top to toe—all popular colors. 8½ to 10½.

"NO-MEND"
SILK STOCKINGS
135

This Christmas, more than ever, she's hanging her hopes on stockings . . . especially "No-Mends"! As usual, you'll find a good selection at Edwards (and only at Edwards) in 2, 3 and 4 thread chiffons . . . shorts, regulars and extra-longs. Novelty gift-boxed on request.

Exclusive "No-Mend" Colors
Sizes 8½ to 11.



American Made
Kid-Like
Gloves . . . **250**

Made of "Kinid"—a soft, imported glove leather—the most kid-like used in fine gloves today. Black or black with white. Sizes 6 to 8.

Women's Slipper
Pigskin
Gloves . . . **239**

The best in their class. Equal to many selling for \$3 or more! Cork, black, natural, beige or brown. Several styles. All sizes.



Women's Fleece
Lined
Gloves . . . **\$2**

Fine fur cuffs. Vent wrists, too, that make them easy to put on. Soft imported Cabretta leather. Black and brown in sizes 6 to 8.



Leather Trimmed
Fabric
Gloves . . . **\$1**

Gift gloves that reflect your good taste! A host of styles—all with smart leather trims. Black and brown. Sizes 6 to 8. Gift boxed.



A
Style
for Every
Woman
On Your
List...

Gift
BAGS
\$2

If she's keen on up-to-the minute fashions, a handbag from Edwards will turn the trick. Nothing could be more style-right! Come in . . . browse through our vast and wonderful selection of browns and blacks at \$2 . . . you'll surely find a handbag keyed to her tastes!

- ★ Cape Bags
- ★ Suede Bags
- ★ Broadcloth Bags
- ★ Faille Bags
- ★ Grain Leathers



US
Paul St.
Eugene
rector
Ave.
e St.
treas

Gift Happiness at Edwards for Men and Boys



Men's Gift
GLOVES.... 2⁹⁸

Contracted for almost a year ago to insure this low price now! Unlined pigskin, mocha, goat or suede... lined goat, knit lined cape, fur lined cape. Natural, cork, gray, brown, black. 7 1/2-11.



Interwoven
SOCKS... 3 prs. 1¹⁰

The famous name is like a written guarantee of quality! Rayons, lisle, and mixtures, in regular and ankle lengths. Clocks, verticals and neat figures. Sizes 10 to 13. Grand gift values!



Men's Gift
MUFFLERS... \$1

Think he'd like a heavy wool muffler? A lightweight silk muffler? Both are here in a group that includes plaid, striped or plain wools... plain or figured silks. "Superba" brand featured!



Men's Sport
SHIRTS.... 2⁹⁵

Tailored in California! Two flap pockets and a saddle-stitched collar that can be worn in or out. Tan, green or rust in small, medium, or large sizes. Full cut to give him handsome fit!



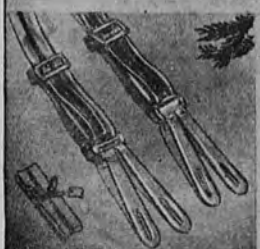
Glove and
Muffler Set... \$2

You'll look far for gift value to equal this! Both pieces all-wool. White, blue, maroon, tan, canary yellow. The gloves in small, medium or large sizes. Any man would welcome this smart gift!



HICKOK Live-Glas BELTS.... \$1

A label he respects. New designs and patterns he'll like. Tongue styles in clear two-tone or crystal. Sizes 30 to 42 at this hospitable price!



HICKOK Live-Glas BRACES... \$1

He'll want a pair for every pair of trousers he owns! Regular or clip-end styles in clear two-tone or crystal. Choice of regular or extra lengths.



Crown Tested
Lined Robes 10⁹⁵

Try to make him part with it once he tried it on! Crown Tested rayon in Jacquard patterns, lined and trimmed with Crown Tested rayon! Wrap-around model with fringed sash. Wine, navy, green. Small, medium, large.



Wraparound All Wool
Flannel Robes 7⁹⁵

The manly gift he wants... and no strain on your purse strings! Warm and wonderful robe in a snug-fitting wrap-around model with a contrasting cord trim. Three pocket style in maroon or blue. All sizes, small, medium and large.



Inexpensive All-Wool
Flannel Robes 5⁹⁵

An expensive gift... from every angle except price! Handsomely, sturdily tailored, sure to give long satisfactory service. Matching sash, contrasting piped edges, shawl collar, 3 pockets. Maroon, blue, brown, green. All sizes.



Tailored Rayon
Gabardine Robes 10⁹⁵

"Deluxe" in every detail. A sleek wrap-around model that offers just about everything you could ask for in a robe! Tailored to a "T". Cut to give him a wealth of fine fit. Small, medium, large sizes. All with matching sashes.



HICKOK Key Chain... \$1

Beautifully boxed... ready for gift-giving. Lustrously plated in white or yellow. Heavy, medium, or lightweight. Men like them!



HICKOK Tie Chain... \$1

Brand new styling... typical of the kind that has made Hickok world famous! Complete with three initials. Carefully plated to assure long wear.



Boys' Warm Snow Suits 9⁹⁸

Plaid mackinaw coat... double breasted, 4-pocket type, fully lined. The plain colored pants are of the bib suspender type. Knee and heel patches, zipper knitted cuffs and full linings. 6-12.



Boys' Fancy SHIRTS.... 1¹⁹

Durable broadcloths... full cut, nicely styled, tub-fast. Juniors: 8, 10, 12, 14 Boys: 13, 13 1/2, 14 and 14 1/2. Assorted fancy patterns and white.



Boys' Gay Gift Ties... 29c

Ties he won't bury in a drawer. Types for all ages: Juniors, youths and boys. Stripes, plaids, checks; some "ready tied" All very smart!



What Every Boy Wants For Christmas!
Cowboy or Soldier Suits

1⁹⁸

COWBOY SUIT:
Just like the real thing! Consists of seven pieces: hat, shirt, chaps, vest, gun, lariat and handkerchief. Thrifty way to make him supremely happy!

SOLDIER SUIT:
A soldier suit of his own... good way to make stop trying on big brother's Army uniform. Made of long-wearing, khaki with shirt, pants and belt.



Boys' Hugger Ear Muff Caps \$1

Plaids, corduroys and gabardines... with head-hugging ear muffs made of "Laskin Lam"! A huge array of colors to choose from. Real gift "scoop"!



Boys' Gift Sweaters... 2⁹⁸

The most popular sweater of the season... made of finest yarns. Crew-neck, ribbed-stitched style with ribbed bottom and cuffs. 5 new colors. 30 to 38.



Boys' Tie and Kerchief Sets... 59c

Arm yourself with these sets. Give them to all the boys on your gift list! Cleverly designed ties, contrasting hankies. Box for giving.



Boys' Hooded Mackinaws 9⁹⁸

Tailored exceptionally well! Double breasted, zipper hood, 5 big pockets, including zipper book pocket, full belt, full lining. Blue, maroon, teal and brown plaids. All size, 8 to 20.

Good Reasons Why Edwards Men's Shop Will be Busy



No Man Ever Has
Too Many Shirts...

**Give Him
Manhattans**

\$2

And Up To 5.50

The finest shirt your gift-dollars can buy! The makers of Manhattans (who have been in business for 87 years) leave nothing to chance in their shirt-making. Collars, sleeves and body are fashioned true-to-size... colors and designs are the types men like best! Another thing... You'll find every imaginable type of collar in Manhattans! Sizes 14 to 17; sleeves 32-36.

White-Blue-Tan-Green
Fancy-Stripes-Checks-Figures

For Men Who Believe
In Santa Claus

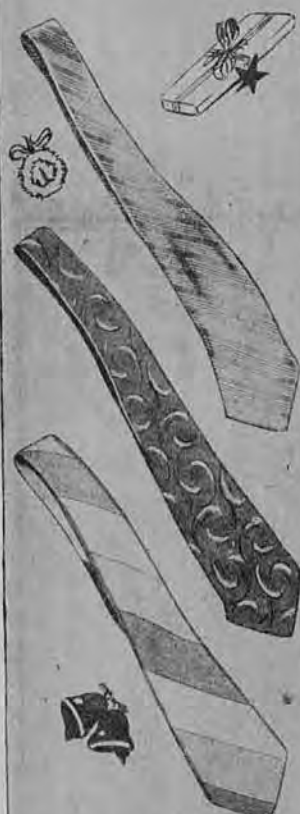
**Sanforized
SHIRTS**

1⁶⁹

Worth at Least \$2

Priced to s-t-r-e-t-c-h your Christmas shopping dollars! Sold exclusively at Edwards in Rochester. Woven broadcloths, woven madrases, end-to-end madrases and clip figures... frothing with the features you look for in shirts that usually cost much more than 1.69! All of them have Non-Wilt collars attached! The kind of shirts he'll really prize. Sizes 14 to 17.

Smart New Stripes
Plain Colors and Whites



Men's Reg. \$1

**Gift
TIES
69^c**

Ties he'd choose for himself—not a "dud" in a drawerful! Made by a nationally-known maker... only 69c while they last! Carry off armfuls! Stripes, spaced figures, neat checks, all-over designs and checks.

PURE SILKS
REPPS
MIXTURES
BROCADES
MOGADORES
RAYONS



**Men's Capeskin
JACKETS..10⁹⁵**

Edwards posts the Christmas male with a stamp of quality—a capeskin jacket! Made in a dashing "Cossack" style... with belted back, slash pockets and a handy zipper front. Ideal for the man you've singled out for special consideration. Brown, tan, Sizes 38 to 46.



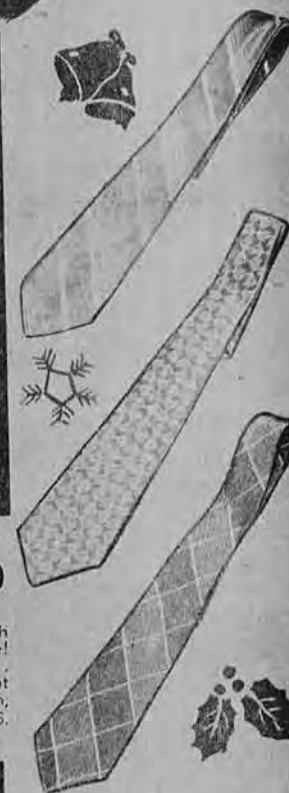
**Men's Gabardine
JACKETS..6⁹⁵**

Is he the outdoor type? Look no farther! Here's his gift! A handsome jacket that's wind-resistant and water-repellent... a cleverly designed garment that's full cut to give him action-room! Celanese lined; zipper front; adjustable side straps. Tan only. Sizes 38 to 46.



**Men's All Wool
SWEATERS..\$5**

Masculine sweater styling that's going to push the "Sweater Girls" right off the front page! Designed as meticulously as his finest suit coat... in finest all-wool fabrics. Button or zipper front types in man-pleasing shades of blues, maroon, tan or brown. Sizes 38 to 46.

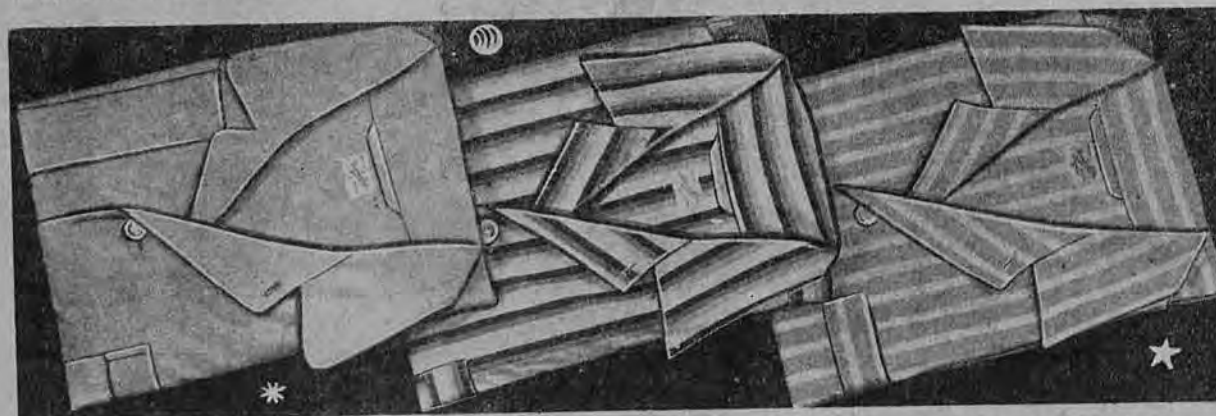


**Men's Better
Holiday
TIES
\$1**

Carefully chosen—calculated to please the most discriminating male on your Christmas list.

Note the fine variety:

- Staples
- Club Stripes
- Plaids
- Figures
- Paisleys
- All Silks
- Baratheas
- Silk & Worsted
- All-Wools
- Silk & Rayon



He'll Want Plenty of These Fine PAJAMAS

- ★ Full Cut - Roomy for Comfort
- ★ Made with Lastex Waistbands
- ★ All Sizes A - B - C - D

\$2

Broadcloth-Madras-Noveltty Prints
Notch - Surplice - Middy
Stripes - Plain Colors - Figures

If You're 6 or 60... EDWARDS TOYTOWN is Ready for You!



Pan American Painting Sets \$1

If you'd like to give something that is educational and a lot of fun, here's the answer! An artistically designed set with art-work and materials that are unusually attractive. Excellent at \$1!



Student's Desk and Bench 6⁹⁵

Good students will welcome this smart 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"x32"; height, 27".



Streamlined Steering Sleds 1⁹⁸

A knockout for speed and safety. Selected Northern Ash with spring steel GROOVED SAFETY runners. Streamlined, 38" long—natural varnish finish. He's on good behavior for a gift like this.



English Doll Carriage 10⁹⁵

Give lavishly, but save! Regular 14.95 value! Upholstered sides with pockets, extension front, 5 bow hood and visor, swing strap gear, white rubber tires, hand brake and chrome handle bars.



50½" Long! 20 Pieces! NORTHERN PACIFIC PASSENGER TRAIN 11⁹⁵

Complete With 75 Watt Transformer, Regular 26.30 Value

Set consists of:

- 1—Remote Control Locomotive and Tender, 16½" Long
- 1—Green Baggage Car With Sliding Doors, 10¾" Long
- 2—Green Passenger Cars, 10¾" Long
- 1—10" Straight Track Section With Built-In Remote Control Electrical Uncoupling Device (Tracks Make 140" Oval)
- 1—75 Watt Transformer

This crack express fairly sings on the high iron! Both the powerful remote control locomotive with its six monster drive wheels and the nickel trimmed Vanderbilt tender are die-cast. Junior (and Dad!) will have loads of fascinating fun coupling and uncoupling the bright green cars by electrical remote control!



16-Inch Velocipedes 6⁷⁵

1¼-in. arch tubing, step plate, 2-in. crown, ball bearing pedal wheel, 3½-in. rubber tires, adjustable handle bar, red enamel finish, white, trim-ming and fender.



Roller Bearing Scooters 2⁴⁵

39 inches long . . . 33 inches high. Beautifully enameled in blue with white trim. 10-inch wheels with parking stand, brake and rubber grip handles. Youngsters love 'em . . . so easy to give at this price!



Flag-Ship Planes 1¹⁹

A mammoth four-motor plane at a typically low Edwards price! 27-inch wing-spread . . . even cabin steps. Aluminum steel finish . . . can take hard use.



Give Her A Doll Bathinette 1⁹⁵

A doll-sized miniature of the Original Baby Bathinette . . . with all of the big features of a full-sized baby bath. A gift she really needs for her dollie. You'll rate high if you get it.

What Every Girl Wants! 21-Inch Tall BABY DOLL 2⁹⁸

Watch for a smile of genuine joy when the little "mother" finds her new dream doll. It's just what she wants. Dressed in dainty, orangey frock with embroidered collar and ruffled bonnet to match. Completely outfitted, even to little rubber panties. A gift "find" at 2.98!



BRING
The
KIDDIES
To EDWARDS
TOYTOWN
Get A
Gift Pack at 10¢!
Surprises Every Minute!
Write to Santa Claus. He
Will Answer Every Letter!

Say "Merry Christmas" with Gifts from Edwards

Jewelry, the Traditional Gift

Fine watches—"luxury" gifts that know no peer! Yours to give thriftily if you choose at Edwards, where quality and beauty are kept on an even keel.



Ladies' Tiny Wrist Watch 18⁹⁵

Regularly 27.50. Guaranteed 17-jewel movement, and each is smartly encased in a yellow rolled gold plated case.



Ladies' 7-jewel Wrist Watch 14⁹⁵

Regularly 24.75! The 7-jewel movement is fully guaranteed. Encased in fine yellow rolled gold plated case.



Women's Wrist Watch 11⁹⁵

Rolled gold plated case. Stainless steel back and a cord bracelet attached. Regularly sells for 17.75!



Men's Wrist Watch 19⁹⁵

The ideal watch at the ideal price! Made with a guaranteed seven-jewel movement. Regularly priced at 29.75.



Men's 7-jewel Watch 15⁷⁵

Fine seven-jeweled movement, rolled gold plated case and stainless steel back. Regularly priced to sell at 24.50.



Men's Strap Watch 12⁹⁵

A regular 17.75 value. Guaranteed seven-jewel movement in yellow rolled gold plated case. An especially good value.



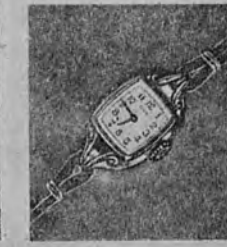
Children's Fad Wrist Watch 2⁹⁵

Regularly 3.50. Made and guaranteed by the New Haven Clock Company. Chrome case, non-breakable crystal.



"Mickey Mouse" Watch 3⁵⁰

"Mickey Mouse", America's favorite cartoon character manipulates the hands of this fascinating little watch.



Elgin 15-jewel Watch 27⁵⁰

Yellow and rose gold with stainless steel back. Handsome new design. Other Elgin watches up to \$55.



Cross and Chain 1⁰⁰

Beautiful cross and chain... presented in the charm of yellow gold, 18 inch solderlink chain. No gift can symbolize the Christmas spirit as well. Others up to \$6.



Locket and Chain 2⁷⁵

A gift that will be cherished always. Oval, heart and book shaped lockets. Engraved and mother-of-pearl. Some of them are done in three-tone colors. Others up to \$6.



Pendant Watch 12⁹⁵

Just the thing for the woman who appreciates something different in a watch. Many beautiful designs from which to choose. Other pendant watches priced to 29.75.



Men's Cameo Rings

12⁹⁵

The ring that best suits masculine tastes. Hemstite and Tiger Eye set in 10-karat yellow gold mountings. Priced wonderfully low at 12.95!

Women's Zircon Rings

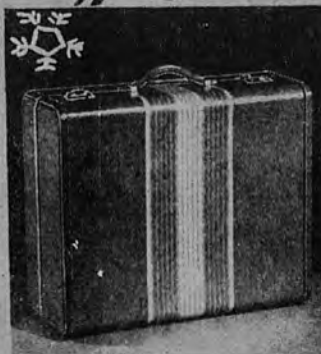
10⁹⁵

Her eyes will out-sparkle the Christmas tree when she spots her Zircon ring. Beautifully set in a 10-karat gold mounting. See it!



Gladstone Bags 7⁹⁸

24 and 26 inch sizes in brown or black with good linings, steel frames, fine hardware and well-built handles. Buy one now at a saving and make some man happy with it on Christmas morning. We have a substantial supply, but they'll go fast at 7.98. Buy now!



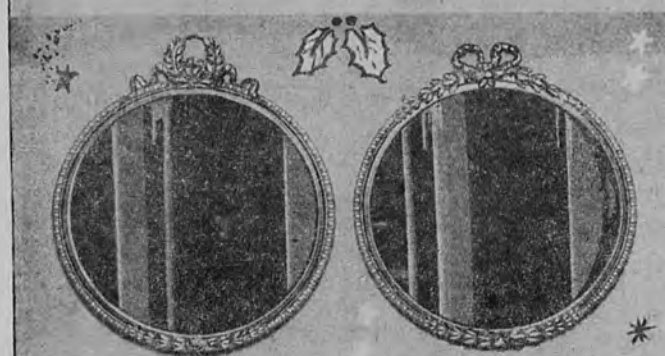
Wardrobe Cases 10⁹⁸

People on your gift list who have an eye for real value will gloat over one of these wardrobe cases! They're handsomely made with smart airplane luggage, top grain leather binding, fine quality linings, roomy pockets and sturdy locks. Will carry 6 to 8 dresses.



Overnite Cases 5⁹⁸

Made to match the wardrobe case. A good-looking overnite case under any Christmas tree? Top grain leather binding, new airplane luggage, strong locks, durable linings and pockets that have plenty of storage space. 3 sizes to pick from 18", 21" and 24". Brown & gray.



Reflect The Spirit of Christmas With "American Beauty" 24-In. MIRRORS... 7⁹⁵

Mirrors like these, in all their glowing beauty, are brilliant reflections of your good taste! Circular type with frames in several different styles. All are finished in gold bronze, and can be used over tables, buffets and mantles, or in foyers. At only 7.95 each, they allow you to give lavishly... but without a bit of strain on your budget.



Gay-Colorful Floral Pictures 1⁵⁰

Does her room need a touch of color? Then pictures it is! Green, blue, yellow, wine or pink mats with white frames— attractive in groupings of two's and three's. Suitable for just about any room in the house! Thrifty way to solve many gift problems.



Utility Cabinets 2⁴⁹

Combines beauty with utility. Consists of 1 hat compartment, 1 lingerie drawer. Covered in a washable paper with a daisy pattern. Rose, green, navy, wine.



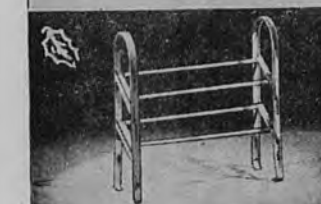
Priscilla Sewing Cabinet \$1

A gift that is just as pretty as it is practical! Made with a thread tray... Finished in maple or walnut. A trifling \$1 each... Give them to all the sewing addicts on your list.



Fitted Leather Sewing Kits 1⁹⁵

A handy kit that contains every sewing requisite. Complete with scissors, thimble, cushion, sewing and darning threads. Zipper closing case in many new, smart colors.



Adjustable Metal Shoe Racks 1²⁵

If you know someone who dotes on efficiency and neatness, or if you'd like to help someone develop those virtues, here's a grand gift. Holds 8 to 10 pairs of shoes. Enameled in green.



Wiss Pinking Shears 5⁵⁰

Famous quality! The woman who sews will cherish these shears for a lifetime. All-steel construction boxed to add extra excitement to your gift.



"Ty-Master" Tie Racks \$1

"Ty-Master" revolves—a spin of the finger brings the wanted tie in view. Holds 36 ties! Clever and extra-practical — keeps ties neatly arranged, thereby prolonging their life.

Buy Gifts for the Entire Family & Save at Edwards

EDWARDS BASEMENT the store for all the Thrifty



His Most-Wanted Gift!

Fancy Broadcloth SHIRTS

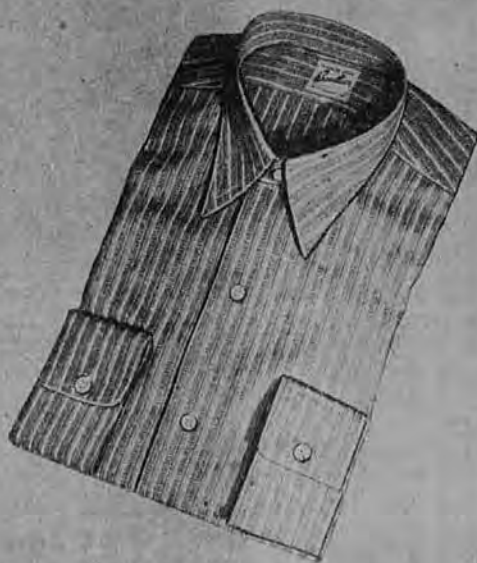
1¹⁹

There's nothing he'll appreciate so much as fancy broadcloth shirts. Full cut . . . fast color . . . With no-wilt attached collar. All sizes . . . 14 to 17.

Men's Gift TIES

Choose from stripes, checks, plaids, figures. Resilient construction. Many color combinations. At this low price.

50c



Men's Dress GLOVES

1¹⁹

A gift he'll wish for! Unlined pigtex in cork, natural. Lined pigtex in natural. Lined capeskin in black, brown. Unlined grey suede. Clasp and slip-on. At this very low price.



Men's Fancy PAJAMAS

1⁴⁹

In pattern to please the most difficult male. Fancy broadcloth in notch collar coat and middie style. A to D. Look these over!



Men's 100% WOOL Coat Sweaters

2⁹⁸

His eyes will light up when he sees these! Button, zipper front, Oxford, brown, navy, blue and autumn heather. Size 38 to 46.



Men's Whittenton Blanket ROBES

3⁴⁹

For the man who likes to relax we suggest this cotton fabric robe. Shawl collar, button style. Small, medium, large. At this low price.



Men's Beacon Blanket ROBES

4⁴⁹

He'll be eternally grateful for a warm robe. Ombre, herringbone, plaid or check. . . Small, medium, large. Reasonable!



Men's Zipper Suede Jackets

5⁹⁵

Here's the gift he'll really go for! Zipper front, full lined jacket. Knit collar, cuff, bottom. 36 to 46. At this price.



Children's Plush SLIPPERS

1¹⁹

Cuddly and comfortable gifts for the "Small fry"! Colorful plush chow slippers. Warmly lined. With soft padded soles. Reasonable price!



Women's Rubber ARTICS

1⁵⁹

She can laugh at wet weather if she's wearing these water repellent all rubber talon fastened arctics. Low to high heel heights.



Men's Opera SLIPPERS

1⁹⁹

Win his smile on Christmas morning. Give kid leather slippers. Leather lined, flexible leather soles, rubber heels.



Women's Plush SLIPPERS

1⁹⁹

Something she can really wear and enjoy. Goodlooking plush chow slippers with leather flexible soles. Blue or red.

Men's Fancy Gift Socks

4 prs. \$1

Be sure he gets his share of rayon, lisle or cotton socks. Regular, short lengths. Many patterns and colors. Size 10 to 12.



Men's All Wool Gift Mufflers

59c

They're always welcome. Warm mufflers in plaids and plain colors. Full size with fringed ends.



Men's Elk BOOTS

2¹⁹

Say "Merry Christmas" with these shearling trimmed boots. Wool lined, soft padded soles and heels. Wine or brown. Look at these now!



Women's Velvet BOOTS

2²⁹

A gift every woman wants and needs. Velvet boots fur trimmed from top to toe. Black or brown. Several heel heights.



Melodee Lane Rayon Satin Slips

1³⁹

A lovely gift for a lovely lady. Lace or tailored in bias and four gore styles. Tearose. Size . . . 32 to 44.



Give "Spunlo" Rayon Undies

49c

Always useful! Vests with Bodice Top, band, scallop or flare panties and bloomers. Size 5 to 8. Extra sizes . . . 59c

Women's Candlewick Tufted Gift Robes

3²⁹

Strictly feminine . . . yet practical. Fitted waistline in wrap model with flared skirt. Bracelet length sleeves. Dusty, Copen, American Beauty. Act now!



Boys' Gift SWEATERS

1⁷⁹

Watch his enthusiasm when he sees these on Christmas morn! Crew neck, button or zipper front. Cloth front and knit sleeve or all over knit. Size 30 to 36.



Boys' Shirt & TIE SETS

\$1

A grand way to play Santa Claus to all the little boys on your gift list. Assorted patterns Jr. and boys sizes.

Save Plenty on these Low Priced Gifts from Edwards

EDWARDS BASEMENT the store for all the Thrifty

The Gift of Gifts!

ALL PURE SILK-51 GAUGE
Full Fashioned
SHEER THREE THREAD
STOCKINGS

The gift every woman loves! The "hard-to-get" gift... this year. Its all silk hosiery! Unbelievably sheer but durable. Reinforced heels and toes. Glowing shades. Buy this gift now and keep in step with the times.

79^c pair

Irregulars Of
1.50 Quality

SIZES 8 1/2 TO 10 1/2



Children's
3 Piece
SNOW SUITS
5⁹⁸

Make grand, practical Christmas gifts. Double breasted suits with zipper jackets. Some with detachable hoods. Winter colors.

Sizes 3 to 6; 7 to 14

Daytime
Dresses

1³⁹

Children's
UNDIES
1¹⁹

Adorable pantie and slip sets. Individually boxed. Rayon satin and crepe with embroidery or lace trim. Size 3 to 14.

Bring her "sparkle" this Christmas with a gift of her favorite button-down-front housedress. Crisp white trims, novelty buttons, pockets, set-in belts.

• Blue • Red • Brown
• Wine • Aqua • Green
Sizes: 12 to 20; 38 to 42



Colored Border
TOWEL SETS . . . 79^c

The simplest gift to buy, something for the home. Cannon first quality towel and two wash cloths. Blue, red, green, gold. Boxed. For Xmas gift!



Rayon Satin
COMFORTABLES 5⁴⁹

A luxurious gift. Monotone or two color reversible effects. Part wool filling. Cord edges to match. Pastel colors. Buy now at this low price!



Pillow Case
BOXED SETS . . . \$1

An important gift. Fine grade muslin in "His or Her", "Mrs. and Mrs.", floral embroidered in needlepoint and regular styles. A beautiful gift!



Rayon Taffeta
PILLOWS . . . 39^c

An extraordinary gift opportunity! Many sizes and shapes in dainty figured or floral designs. Wine, blue, gold, green. Buy now at this low price.



Women's Gift
APRONS
39^c

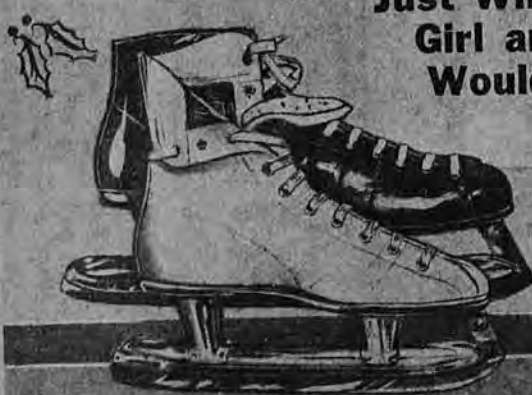
Dainty organdy in gay prints or plain colors. Quality percale in bright patterns. Fast colors. Attractive styles.



Girl's Gift
BATHROBES
1²⁹

A lovely gift for the little tot or her big sister. Bright print designs. Silk cord belts. Shawl collar. Sizes 3-6; 7-14.

Just What Every
Girl and Boy
Would Like



Children's Hockey
SKATES

Boy's
Sizes
1 To 12 **3⁴⁴** Girl's
Sizes
1 To 9

JUVENILE SKATES. SIZES 8 TO 2

Here's what to put in their Christmas stockings! Hockey skates with topgrain leather uppers, oak bend soles, built-in webbing for support, steel shank in arches, rickle plated ground blades. Girls' in white. Boys' in black. All plaid lined.



Surprise Him!
With a Brunswick

Bowling \$17
Ball . . .

Despite the necessary finger measurements you can still make this gift a surprise. Buy a Gift Certificate . . . Use Our Budget Plan . . . he can get his own bowling ball with it.

Famous Roadmaster
BICYCLES

Extra
Special **29⁹⁵** Worth
\$35

Imagine the joy you can give when you present a bicycle like this to some lucky person on your gift list . . . equipped with headlight, ELECTRIC HORN IN TANK, truss rods, chain guard, rear reflector, Texas steer handle bars, balloon tires, leather saddle, Lifetime frame and fork.



Misses Bright Wool
Gift SWEATERS . . . 1¹⁹

Warming gifts for all the women on your list. Fancy knit in V neckline, Crew neckline, Slip-on or Cardigan style. Long, short sleeves. Size 34 to 40.

Every Woman Wants Seamprufe Lingerie

.... Sold Exclusively
at EDWARDS

BE a mind reader! Give her the gift she'd get for herself. Give her "Seamprufe!" It's the dowager's dream... It's the deb's delight. No woman ever seems to get quite enough "Seamprufe" lingerie. That's why it's the perfect gift... That's why its presentation rates you ace-high as a Santa! At Edwards, and only at Edwards, you'll find big and varied "Seamprufe" collections... calculated to make your choosing easy... priced far lower than you'd think such luxurious lingerie would have to cost!



Gown and
Negligee
Ensemble **6.98**

Lush roses strewn on glistening rayon satin backgrounds! Elegantly tailored gown with a full-length matching negligee. Choice of tearose, blue or white. 32 to 40.



Rayon Crepe
Print Pajamas .. **2.98**

She'll love their superb, easy-wearing fit, their smart details. Butcher Boy style in a variety of colorful novelty prints that have real zest! Sizes 32 to 40.

Crepe Back Rayon Satin La Rue
"Seamprufe"
PANTIES ... 1.69

Traditional quality she admires... plus new styling she'll be enthusiastic about. Fine fitting, long wearing—outstanding gift value at any where near a paltry 1.69!

Lovely Crepe Back
Rayon Satin La Rue
GOWNS ... 2.98

Rich "Seamprufe"
Satin Juliet
SLIPS ... 2.98

Crepe Back Rayon
Satin La Rue Tailored
SLIPS ... 2.00

Quilted Bed Jackets

Floral satin quilted and jacquard quilted bed jackets. Artfully styled with plunging necklines, Peter Pan collars and 3/4 or full-length sleeves. Small, medium or large. **3.98**



Satin DANCETTES

Delightful gift for the petite Miss. Lace trims and fancy embroidery on the panties. Well-made uplift bandeau. Tearose, blue. 32, 34, 36. **1.39**



Flowing Skirted Floral Printed Nities

Styled simply so as not to detract from the gay colorings of the beautiful prints. You, yourself, would be pleased with such a gift... so why not please the women on your list accordingly. Tearose, blue, white. 32-40. **2.29**



Baby Chenille HOUSECOATS

The flattering wraparound style that hugs your waist then flares wide at the hem. Self tie and roomy pocket. Copen, aqua, raspberry, dusty and cherry red. Sizes 14 to 20. Far more detailing and beauty than you expected to encounter. **3.98**

Rayon Crepe HOUSECOATS

A gift with decided "oomph"! Rayon printed housecoat with zipper front closing; short, pert sleeves; collarless V neckline; high Empire effect waist with a crisp taffeta sash. Rose, royal, black and French blue prints. Sizes 12 to 20. **3.98**

Chenille ROBES

Rich in appearance, practical and just the robe to make her feel like a lady of leisure. Wrap and zipper styles in flatteringly lined—caused by the smart arrangements of the chenille stripes. Royal blue, ruby and copen. Sizes 12 to 20. **4.98**

Candlewick ROBES

Wonderfully flattering and glamorous! Scrolled hearts proclaim its sensational beauty. Closely tufted for richness. Practical because it's rubbable. American Beauty, dusty rose copen blue, white. Small, 5.98 medium and large. **5.98**

Flannel HOUSECOATS

Your pick of softly or sharply tailored styles. Grand "buys" for yourself as well as gift-giving. Wrap and zipper closing styles in ruby, copen blue or navy blue. 12 to 20 and 40, 42. Extra cozy made of fine 100% wool. **6.98**

Satin Quilted ROBES

Luxury incarnate! Floral printed, quilted rayon satin wrap-around with V collarless neckline, self sash and pocket. Fully lined with rayon crepe. Be sure of giving one. Lay away now! Tearose, blue or white. 12 to 20. **6.98**

Spread Good Cheer With Gifts from Edwards

Always
A Natural...

*** PEARLS**
1.89

Values To 3.95

As deep, as glowing as your sentiments. Sure to be welcomed with delighted "ohs" and "ahs"! Made with unusual clasp detail. Truly unusual at 1.89!

1 — 2 — 3 Strands

* Simulated

**BRACELETS
and EARRINGS**
\$1

Styled of simulated pearls to match the necklaces above. Give the threesome for a thrifty 2.89!

SPRAY PINS
\$1

Easy way to cross a host of feminine names of your gift-list! A complete and interesting selection of stones and metals... to wear on coats, suits, dresses, blouses and sweaters. Wonderful gift idea at a mere \$1.

**Women's Fuzzy
Shearling "Flops" . . . 1.99**

Almost like a mop! Deep, light-as-a-feather wool. Soft sole and pad heel. Wine, pink, white, light blue and royal blue with linings to match.

**Children's Two-Snap
Elk Slippers . . . 1.29**

A quick snap and they're on to stay! Warmly lined, soft sole, pad heel. Wine, red, blue or brown. Very smart... and surely, very practical!

**Women's Kid
Bridge Slippers . . . \$2**

Kid leather—soft as your skin! "V" throat to prevent cutting, dainty bow, leather sole and wood heel. Wine, blue and black. Peach linings.

**Zipper Velveteen
Fur Trimmed Boots . . 3.25**

A woman's gift that will win daily thanks! Very chic boots with the dependable Talon slide fastener hidden under the luxurious fur trim. Warmly lined.

A Practical Present!

**Women's Colorful
UMBRELLAS**

\$2

So pretty she'll hope for rain! Celanese, oil silk with celanese, or all-oil-silk. Solid colors, plaids, two-tone combinations and all-over floral patterns from which to pick!

Black — Navy — Red
Green — Brown

A Useful Gift!

**Men's Leather
BILLFOLDS**

\$1

Useful, durable billfolds that men will appreciate. Black and brown. Many with zippers. Genuine calf. Also women's styles at \$1.

**Every Woman Loves a
SCARF**

\$1

The chiffons are made in floral designs on plain backgrounds, or white and soft pastels. The wools and crepes are square-shaped to wear around your neck or head. A vast selection to please every taste.

Chiffon — Wool — Crepe

**Women's Chinese
HANDKERCHIEFS . . 29c**

Hand embroidered! Filigree work! Applique! Hand-drawn work! Exceptional values on today's market. Sure to please all the women on your list.

**Men's Linen Initial
HANDKERCHIEFS . . 35c**

Two expensive-looking styles—choice of hand-rolled edges, spoked corners or plain hems. Fine Irish linens—hand embroidered initials. Regularly 50c!

**Men's Large Size
HANDKERCHIEFS 6 for \$1**

The kind of styling that men like in their handkerchiefs. Generously sized cottons with white "Longfellow" initial. Gift boxed at no extra charge!

**Women's Print
HANDKERCHIEFS . . 10c**

Floral printed cottons in a large assortment of colors and patterns. Styled to look much more than this price. Shop early... Get dozens!

15 Useful Christmas Gift Suggestions from Edwards



15-Pc. Crystal Punch Set \$5.69

Have a set for your Christmas parties. Give sets to your domestic relations. Fashioned of sparkling crystal with 1 large bowl, 1 rolled edge plate, 12 handled cups and 1 crystal ladle. Now is the time to buy!



7-Pc. "New Yorker" Cocktail Set ... \$2.95

Just the thing for somebody who deserves something super-nice! As smart as the name implies... as sparkling as a Manhattan del! Set consists of crystal glasses and crystal shaker. At this low price!



20-Pc. China A. D. Coffee Set \$5

Fine, translucent china that you'd hardly expect to encounter at only \$5! Dainty flowered pattern... trimmed in gold. 1 sugar bowl, 1 creamer, 1 coffee pot and 8 cups and saucers. Do your buying now!



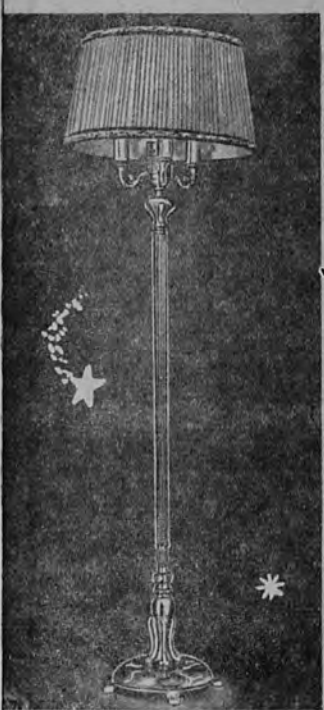
Clear Crystal Liquor Bottle .. \$1.49

Worthy of holding the oldest vintage you know of. Choice of rye, whiskey, bourbon or scotch bottles—made in appealing, beautifully executed lines. Brilliant crystal with liquor names. Buy now!



Tea Cups and Saucers 4 for \$1

Delicate gift china in a choice of several designs. Practical, too—the handles on the cups are easy to hold. All pieces have flowered designs and ivory backgrounds. Regular 35c each. Buy now!



Lovely 6-Way • 3-Way Floor Lamps \$25

For that "very special" homemaker... Choosing is easy. They're styled to blend with all decorating schemes. Hand-made shades. Genuine onyx trim or plain bases, durable yet they have grace and beauty.



93-Pc. Imported Translucent CHINA Set 39.95

Because imports don't enter the country as frequently as they did previously, a gift of this beautiful china will be doubly welcome. It will give unequalled service. And, as for beauty, it compares with sets selling for much more!

Service for 12 People

Set Consists of:

- 12 Dinner Plates
- 12 Salad Plates
- 12 Bread & Butters
- 12 Soup Dishes
- 12 Fruit Dishes
- 12 Tea Cups & Saucers
- 1 Covered Sugar Bowl
- 1 Creamer
- 2 Platters
- 1 Baker
- 1 Sauce Boat
- 1 Covered Casserole

Convenient Terms



Table LAMPS with Shades \$5

All have fine metal mountings to give your gift distinction! Shades have silk tops and rayon linings. The metal counted china bases are colored in coral, fawn, ivory or blue. Shades can be tilted to various angles for better reading, etc. Limited quantity.



Harvest Pattern Silver Plate ... \$5 ea.

Made by the International Silver Co.! Silver plate on copper base. Vegetable dish, well and tree platter, gravy boat tray, coffee pot, sugar and creamer, centerpiece, water pitcher, platter. Each a good value at \$5.



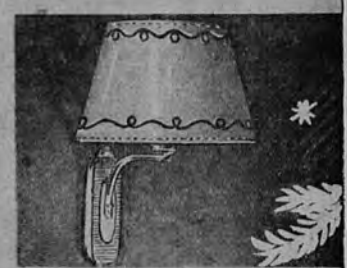
Sheffield Reproductions . \$3.98

Want to make it look as though you've spent a small fortune for your gift? Here's how! Round and oval trays with artfully engraved centers... choice of grape... gadroon... shell borders. Silver plate on a heavy copper base.



Sterling Ware Console Sticks 1.79 pr.

Silver plate on a heavy copper base. Two styles to select from... one with a plain edge, the other with an engraved edge. Both styles brightly finished in sterling silver. Regularly they sell for 2.50 a pair, and actually they look more than that.



Reflector Pin-Up Lamps . \$1.29

Edwards again, shedding light on your gift problems with Walite Pin-Up Lamps! Choice of ivory or bronze finishes... 6 inch diffusion plastic bowl... parchment paper shade. Appropriate for any room. Easy to give in "three's" at this very low Pre-Christmas price. Buy now!



Clear Crystal Stemware 39c ea.

Introducing a new pattern, just in time for gift-giving... and at such a wonderfully low price! Choice of goblets, saucers, champagnes, cocktails, wines, footed ice teas, footed 9-oz. water tumblers, footed 5-oz. fruits and 8-inch plates to match. The person you give them to won't have to worry about replacements... This is an open stock pattern. Buy now!



Famous "Beloved" Pattern 77 Pc. Wm. Rogers SILVERPLATE 24.95

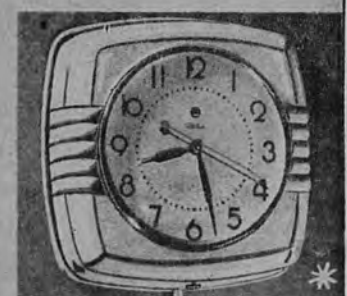
Service for 8 People

Including Tarnish-Proof Chest

You probably intended to buy just one set for somebody on your gift list... but, because Edwards pops up with such an amazingly low price, you can afford to get a set for yourself too! Made and guaranteed by the International Silver Co.

Set Consists of:

- 8 Salad Forks
- 8 Butter Spreaders
- 8 Oyster Forks
- 8 Iced Teaspoons
- 1 Cold Meat Fork
- 1 Large Pierced Server
- 8 Hollow Handled Knives (Regular or Vivande)
- 16 Teaspoons
- 8 Regular or Vivande Forks
- 8 Soup Spoons
- 3 Tablespoons



New Model Kitchen Clock . \$2.95

Newly designed, exciting low priced kitchen clocks by Telechron and G.E. Stamped metal base, and metal dial with large easy-to-read numerals. Choice of white, ivory, red or green. Just as dependable as they are handsome. Precision-made by experts.

Let Edwards Bring Christmas Cheer into Every Home



Occasional TABLES to Dress Up Your Home

Sturdily constructed! Hand-rubbed mahogany finish! Dress up your own home with them. Give them to de-serv-ing friends. Note the low price!

3⁹⁸
each

- A. Drum Table, 25 Inches High
- B. Coffee Table With Glass Tray
- C. Magazine End Table, 22 in. High.
- D. Lamp Table 25 Inches High

Occasional TABLES, 12 Styles—4 Pictured

Miraculous to find tables so big, in such good taste. Abounding with fine details. Made completely of mahogany. Hand-rubbed finish that fairly glows!

7⁹⁵
each

- A. Mahogany Cocktail Table
- B. Mahogany Tier Table
- C. Mahogany Coffee Table
- D. Mahogany Lamp Table

For Dad's and Mother's Comfort!

Custom-Made Lounge CHAIR

\$35



Built for beauty and durability, these chairs represent the best work of skilled craftsmen. Exposed frames are finished in fine mahogany, and you can have your choice of good-looking tapestry coverings in all wanted shades.

5-Pc. Quality Bridge Sets

\$25

30"-top table with carved rail, dependable folding device, concealed hardware. Full-panel folding chairs with Chippendale backs. Mahogany finish on birch. Washable red or ivory simulated leather.



A Gift Everybody Can Enjoy!

Sturdy Occasional CHAIR

12⁹⁵



This chair has unusual eye-appeal because of its generous proportions and gracious lines. Mahogany finish and a practically designed hard-wood frame. A wide choice of upholstery fabrics in a big range of smart, new colors.

3 Superb Patterns In Decorator Colors Wilton Broadloom

Will add to the attractiveness of your home for many Christmases to come! We can furnish rug sizes . . . or possibly a wall-to-wall installation would please you better.

9 Ft. or 12 Ft. Width
5⁷⁵
Sq. Yd.

- Rose Quartz
- Marine Blue
- Dubonnet
- Burgundy

Pocono Bedroom Rugs

The string nap is fully 2-inches long. Woven on heavy canvas back. Rose, white, green, peach, royal blue, soft blue and yellow. Buy now!

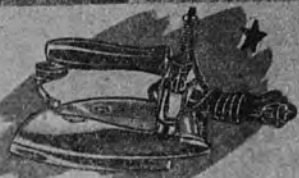
- Oblong 20"x32" Size2.85
- Oval 22"x36" Size3.75
- Oval 26"x48" Size6.35
- Oval 30"x56" Size8.25
- Round 30"x30" Size3.35



General Electric Iron

Make her ironing duties easier with a G. E. New 1942 model with convenient thumb-rest. Streamlined design. Buy now!

3⁴⁹



A Gift That's
Different!

Nu-Tone Door Chimes

1⁹⁵

Two melodious notes herald someone's arrival at the front door. One note tells you that someone is at the rear door. If you'd like to give something different, here's the perfect answer!

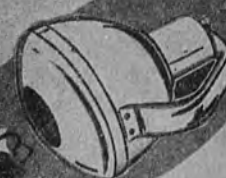


A Useful Gift!
General Electric

Infra-Red Heat Lamp

1⁹⁵

Its soothing, penetrating heat gives relief from joint and muscle soreness. Complete with cord and approved switch. Buy one for your family and rate a unanimous vote of applause! Reg. 3.50.



Westinghouse Heat Pad

Fully guaranteed by Westinghouse and Edwards! Made with special rubberized cover. Gives three heats.

3⁴⁵



8-Cup Silex Coffee Maker

2⁴⁵

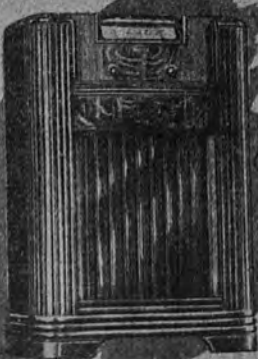
A brand-new model at a remarkably low price. Coffee made the "Silex Way" is never disappointing. Give her a "Silex" and win her daily thanks. How often do you see gift value to equal this?



Philco Console Model Radio Phonograph COMBINATION

69⁹⁵

Specially priced for Christmas shoppers! Ordinarily this model would cost considerably more! Oversize dynamic speaker, built-in aerial, automatic volume control. Plays 10 or 12-inch records. No needles to change.



1942 Emerson Radio

A Real Gift!

16⁹⁵

A handy handle makes it easy to carry! A 5-tube model with built-in aerial. Operates on AC or DC current. Super Heterodyne. Tops in styling. Tops in performance. Tops in thrift.



Be Practical! Give Wearable Gifts from Edwards



**Zipper Jacket
Snow Suits . . . 12⁹⁸**

Give her a truly professional appearance for snow-fun! Reversible fleece jackets with contrasting Aridexed poplin linings. New "Downhill" trousers. Navy with natural, brown with natural, navy with red, teal blue with red. 12-20.



**Black Velvet
Evening Wrap . . . \$12**

Christmas WRAPTURES! Svelte velvet wrap with white Celanese lining. The velvet has been tested for color fastness and water repellency. White rabbit's hair collar . . . rounded, shirred shoulders. Black only, sizes 12 to 20.



**Black Dyed
Persian Paw . . . \$128**

The glamour, the luxury, the quality she wants—all wrapped up in one superbly low priced fur! Rich-looking, lustrous . . . ingeniously fashioned to make it right for every occasion! First quality pelts, Nevada. Moth processed.



**Durable Seal
Dyed Coney . . . \$118**

Choose the Fur Coat "of your dreams!" from our glorious collection of Northern Back Skin Coats. Expert craftsmanship . . . painstaking detailing and superb fashioning. In fact everything to make this the finest coat possible to produce at this price.



**California
Slack Sets . . . 6⁵⁰**

A California-made set that she can wear from now right into spring and summer! Full of exciting detail—note the long torso jacket, the trim lines of the trousers. Novelty fabrics in navy, rust, green or brown. All sizes 12-20.



**Printed Percale
Utility Dress . . . 1⁶⁹**

They're button-up models that won't disturb her hair-do. Comfortable for active wear in the house . . . Pretty enough to entertain in when unexpected company arrives. Long-wearing percales in floral prints and paisleys. Sizes 14 to 42.



**A Popular Gift!
Coat Style
SWEATER
2⁹⁸**

All-wool with fitted waist-line cuffs, with crew or V necklines. Black, navy, wine, bayleaf, powder, rose. An ideal gift!

Sizes 36 to 46



**Popular Boxy
Slip-On
SWEATER
2¹⁹**

"Hottest" sweater of the season! Long sleeves, crew or V necklines. Beige, powder, red, maize, dusty pink and forest green.

Sizes 34 to 40



**Girls' Cotton Print
Housecoat
3²⁹**

Made to match the pajama and doll set at the right. Full flaring skirt, full length zipper, ruffled yoke. Fine gift idea for girls who wear 8 to 16's.



**Girls' Pajama
and Doll Set
3²⁹**

The doll hangs up on her bed and has a pocket to hold the pajamas which are made in Butcher Boy style . . . daintily trimmed with ruffles. Sizes 8 to 16.



**Girls' "Big Apple"
Quilted Robes
4⁹⁸**

A cotton robe with luscious "Big Apple" print in Helena Rubinstein's "Red." White, open and navy backgrounds. Sizes 8 to 16.

**For Extra Warmth!
Double Breasted
Quilted
JACKETS
5⁹⁸**

A waist-length water resistant poplin jacket that she can wear for skating, skiing and general sports-wear.

Sizes 12 to 18



**Women's
Novelty
APRONS
59^c**

Practical utility types, or decorative styles to wear while serving. Percales and organdies in a highly diversified group.

Others at 69c and 79c



Kiddy's Play Yard . . . 6.98

Made of solid wood with sturdy posts, heavy rails, colored panels and casters. Natural and ivory. Large size.

Play Yard Pads . . . 2.98

Rubberized pads with removable covers. Blue, pink or maize.

Robe & Bootie Set . . . 1.29

Both pieces made of soft blanket cloth and ribbon bound. Embroidered collar and button front on the robe. Pink or blue. Beautifully boxed.

Hand-Made Dresses . . 1.19

Broadcloths and sheers with smart tucks and dainty embroidery. Baby blue, pink, maize or peach. Also trimmed whites. 1-3 yrs.

Tots' Wash Dresses . . 1.98

Prints, plaids and plaids with white collars and lace edges. Many colors. 3 to 6X.

Children's Silk Dresses 2.98

Rayon silks in solids and prints. Navy, rose, open, blue, pink. 3 to 6X.

Soft Toys for Baby . . 1.25

California-made! Hand-painted dolls for boys and girls. Stripes and prints.

Infants' Sweaters . . . 1.69

Soft yarns with embroidered touches. Slip-on style, with or without collar. White, pink, blue. 1 to 3 yrs.

Tots' Print Dresses . . 1.19

Deep hems, puff sleeves, embroidered trims. Pastels or darks. 1 to 3 yrs.

'Big Apple' Housecoats 3.98

Lovely red apples on quilted cotton. Pocket and tie front. White or blue. 3 to 6X.

Little Boys' Knit Suits 2.29

Fancy or solid tops with solid colored pants. Navy, wine, green or brown. Washable. 3 to 6 yrs.

Baby's High Chair . . . 7.98

Hardwood chair with high solid back, foot rest and wide-spread legs to prevent tipping. Maple or waxed birch.

High Chair Pads . . . 1.59

Made in dainty water-proof prints with ruffled edges. Removable slip covers. Red, green, blue, maize.

Baby Buntings . . . 3.39

Snug blanket cloth to keep baby comfortably warm! Full zipper, detachable hood, ribbon trim, and applique. Full size. White, pink or blue.



Express Your Sentiment with Toiletries from Edwards



Revlon Gift Mascot Set... \$1.50

Made of "Fabrikoid" with plaid lining, or in spun rayon plaid with solid lining. Nail enamel, oily remover, cuticle lotion, file, orange stick, and emery boards. Name plate for initials.



Ayers Handy Travel Kit... \$6.50

As smart and compact as her favorite handbag! Contains mirror, comb and 8 beauty aids that will keep her lovely for many months to come. The cover is made of a sturdy simulated leather.



Elmo Overnight Travel Kit... \$3.50

Perfect gift for on-the-go women! Each kit contains 2 creams, 2 lotions, dry rouge, and Margo face powder in a smartly styled pink plastic box. Kits colored in black, blue or cordovan.



Coty Utility Gift Set... \$5

Lovely accessories to fill her all-day beauty needs! Perfume, toilet water, talc, airspun powder, Sub-Deb lipstick and rouge in Coty's L'Origan, Paris, L'Aliment, Emeraude fragrances.



Bourjois Gift Set... \$4

A gift that says, without words, what you've wanted to tell her! An "Evening in Paris" set — consisting of cologne, talcum, perfume with atomizer and a single compact in glistening chrome.



Shulton's Man's Shave Set... \$2

Scented to suit a man's taste perfectly! Set consists of shaving mug and lotion. Shaving soap in the mug makes a smooth lather, remains moist on the face until the shave is finished.



Metal Music Powder Box \$3.50

One of these music boxes, plus her favorite powder, combine to make a gift that will have her applauding your good taste! Beautifully designed! Several musical selections to pick from.



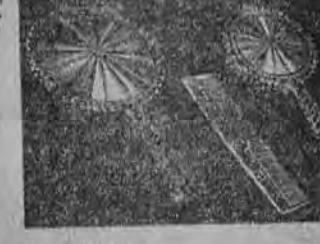
Trejur Bubble Bath Foam 59c

A gift to delight the heart of the fastidious woman! Bath Foam makes luscious bubbles... daintily scented with any of four pleasing fragrances—lilac, apple blossom, gardenia or pine.



After-Bath Powder Mit 79c

Each mit is filled with dainty apple blossom-scented bath talcum. Each has a Terry Cloth palm and a flowered back in a choice of pastels: blue, pink or yellow. Also white. "Different".



3-Pc. Lucite Dresser Sets \$5

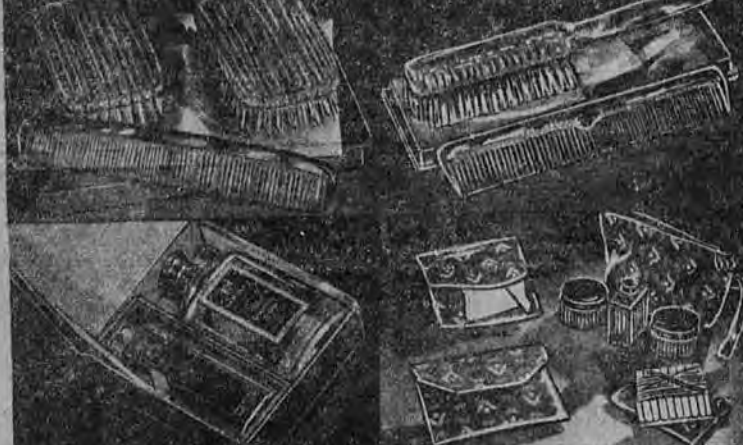
A chance to give lavishly... without throwing your budget into a frenzy. Choice of round or oval types with sleek Lucite trims. White, blue, rose or green—with enamel backs. Fine value!

Prophylactic Men's Set \$5.95

A man couldn't do better if he chose for himself! 3 pieces—two military brushes and a comb—made of crystal clear Jewelite. Nylon bristles on the brush. Handsomely boxed, ready to give.

Yardley Shave Set \$1.50

Even if he uses an electric razor, you can still give him something to make his shaves pleasanter—Yardley's after-shave lotion and the famous Yardley's invisible talcum. Superbly thrifty, too!



Prophylactic Comb & Brush Set \$2

Gift sets that tell her you spent fore-thought in selection. They're made in colors to match modern bedrooms and bath accessories! The brushes have Jewelite backs and sturdy Nylon bristles.

Glida Co-ed Set \$1

A group of beautiful patterns to match her other traveling items. The set consists of a laundering kit, bottle bag, tissue pack and a Debutante cosmetic purse. Generous gift value at only \$1.

What to Give? You'll find the Answer Here at Edwards



Eaton's Boxed Stationery \$1

"Bird Flight"—for regular or airmail use. Lightweight! Gray, blue, white or pink. 24 sheets and envelopes.
"Early American Primitives"—fine quality paper, attractively boxed. White and gray shadow plaid. 12 sheets, 12 note size papers and 24 envelopes.

Genuine Leather Brief Case \$4

Genuine split cowhide case—bound all-around with steel. Reinforced corners. 4 leather compartments (including zipper compartment) all-around straps. Smooth or grained. Black or brown.

Leather Cornered Desk Pad... \$6.95

Anyone who uses a desk would like one! 3 sizes: 12x19, 16x21 or 19x24. 6 colors: brown, maroon, red, green, blue, black. Genuine leather corners.

Five Year DIARIES... \$1

The 5-year diaries at \$1 are eight bound in colors, and they're complete with lock and key. Others, in embossed simulated leather with lock, key... 1.25.
3-Yr. Leather Diaries... 1.95

Schaeffer's Wasp Pen & Pencil... \$1.95

Dependable performance assured with a "Schaeffer" 12-karat gold point in fine or medium sizes. Five colors: carmen, brown, green, gray or black.

Double Deck Playing Cards \$1.35

Congress and Gainsborough brands. Attractively boxed, ready for gift-giving. Several new designs and colors with fine gold or silver edges.

5-Pc. Onyx Desk Set... \$5.95

Set includes: perpetual calendar, hand blotter, letter opener, pen base and pen, and desk pad in 3 sizes and many colors. 12x19, 16x21, 19x24.

Schaeffer's Pen & Pencil Set \$5

Pen has 14-karat gold iridium tipped point. (Points as fine as you want them.) Pencil takes "Fineline" lead. Brown, carmen, green, gray, black.

Vigilant 6-20 Gift Cameras \$9.75

Easy to operate. Has both eye-level or waist-level finder. A good gift for any member of the family.
Also: Bantam. Small and compact... will fit into your coat pocket. Just the thing for that young man in Uncle Sam's service... \$9.50

Scrap Books and Waste Basket \$1 each

The kind of gift you'd like to get. Matched pieces—in rich brown imitation leather with a gold-embossed design. The basket is made in three convenient sizes. The books are well sized.



Let Edwards Bring Christmas into Your Home



She'll Appreciate This
Year-Around Gift . . .

Famous Make Venetian BLINDS

15" to 22" Wide to 64" Long 22" to 28" Wide to 64" Long 29" to 36" Wide to 64" Long
279 398 479
Reg. 2.98 Reg. 4.29 Reg. 4.98

With Basswood or Metal Slats:

- * 2" Acme Non-Rusting Baked Enamel Slats
- * 1-1/4" Kiln Dried Basswood Slats
- * Kiln Dried Head, Tilt and Bottom Rails
- * Fully Guaranteed to Stay Locked
- * Colored Cords to Match
- * Cadmium Plated Lock and Tilt
- * Smooth Working Pulleys
- * No Pine Slats Used
- * Light Ivory, White, Cream and Off-White

To Brighten
Christmas Windows

Cottage Sets

169
set

Full 36" Wide

Sets you can give with pride . . . made to our own rigid specifications. Fine ivory ground marquisette with a chenille figure in colors. A full 36 inches wide with sash tailored of the same material. Picot ruffled, too. Homemakers who appreciate practical gifts surely like them!

Red — Blue
Green — Gold
Black



An Exciting Gift Suggestion!

"EDWARDS" Cotton and Rayon DRAPES

A stunning new and exclusive drapery in a floral column motif printed on an expensively textured cotton and rayon fabric. 2 1/2 yds. long, 50 inches wide. Pinch pleated, fully lined. Ordered months ago for Christmas . . . actually worth 10.98! Sun resistant colors of rose beige, natural, blue, green, rose, gold.

798
pr.

Washable Tailored Ninonette Curtains

Their beauty will challenge the sparkle of your Christmas tree! Yet see how little their elegance costs you at Edwards. Use them in almost any type of room, with almost any type of drapery. 75 inches long, each half 44 inches wide. 1 inch side hems and 3 inch bottom hems. Eggshell, champagne. Regularly 2.98!

229
pr.



Wall Bracket
\$1

Arm yourself with several of these Coventry wall brackets and cross a host of names off your gift list in one swoop. Every homemaker wants them. Ivory or gold finishes.



Pillows
1.89

Oblong and square shapes — all of them plump with rich Kapok filling! Damask, brocatelle or moire fabrics with fringed or rolled edges. Grand colors. Well sized.



Bed Trays
1.25

Finding them at this low price and in such a wide range of beautiful colors is first-rate gift news. The elevating top folds compactly. Built to give long service.



Window Shelves
\$1

Gay shelves that are capable of adding worlds to any decorating scheme! Two 18-inch glass shelves plus brackets are included at this noteworthy price. Good gift value!



Detecto Scales
2.98

Chrome headed model that weighs up to 300 pounds. Guaranteed, by the maker and Edwards, for five years! Five new and lovely colors from which you can choose at only 2.98!



Bath Hampers
2.98

Substantially built as a hamper or as a bath stool seat. Attractively styled and stocked in a large variety of color combinations. Shop early and get more than one!



Silent Butler
\$1

Just the thing for bridge table ash containers. Round style with Lucite handle and metal base. Bronze, green, red or blue. A gift that shows the giver's originality.



Round Hassocks
2.98

Non-Sag construction means that this is a gift that will last! Made of 2-tone "Fabricoid" with contrasting trim. Choice of ivory, blue, red or green. All guaranteed washable.



Carving Sets
3.95

Have a set for your Christmas table. 8-inch mirror polished blades with stainless steel bolsters. Ordinarily you'd pay 4.98 for a set of this fine quality.



Bowl and Tray
3.95

Beautifully hand decorated, they make distinctive gifts! The tray is a 14-inch size and the footed bowl is a 13-inch size. Set also includes a fork and a spoon.



Carpet Sweepers
2.19

Steel case, enclosed wheels, rubber bumper, steel bearings, rubber tires, real bristle brush, baked-on smart maroon finish. Extra-big dust pans — easy to empty.



Adjustable Tables
2.98

Adjustable to your needs. A heavy gauge steel table with a grained walnut finished top. The base, finished in a harmonizing brown tone is shaped to prevent floor damage.

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Delivered Every Thursday

ROCHESTER, N. Y., THURSDAY, DECEMBER 4, 1941

To 75,200 Rochester Homes

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

FIFTH YEAR—No. 6

GIFT VALUES FOR ALL IN THIS ISSUE

Elks Memorial Service To Be Held Sunday

The memory of 40 Rochester Elks who have died during the year will be honored next Sunday at the lodge's annual memorial service which will take place in the lodge rooms at 4 p. m.

Each year Elk lodges throughout the nation participate in such a service to commemorate their departed brethren.

Rev. Eugene V. J. Golding, assistant rector of St. Boniface church, will be the speaker. Music will be furnished by the Westminster Presbyterian Church choir, under the direction of Sidney Carlson.

A cordial invitation to attend this impressive ceremony has been extended to the public by T. Edward Freckleton, secretary of the local lodge.

St. John Rosarians To Have Annual Christmas Party

Annual Christmas party for Rosarians of St. John the Evangelist church will take place on Tuesday, December 16 at p. m. in the church hall.

A chicken dinner will be served, entertainment offered and gifts exchanged.

Reservations may be made by calling Mrs. J. Wells Benedict, chairman, at Culver 5053.



GIFTS For The Home Offer Many Chances To Please

By THE SHOPPING NEWS GIFT COUNSELLOR

Whether it's your own home or somebody's else, it can furnish the most marvelous variety of Christmas gift inspirations imaginable. And they can cost almost anything that you wish to pay—from tiny under-a-dollar prices all the way up to sums almost as fabulous as our country's debt. And the lovely thing about it all is that often it's the most modestly priced presents that win the warmest welcomes—when you've chosen them with thoughtful care to make life at home a pleasanter, more gracious and charming experience.

Let the Family Join

It's become a jolly custom in many families to pool a certain percentage of their Christmas gift funds for a gift from everybody to their beloved home. The fun of sharing in its selection and expense creates a happy holiday bond—whether it's merely a two-some family or one generously supplied with members. Then, too, a gift to beautify the house, or a present of practical usefulness, goes on for many years, becoming a permanent reminder of this a. a really memorable Christmas. So whatever other giving your Christmas plans include, why not try to buy something for the home? It could be a single price—a wonderfully comfortable chair, a lovely new desk, highboy, breakfast cabinet, an occasional table, a mirror, a picture.

You'll know exactly what when you look around your rooms and try to think and remember what there's been a definite need or wish for during the past months or years. Is yours a home that needs a new grouping of living room sofa and lounge chair, or perhaps a whole new set of dining room or bedroom furniture? Then Christmas is a perfect time to rejuvenate an entire room—so why not hold a family conclave on the subject and see if it can possibly be arranged?

Men Like Furniture

If there's a puzzling man on your gift list don't overlook the possibility of pleasing him with something he'll enjoy at home. Think how he'd love a beautifully upholstered leather lounge chair that will be exclusively his own. And it can be just as charming a decorative accent for the room as it is comfortable for him. Smoking accessories he'll be certain to appreciate—especially if he hasn't any satisfactory ones, or if those he does possess are now a bit on the shabby or old-fashioned side.

A bookcase for his favorite volumes is a happy idea, or a cabinet to hold his best loved records if he's musically inclined.

Women Easy to Please

Of course, pleasing a woman with gifts for her home is a natural; and you can whizz through your Christmas shopping list in a jiffy with marvelous success, choosing things for almost any room in the house. Let's mention just a few to show you how simple it's going to be. Start upstairs with a bedroom, for instance. She'll be thrilled beyond measure with a chaise longue—wonderfully comfortable for relaxing during her precious leisure moments, and a beautiful decorative accent for any lady's boudoir. Lovely little slipper chairs, bedside tables, bookcases, scatter rugs, lamps and dressing table accessories would also be most acceptable as holiday remembrances.

Ideas for Living Room

For the living room, new fireplace accessories and mantel ornaments would make unusually interesting presents. Occasional tables offer such a wonderful variety of styles to choose from—coffee tables, book tables, drum-top styles, magazine stands. (Continued on Page 2)

Throng Welcomes New Train; Contest Winners Named

Rochester granted a cordial welcome to the new streamlined Empire State Express in its maiden visit at the New York Central station yesterday.

The train, which will go into regular service between New York and Buffalo, Cleveland and Detroit on Sunday, is being shown throughout the state this week, and yesterday was Rochester's turn to gaze.

With its arrival came news of the winners of last week's recipe contest sponsored locally by The Sun to provide new dishes for the train's diner. Hundreds of entries were sent to Oscar of the Waldorf in New York and B. J. Bohlender, manager of the dining service for the New York Central System. Those chosen by these judges as winners are:

Mrs. H. S. Pimm, 779 University Ave.; Mrs. Mary R. Frey, 137 Aldine St.; Miss Theresa M. Gaeb, 102 Lux St.; Mrs. Viola Starken, 188 Denise Rd.; Miss Harriett L. Troan, 41 Sonora Plkwy.

These winners, together with those announced last week will each receive a five dollar award. Their entries will also be included in the statewide contest to find the grand prize winner of 100 dollars.

Notification of the grand prize winner will be made in these columns as soon as received from the judges.

in the National's Basement

Gift Apparel At Thrifty Basement Prices

A Whole Lower - Floor Of Gift Ideas It Will Save You Money, To See!

Boys' Gift Sweaters \$1.15

An ideal gift for every boy, because no boy can have too many. We have them in plain colors and two-tones . . . in button-front or pull-over styles.

Boys' Gift Pajamas . 89c

Fancy stripes and plain colored broadcloths, as well as warm, cuddly cotton flannels. Every one perfect quality. Ideal for gift-giving.

Boys' Gift Ski Caps . 95c

Swell for school, for skating, for sledding and all outdoor sports. Plain shades and bright, colorful plaids with contrasting color ear-muffs.



Boys' Gift Shirts 89c

A big variety of the kind of shirts boys want. Dressy broadcloths for school wear and heavy, warm, cotton flannels in bright plain shades or rich-looking plaids.

A HUGE VARIETY!

Men's Gift Sweaters \$2.45

Any kind or color you can want . . . a big complete selection of the most-wanted sweater styles. Button fronts, zipper fronts, pull-overs, two-tones, plain heathers and brushed effects. Camel, luggage, green, maroon and browns.



Men's Cotton-Flannel

Gift Sport Shirts \$1.29

Fancy twill cotton flannel shirts in bright attractive plaids. Also high-color sport-tone suede cloth shirts. Two button-thru pockets, elbow-action sleeves, storm cuff.

- Men's All-Wool Gift Mufflers 59c
- Men's Gift Blanket Robes \$2.95



In The Basement

The NATIONAL EAST MAIN AT STONE

A Spectacular Purchase!

Values You May Wait Years To See Duplicated, Again

Brand-New FLEECE



Men's Overcoats

An unexpected lucky purchase that only happens once in a great while! Not only this-season's best selling FLEECE overcoats . . . but good, meaty 32-ounce fleece fabrics—practically unheard of today, at the ridiculously low price—\$17! All are finely tailored and deep-yoke lined to give that comfortable fit across the shoulders. Single breasted and double-breasted model with big storm collar for those blizzards that'll soon be here. Available in the four most popular colors . . . silver gray, navy blue, dark oxford and oxford blue. If you can use a new overcoat see these—by all means. Sizes up to 48.

\$17

None Are Worth Less Than \$21.95!

Charge Yours!

Pay 1/3 January 10th
Pay 1/3 February 10th
Pay 1/3 March 10th

OPEN THURSDAY NIGHTS

7 to 9 p. m. Personal Loan Dept.
30 CLINTON AVENUE NORTH
THE FIRST INDUSTRIAL BRANCH
Rochester Trust & Safe Deposit Co. Main Office: Main at Exchange

Mrs. Violet Lanth, 84 Flower St.

LEFT'S GIVE YOU Bigger-than-Ever VALUES

in Rochester's biggest pre-Christmas Sale of gift items for the young ones. Here are only a few items from a store full of values!!!

*** FOR BOYS ***

WASH SUITS 59c
A wide selection of colors, styles and fabrics. Well made... to take the punishment youngsters dish out. Colorful, to catch their eye. Priced to save you real money. Sizes 1-9. VALUES TO \$1.00. 2 FOR \$1.00

SWEATERS 85c
Your choice of zippers, buttons, combinations, pull-overs... in a grand assortment of colors. Sizes 3-14. VALUES TO \$1.95.

SHIRTS 69c
Just what He needs for Christmas. Stripes, colors, patterns and a multitude of good-looking, hard-wearing fabrics. Sizes 6-14. VALUES TO \$1.00.

TIES 19c
Christmas wouldn't be complete without a tie for Him. Pick several from this unusual group. Values to 39c.

***** FOR GIRLS *****
DRESSES 85c
Cottons, Taffetas, Broadcloths, Percales and other fine fabrics... in a galaxy of the season's newest styles and colors. Typical LEFT VALUES. Sizes 1-16. VALUES TO \$1.95.

SLIPS 59c
Dainty, delicately styled slips to charm Her girlish heart. Exceptional values to flatter your budget. Sizes 2-17. VALUES TO \$1.00. 2 FOR \$1.00

SWEATERS 85c
New colors and color combinations in Cardigans, slip-ons, long and short sleeves. She'll love them... and so will you at this price. Sizes 1-16. VALUES TO \$1.95.

★ LEFT'S ARE OPEN EVERY EVENING ★
TILL CHRISTMAS

LOOK
A Special Pre-Christmas offer for early-comers only.
Girls' Coats | Legging Sets
18 coats, new styles, top fabrics. Sizes 7-16. Values to \$12.95.
32 sets, better buy now. Sizes 3-6. Values to \$10.95.
\$4

Everything From Tots to Teens

You're Right When you Buy at
LEFT'S
126-128 CLINTON AVE S.
NEXT TO LOEW'S THEATRE - - - FREE PARKING

17

**Shopping Days
Before Christmas**

Shop Early!
Mail Early!

Twelfth Branch Of Local Bank Opened Here

The Lincoln-Alliance Bank & Trust Company has announced the opening of a new Irondequoit office at 821 Titus Avenue, near Hudson Avenue. This is the twelfth Lincoln-Alliance office opened for service to Rochester and vicinity. Burton H. Wedel, for many years associated with the bank in various capacities, has been named manager.

Senior Thespians To Give Play At Benj. Franklin

Seniors of Benjamin Franklin High School will present a mystery play, "Night of January 16th," at 8:15 p. m. tomorrow at the school. A feature of the play will be the selection of a jury from the audience to render a verdict for the murder trial which is featured in the play. Each member of the jury will receive a dollar for his efforts. The play is presented under the direction of Earl Remington, a member of the school's faculty.

Home Gifts . . .

(Continued from Page 1)
muffin stands, plant stands—to suggest only a few. Do be careful, too, in choosing any furniture, to make sure that it's really in character with the other furnishings in the room. Not that it need faithfully follow any certain period, but it must surely be in pleasant harmony with the general spirit and style of the room in which it's to be used.

And the Dining Room
Beautiful crystal and china and linens for the dining room will delight any woman who takes pride in her home and loves to entertain. Then, too, the popularity of buffet suppers suggests all sorts of wonderful gifts in the way of salad bowls, platters, relish dishes and electrical equipment. Those handsome two-compartment electrical serving dishes that keep your hot food appetizingly warm are thrilling presents both to get and to give. Coffee-makers in the latest models are splendid and so, of course, are the smartest innovations in toasters, waffle irons and sandwich grills.

For this greatest home day of the year do remember that gifts for the home are really inspired Christmas suggestions.

In today's Shopping News many leading stores announce especially fine values in gifts for the home. Take advantage of these offerings to solve your "home gift" problems.

Hard of Hearing Unit To Meet Next Thursday

Catholic Auditorial Guild, hard of hearing group, will meet next Thursday at 8 p. m. in St. Francis Chapel, 120 Franklin St. Feature of the meeting will be the second lecture in a series of talks on Catholic Principles. The chapel is equipped with a group hearing aid, capable of individual adjustment.

Rev. William A. Doherty, C. S. S. R., spiritual advisor of the guild, invites all hard of hearing Catholics to attend these lectures.

Save wear and tear on heels and toes of silk stockings by rubbing those parts with a small piece of beeswax.

PTA Notes

Members of No. 34 School P. T. A. will hear Dr. Arthur Evans talk on "Promoting Democracy" next Thursday, at their meeting, scheduled for 8 p. m. at the school.

Dr. Evans is an accomplished speaker, having lectured successfully in cities throughout the nation. Said to have an intimate knowledge of the peoples of two nations, he will portray the practical workings of Democracy. The general public is invited to this meeting.

Audubon P. T. A. of School No. 33 will meet next Tuesday at 8 p. m. at the school for the annual Christmas party. Miss Ruth Adams, librarian, will speak on "Christmas Selection of Books for Children".

New York State's famous Singing Milkmaids will be heard in their first Rochester appearance. They will present a program of music, including current popular music, novelty numbers, light operatic selections, sacred music, sentimental ballads and old-time melodies.

The program will be followed by a Christmas Party with games, exchange of ten cent gifts and refreshments.

"The Darktown Jamboree", a Minstrel show, will be presented by

the P. T. A. of Lewis H. Morgan School No. 37 on Friday December 12th at 8:15 in the school auditorium.

Mrs. Ralph Casperson is chairman and the committees are as follows: Tickets, Mrs. Edward Brooks; publicity, Mrs. Lawrence Martin; door prizes, Mrs. Morris Komins; candy, Mr. and Mrs. Frank Maher; and properties, Mr. Lawrence Martin. The show will be under the direction of Mr. Harrison Didas, with Mrs. Milton Criss as musical director, and Mrs. Ervatt Jicha as Accompanist.

Saturday Matinee and Evening, Dec. 27
Colorful CHRISTMAS BALLET
Eight Dancing Groups on Program with
ROCHESTER CIVIC ORCHESTRA
Guy Fraser Harrison Conducting
PRICES: MATINEE: 35c, 50c, 75c, \$1 Plus Tax
EVENING: 50c, 75c, \$1 Plus Tax
EASTMAN THEATRE of University of Rochester

To Win the Heart of a LOVELY LADY

MODERNE DIAMOND
Beautiful modern setting in 14-K yellow gold with large, brilliant diamond.
\$100
2.00 Down
2.00 Weekly

Z-DIAMOND WALTHAM
She will love the beauty of this diamond set watch and appreciate its accuracy.
\$45
1.50 Down
1.50 Weekly

ZIRCON PENDANT
Exquisitely designed pendant set with three large, brilliant blue zircons.
17.95
1.00 Down
1.00 Weekly

DRESSER SET
She'll be thrilled with this set in rich gold color. Brush, comb and mirror.
5.95
50c Down
50c Weekly

3 MINUTES FOR CREDIT
RUDOLPH'S
CORNER EAST MAIN AT SOUTH AVENUE
Open Thursday and Saturday Evenings

A BIG GIFT VALUE THE WHOLE FAMILY WILL ENJOY

**Air King
RADIO
PHONOGRAPH
Combination**



29.95
1.00 Down
1.00 Weekly

Fine tone radio and phonograph that plays 10 or 12-inch records. Doubles your entertainment.

RUDOLPH'S
CORNER EAST MAIN AT SOUTH AVE.
Open Thursday and Saturday Evenings

SAY "MERRY
CHRISTMAS" WITH
FLAVOR-PROTECTED
THREE FEATHERS

THREE FEATHERS
Blended Whiskey
America's No. 1 Whiskey Value
THREE FEATHERS BLENDED WHISKEY, 86 & PROOF, 72% GRAIN NEUTRAL SPIRITS
OLDTME DISTILLERS CORP., N. Y.

Put these
in the
CHILDREN'S
Stockings and
Watch Their Eyes Sparkle!

HEART LOCKET SET
Any little girl would be thrilled with this set. Mother-of-pearl heart-shaped locket and matching bracelet.
3.98
25c Down
25c Weekly

BABY'S DIAMOND RING
A lovely gift that will mean so much. Band ring with genuine diamond.
5.95
50c Down
50c Weekly

CHILD'S MARATHON CROSS
A fine choice for a little girl. Gold-filled engraved cross, complete with chain.
1.98
25c Down
25c Weekly

STERLING BABY CUP
A thoughtful, welcome gift. Sterling silver in lovely classic design.
3.75
25c Down
25c Weekly

RUDOLPH'S
CORNER EAST MAIN AT SOUTH AVENUE
Open Thursday and Saturday Evenings

Christmas Gifts

From **Edwards**

Slipper Headquarters



1. Women's Shearling
Deep, light wool; soft sole; pad heel. Pink, wine, light blue, dark blue and white. **1.99**
2. Shearling Scuffs
Soft sole; pad heel; luxurious wool lining. Colors, of light blue and baby pink. **1.99**
3. Rich Plush D'Orsays
Plush D'Orsays with genuine leather sole, spring heel, warm lining. Pink, light or dark blue. **1.99**
4. Satin D'Orsays
Dainty needlework vamp trim. Peach lining; open toe; leather sole; Dutch heel. Red, wine, blue. **2.29**
5. Satin D'Orsays
Open toe; leather sole; wedge heel; wine and blue sole and heel trim; peach lining. Blue, wine. **2.29**
6. Tufted Satin
Open toe D'Orsay; pon pon bow; lavender lining; leather sole; wood cored heel. Wine, blue. **1.99**
7. Tufted Knot Satin
Open toe; leather sole; wedge heel. Nick with her pajamas, etc. Baby blue, dark blue, wine, pink. **2.29**
8. Lamb's Wool Knit Boot
Smooth kidskin; leather sole; natural lamb's wool lining; plush cuff to match. With or without heels. **2.75**
9. Tufted Satin Mule
Open toe; leather sole; covered wood heel; genuine fur instep trim; peach lining. Wine, red, white royal blue or rose. **2.29**

EDWARDS—Third Floor

Stock Up In This Sale of "Homestyle" PURE PRESERVES

19c jar Reg. 29c

No preservatives used. Only pure, delicious whole fruit and sugar—just as you would make it at home! Please place your order early to avoid disappointment... our quantity is limited!

Your Choice of:

- ★ 1 Pound Jar Orange Marmalade
- ★ 1 Pound Jar Pure Grape Jam
- ★ 12-oz. Lightweight Tumbler Strawberry Preserves
- ★ 10-oz. Tumbler Pure Currant Jelly
- ★ 38-oz. Quart Jar Pure Apple Butter

EDWARDS—Street Floor



GIVE Revlon Gift Sets



"PURSE CATCH-ALL"... Kit-hit of the season! Petite pouchette for her to pop all her purse paraphernalia into. Contains Revlon Nail Enamel and Remover snugly tucked into acetate rayon satin case. In black, red, navy, wine, brown or "Victory" print... and costs hardly more than the cost of the contents alone.

Toiletries
EDWARDS—Street Floor



"SWEATA-FORM" 49c

No better way of drying and shaping knitted wear to accurate size. Easy to use. Buy for yourself... for every "Sweater Girl" on your Christmas gift list. Very thrifty. Sizes 32 to 42.

Phone Your Order—Stone 2300

EDWARDS—Street Floor

An ideal gift for any youngster

PADDED SEAT FOR THEIR ROOM and a TOY CHEST, too

2.69

Sturdily constructed of wood, and cheerily covered in brilliant chintz nursery prints. The padded top makes a comfortable seat for any bedroom or nursery. Inside dimensions, 12x12x24. Colors, red, green and brown.

NAME _____
ADDRESS _____
CHG. () CASH () C. O. D. ()
Add 16c Postage.
QUAN. _____ COLOR _____

Donstairs Toy Town

ENTIRE STORE OPEN THIS SATURDAY TILL 9 P. M.

"Tarleton" Cotton and RAYON DRAPERIES 798 pr.

A stunning new and exclusive drapery in a floral column motif printed on an expensively textured cotton and rayon fabric. 2 1/2 yds. long, 50 inches wide. Pinch pleated, sateen lined. Ordered months ago for Christmas... actually worth 10.98! Sun resistant colors of rose, beige, natural, blue, green, rose or gold.

EDWARDS—Fourth Floor

Charge It!
Pay:
1/3 Jan. 10th
1/3 Feb. 10th
1/3 Mar. 10th

USE YOUR CHARGE-PLATE IN THE RED CASE

"SNIPPIE" \$1

The only electric scissor toy! 100% safe—not a chance for injury! Every child wants one. Easy to buy at Edwards' obliging price. Only one of hundreds of unique Edwards toys!

EDWARDS
Downstairs
Toy Town



Let Your
GOOD CREDIT
Make This a
CHRISTMAS
They Will Never Forget

PAY NEXT YEAR Give Lasting Gifts of Jewelry

BULOVA
Gift of America
Since 1884

Patricia
17 jewels
\$27.50

CREDIT TERMS

DIAMOND RING **\$49.50**

CREDIT TERMS

DIAMOND RING **\$69.50**

BE GENEROUS AND THRIFTY TOO — GIVE WESTFIELD AMERICA'S LOW-PRICED FINE WATCH

SPORTSMAN **\$19.75**

BEVERLY **\$16.50**

MINI LIBERTY **\$12.75**

COMPACTS **\$7.00**

LADIES' RINGS **\$4.95**

Hundreds of other gift items at BIG SAVINGS!

Harmin's
CREDIT JEWELERS
21 MAIN STREET E.
OPEN EVENINGS UNTIL CHRISTMAS

To ease a painful corn, dab it with oil of peppermint and the soreness will be wonderfully eased.



Wherever Good Candies Are Sold

Princeton Show Coming To Eastman Theatre

Topical subjects ranging from the German High Command to the Quiz Kids will be lampooned in musical revue style by the famous Princeton Triangle Club in a gay show to be presented in the Eastman Theatre on Friday evening, December 26.

In all, there will be twenty-five hilarious skits in the show,

grouped under the general title of "Ask Me Another."

The Princeton University Club of Rochester, who will be bringing this show here for the second consecutive season after a lapse of ten years, will place tickets on sale to the public at the Eastman Theatre box-office on December 12, on the basis of "first come first served."

Among the subjects treated irreverently by this traditional campus organization will be the public opinion polls. In that field, the Princetonians have a direct advantage, since the Gallup Poll is operated from Princeton.

The show will be directed by John Lonergan, who has been an instructor at the Metropolitan in Boston and the Rockettes in Radio City Music Hall, in addition to his creation of the dances in the operetta, "Robert." There will be sixteen musical numbers.

There will be unusual dance routines, springy music and entertaining specialty numbers, aided by the "feminine" members of the chorus.

For relief of sunburn, make a lotion of two ounces of linseed oil and one ounce of lime water. Shake well before using, saturate an old linen cloth and bind tightly over the parts affected.

SAVE WITH MILLER'S SPECIAL
Long-Burning Anthracite (Hard)

COAL **\$11.95**
Ton Cash Shovel Off

SPECIAL PEA **\$9.95**
Every Ton FULLY GUARANTEED

MILLER INC. GEN. 20 500 WEST AVE.

Mrs. Roberta Spencer, 633 South Ave.

Lauer's

\$49
6 Pieces

2 JENNY LIND BEDS COMPLETE

Two 3'3" Beds... Two Coil Springs... Two Mattresses

They're worth \$30 each! Lauer's sale price saves you \$11. The carbon tempered coil spring is deep and resilient. The mattress is soft and comfortable. Maple or walnut bed. (One bed complete, \$27.50).

Mammoth Lounge CHAIR and OTTOMAN
\$39.75

What a Chair! It's extra big... extra deep... and extra comfortable! The back is pitched just right. The arms are perfect height. The Ottoman is seat high. Here's Lauer's perfect gift from the whole family to Dad.

3-Pc. Modern Living Room Suite **\$179**

3-Pc. Modern Bedroom Suite **\$129**

A smart 20th Century group upholstered in fine velour. Note the curved, welted arms... the Lawson type back cushions. 2-Pc. \$134.

Pin stripe walnut bed, chest and vanity. See the entirely new mirror style. No metal hardware detracts from the modernity of this suite. With twin beds—4 pieces... \$163

Seagram's Face Acid Test Sunday With Chicago

Bucked up by their photo finish over the Akron Goodyears last week, Les Harrison's Seagrams will tackle another highly-touted outfit, the Chicago Bruins, at the Sports Arena next Sunday night.

The Bruins will be making their first appearance in the East since the days when the old American League used to perform at the East Main Street Armory and Manager Harrison has promised them one of the largest guarantees ever paid a professional basketball team visiting this city.

Best known of the Bruins is Ralph Vaughn, the No. 1 college basketball player of the nation in 1939 with University of Southern California. Vaughn will be remembered by local fans for his spectacular sharp-shooting with the Hammond Club when they visited here last season. Vaughn has been averaging 15 points a game with the Bruins since their season started.

Other standouts with the Windy City Quintet are Man Mountain Mike Novak, 6 foot 9 inch center, "Wib" Kautz, who led the National League scorers in 1939, and Otto Kolar who defeated the Seagrams in the 1939 world's championship tournament by scoring seven field goals with the Sheboygan Redskins.

Manager Harrison has been conducting several practise sessions during the week and predicts his crew is ready and raring to go.

Christmas Party Planned By Rehekah Lodge

Venus Rehekah Lodge will meet next Thursday at 7:30 p. m. at the I. O. O. F. Temple, 11 Clinton Ave. N., with N. G. Marge Slack, presiding. After a brief business meeting the annual Christmas party will be held with Olive Curtis and Lois Wahl, chairmen. Members are asked to notify the committee as to the number of children they are bringing.

Like your stockings to last tepid running water right after longer? Try rinsing them under you take them off.

3 Grand Values IN BASEMENT

Men's Gift Slippers

Wool-Lined Opera Slippers **\$1.95**

Brown suede with leather quarter. Wool-lined, opera style. Flexible leather sole and rubber heels. Brown only. Real values.

Leather 'Loafer' Moccasins **\$1.95**

Lamb's wool lined for comfort and warmth. Sturdy leather soles and rubber heels. An exceptional value.

Men's Kid Romeo Slipper **\$1.95**

Outstanding values in these popular slippers. Brown kid upper. Leather lined — leather soles—rubber heels.

The NATIONAL
EAST MAIN AT STONE

Announcing—
LINCOLN-ALLIANCE IRONDEQUOTT OFFICE
(at 621 Titus Avenue, near Hudson Avenue)

THE rapidly-expanding business section of the Titus-Hudson Avenue neighborhood now has the services of a Lincoln-Alliance Bank.

This new Irondequoitt office is under the management of Burton H. Wedel and will provide the residents of that community with all the conveniences of a downtown bank.

Our new neighbors in the Titus-Hudson Avenue section are cordially invited to "come in and get acquainted" and learn about the many services which this Lincoln-Alliance office provides.

The Irondequoitt office is the twelfth Lincoln-Alliance Office serving Rochester and vicinity—location of ten offices appear on accompanying map. (Brockport and Newark Offices not shown.)

LINCOLN-ALLIANCE BANK AND TRUST COMPANY

Christmas Values



FROM THE BIG BASEMENT OF
SIBLEY, LINDSAY & CURR CO.

Sale! SHIRTS & PAJAMAS

Bang-Up Christmas Values!

**\$2.00 to \$3.50 Irregulars of
Fine Quality Merchandise**

\$1²⁹
EACH

THE SHIRTS

The most gigantic selection of gift shirts we have ever been able to offer you for this price! Tiny imperfections that even we can't find make our Christmas gift price a real event for you... whether you're buying good looking shirts at just \$1.29 for wonderful Christmas gifts for your friends or for yourself.

- Non-wilt or Regular Collars!
- White Collar Attached or Neck Bands!
- Slot Collars!
- Fancy Broadcloths or Madrases!
- Oxfords! Slubs! Rayons! Plains!
- Long-Sleeved Sport Shirts!

THE PAJAMAS

Variety galore and value par excellent! Every pair of these pajamas will be a welcome gift for lucky husbands, fathers, sons—a lucky buy for you, too, at the sensational price of \$1.29! Extraordinary quality fabrics, styling and tailoring with minor imperfections that will not impair the wear. Sizes A, B, C, D.

- Notch Collar or Regular Coat Styles!
- Gleaming Broadcloths and Sateens!
- Slip-on Models!
- Warm Balbriggan and Flannelettes!
- Blazer Stripe Cotton Robes to Match Some of the Pajama Patterns!

AISSLES 2 to 5



Men, Give Yourself
a Christmas Gift of a
Fine Quality \$15.95 Value

**Handsome
Overcoat
\$12.95**

The details, the styles, the colors you look for first in an overcoat you'll find in these extraordinary coats. Balmacons! Double or single breasted models! Ulster types! Box coats! Every one priced to bring you the coat you need at a very worthwhile saving.

AISSLE 2



For Work or Play Out of Doors
Men Prefer Comfortable, Sturdy

**Melton Jackets
\$2.99**

Navy blue, heavy Melton jacket made with the easy-on easy-off zipper front closing! The perfect gift for the man who spends a great deal of his time in the open, and a real value at our price of just \$2.99. With extra zipper breast pocket and adjustable sleeve and side tabs. At \$2.99 we also have zipper front SUEDE jackets in sizes 36 to 44 only.

AISSLE 3

Surprise That Man
With a Supply of
Wonderfully Warm, Fleecy

**Flannelette
Pajamas
69¢**

Here's a selection of stripes in a wide range of colors to please that man at Christmas time. We have plenty of both middy and coat styles so take your pick and surprise him with a supply of these for keeping warm on blowy Rochester nights. Extraordinary at 69¢!

AISSLE 3



A SAVING on Every Purchase or Your Money Back

Perfect Gifts

for Everyone on Your List!

FROM ROCHESTER JOBBING HOUSE

GIFT BUYERS' GUIDE

- | FOR MEN | FOR LADIES | FOR BOYS |
|--|---|---|
| <input type="checkbox"/> Campus Coats | <input type="checkbox"/> Campus Coats | <input type="checkbox"/> Jackets |
| <input type="checkbox"/> Jackets | <input type="checkbox"/> Jackets | <input type="checkbox"/> Sweaters |
| <input type="checkbox"/> Shirts and Ties | <input type="checkbox"/> Sweaters | <input type="checkbox"/> Shirts |
| <input type="checkbox"/> Bathrobes | <input type="checkbox"/> Skirts | <input type="checkbox"/> Scout Apparel |
| <input type="checkbox"/> Riding Apparel | <input type="checkbox"/> Riding Apparel | <input type="checkbox"/> Ice Skates |
| <input type="checkbox"/> Rubbers | <input type="checkbox"/> Parkas | <input type="checkbox"/> Ski Pants |
| <input type="checkbox"/> Shoes | <input type="checkbox"/> Ice Skates | <input type="checkbox"/> Knickers |
| <input type="checkbox"/> Hunting Clothes | <input type="checkbox"/> Mittens | <input type="checkbox"/> Suits and Ties |
| <input type="checkbox"/> Pants | <input type="checkbox"/> Ski Pants | <input type="checkbox"/> Caps |
| <input type="checkbox"/> Gloves and Caps | <input type="checkbox"/> Snow Suits | <input type="checkbox"/> Underwear |
| <input type="checkbox"/> Ice Skates | <input type="checkbox"/> Campus Coats | |

Join the regular Jobbing House customers in 'Christmas Savings' this year! You'll find gifts for everyone here that are both practical and exciting. Buy MORE gifts—spend LESS money at Jobbing House!

LADIES'

Smart, New Ski Suits

Made of water repellent poplin in two tone contrasting colors. Lined jacket and ski pants, with zipper fastening. Sizes 12-20. Value \$10.00.

\$7.98

OTHER SKI SUITS Priced to \$14.95



MEN'S GENUINE LEATHER JACKETS

COSSACK STYLE

Zipper front, belted back with adjustable tabs, warm flannel lining. Sizes 38-46. Regular \$9.00 value.

\$6.98

OTHER LEATHER JACKETS FROM \$5.95—\$18.95 Sizes To 54



Men's Wool Melton JACKETS

Genuine Leather Trimmed

\$3.98

Reg. \$5.50



Boys' Combination JACKETS

Leather and Wool

\$3.79

Reg. \$5.00



Children's Lined Ski Pants

Sizes 4-10

\$1.98

Reg. \$3.00

Zipper Anklets



Ladies' and Girls' SPORT SWEATERS

Wide choice of Cardigans and slip-ons. Boxy or fitted. 12 smart colors to choose from.

95¢ TO \$1.95

MEN'S 10% WOOL Union Suits



\$1.29

Long sleeves; ankle length. Exceptional Jobbing House values. Sizes 38 to 46. Reg. \$1.75 Val.

MEN'S GIFT SWEATERS



\$1.89 - \$4.98

Sporty models for younger men; conservative styles for older men. No matter what his taste, you'll find at Jobbing House.

WORK DRESS RUBBERS & ARTICS

You can also save money on your rubber footwear at Rochester Jobbing House. Many styles, for both dress and work—all at real savings.

\$1.98 to \$3.98



Also Complete Stock of Work And Dress Shoes And Boots



Use Our Convenient Budget Charge

Buy your Xmas Gifts in the Easy modern way, with coupons and take advantage of early selections.

Shop Early—Use Our Lay-Away Plan

Make your selections now while stocks are complete. A small deposit will hold your purchases 'til Christmas.

ROCHESTER JOBBING HOUSE

159-161 JOSEPH AVE. Cor. Nassau St.

Open 'til 9 Every Evening Unrestricted Parking

STONE 2260

MANY OTHER JOBBING HOUSE VALUES NOT LISTED HERE

GIFTS FOR A Real BOY

'JIM DANDY' SHIRTS

59¢

Reg. 79¢ Value

WARM, FLEECE

Sweat Shirts

55¢

Reg. 79¢ Value

Lined Corduroy KNICKERS

\$1.98

Reg. \$2.00 Value

Genuine Leather BELTS

39¢

Reg. 59¢ Value

Genuine Broadcloth PAJAMAS

69¢

Reg. \$1.00 Value



Rochester's Most Complete Stock of WORK CLOTHES

- | | |
|---------------------|---------------------|
| Popular Union Makes | OVERALLS, ETC. |
| • CROWN | • SHOP COATS |
| • HEADLIGHT | • PANTS |
| • OSH GOSH | • SHOES |
| • CARHART | • WORK SHIRTS |
| • DOUBLEWARE | • HUNTING APPAREL |
| • OVERALLS | • RUBBERS—OVERSHOES |

AT USUAL JOBBING HOUSE SAVINGS



Furniture is a gift that never fails to bring happiness. We've learned that thru 30 holiday seasons in the furniture business. Right here on South Ave. out of the high rent district.

Here's the Best Way to Say MERRY CHRISTMAS

GIVE FURNITURE

FAMOUS GRAND RAPIDS & JAMESTOWN

at 25% Savings AND MORE

Open Evenings Tues., Thurs. and Sat. 'Til 9:30

30 Years on South Avenue — There Must Be A Reason!

FRANK A. RIVERS CO.

226 SOUTH AVENUE

For a Holiday of Good Cheer

choose GREEN RIVER

'The Whiskey Without Regrets'



America's Smoothest Whiskey

GREEN RIVER BLENDED WHISKY, 40 PROOF, 750 GRAM BOTTLE, 50TH ANNIVERSARY, U.S.A.

LIGHT UP AMERICA!

Try RED, WHITE and BLUE Lights this Christmas

Give your Christmas decorations a patriotic touch this year with a tree lighted with red, white and blue. Come in and see our wide assortment of decorative lights.



ROCHESTER GAS & ELECTRIC

89 East Ave.

Main 7070

Rochester Sun, Thursday, December 4, 1941

Phone Stone 6001 If You Do Not Receive The Sun Regularly

PAGE SEVEN

Acrobatic Pigeon Amuses Visitors At Poultry Show

Shearing Angora rabbits, crowing of the prize roosters and the tumbling of an acrobatic pigeon are all taking place nightly this week at the Civic Exhibits Building.

They are features of Rochester's 36th annual Poultry-Pigeon-Rabbit Show.

A human crowing contest is also held every evening, open to all comers. Winners of the elimination tests Wednesday through Saturday evenings will meet in the "crow-off" Sunday at 3 p.m. for a cash prize.

The Angora wool rabbits are demonstrated afternoons and evenings by Maurice B. Sixby, Buffalo breeder.

Some 1,200 head of poultry, 800 pigeons and 200 rabbits are entered in the prize contest in their classes. The show ends Sunday evening.

A soothing bath for tired feet can be made from warm water and vinegar.

Beautiful Oil-Colored
3 PHOTOS \$4.95
8x12 SIZE!



Christmas Special!
REGULAR \$6 VALUE

Selection of Proof
Included

The artistic posing and lightings, the expert finishing and retouching assure you of a very fine photograph. Have yours taken today. No appointment necessary.

Bring and children in and avoid the usual Christmas Rush.

WE ALSO SPECIALIZE IN REPRODUCING
OLD PHOTOS
AND ENLARGING SOLDIER SNAPSHOTS

STUDIO, MAIN FLOOR 200 E. MAIN ST.

Neisner's
5 to 12 Stores

Garson &
Wood Open
Saturday
Til 9 P. M.

GARSON & WOOD
the Christmas Store

Garson &
Wood Open
Saturday
Til 9 P. M.

We'll Pay Your Parking
While You Shop at
Garson & Wood



Printed Top Rugs

\$14.95

9x12 Size

Cover your floors now while Garson & Wood's special price makes these printed top, color-fast rugs a "real buy." Modern patterns and colors for every room. Easy terms.



\$79

2-pcs.

DAVENPORT & EITHER CHAIR

Make the entire family happy with an Xmas gift like this! Davenport and choice of conventional club or Kumfy-tilt chair that tilts back on roller bearings for real relaxation. A Garson & Wood exclusive with 3 highlights: comfort, good looks and sound construction. Trade in your old suite and pay for a new on our liberal terms.

Buy Now! We'll Hold
For Future Delivery.
No Storage Charge



\$6.95

Copper-Lined
Smoking Cabinet

Here is the gift a smoker will appreciate! This completely copper lined humidor stand, finished in walnut, with tray and cigarette container to decorate the top. Easy terms at Garson & Wood.

A Selection of FINER from Smalls



MAN'S
INITIAL RING

Genuine onyx stone.
Choice of Initial.
50c Weekly



ROSARY AND CROSS

Choose from our large selection.
50c Weekly



PERCOLATOR SET

Coffee, maker, tray.
sugar and creamer.
50c Weekly



EVERSHARP OR
SHEAFFER PEN SET

A gift for years to come.
50c Weekly



DRESSER SET

A gift she'll really appreciate.
50c Weekly



ELECTRIC GRILL

Includes cord and plug. Ideal Gift.
50c Weekly



HEMASTEEL

In 10-K. Gold mounting.
50c Weekly



MUSICAL POWDER BOX

Many beautiful color combinations.
50c Weekly



WAFFLE IRON

Makes delicious golden brown waffles.
50c Weekly



SWANK SET

A useful Christmas gift.
50c Weekly



KEYSTONE
MOVIE CAMERA

Famous 8 m.m. with F3.5 lens.
75c Weekly



SUNBEAM MIXMASTER

Mixes, beats, juices. No finer gift.
75c Weekly



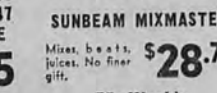
ZIPPER KIT

Send one to your soldier boy.
50c Weekly



ROGERS SILVERWARE

Service for 8. Choice of patterns.
75c Weekly



FAMOUS 1847

ROGERS SILVERWARE

Service for 8. Choice of patterns.
75c Weekly

Buy with confidence at

Smalls

28 MAIN STREET, East

Free
Parking
Rear of
Store

Home of
Attested
Perfect
Diamonds

Mr. !! This Xmas Gift Will Label You "The World's Best Husband"

\$79

Regular Value \$98

You know how much she'd love a dresser bed and chest in golden mellow prima vera! You know how pleased she'd be at this evidence of your thoughtfulness, and here's a gift to subtly flatter, while it reminds her every day how lucky she is to have the most thoughtful man in the world for her own! The oak interiors are dustproof! Its the ideal gift and is specially priced Friday and Saturday.



4-Shelf Pier Cabinet

A Grand Gift

Your choice of walnut or mahogany finish in this attractively styled pier cabinet with 4 shelves. Ideal for books or bric-a-brac and priced for Xmas giving.



Garson & Wood Has A Complete Lane Line

To guarantee happiness, give a Lane chest—Garson & Wood has them in every kind of wood over 34 inch red cedar, with or without the automatic tray. A hope chest is often the first step toward a home—Make "Her" gift this year the "cornerstone"! Liberal terms.



Record Cabinet

Reg. \$7.95

Smoothly finished in walnut, this record cabinet serves 2 purposes for it will hold all your prized records and make a decorative end table as well! Save Friday and Saturday at Garson & Wood!



Group of Lovely Table Lamps

Choice of pottery bases in oxblood, canary, blue, green, maroon or white with simulated Rogers gold-plated foundations and silk tilting shades. Gifts you will be proud to give! Easy terms at Garson & Wood.



\$24

A Fully Equipped
Beauty Cabinet

Beauty for Milady! An adjustable mirror flanked by make-up lites! 2 electric outlets, and everything from nail polish and remover to matched make up in powder rouge and lipstick—Face cream too, and hand lotion! Whatever she needs, at her fingertips!



Real

\$15

Comfort for Xmas!

A lounge chair made for comfort and priced for saving Friday and Saturday at Garson & Wood. Choice of wine or blue flat weave tapestry covers over deep springs and wide seats! The arms and gracefully turned legs are finished in walnut. Regularly \$16.95—Buy now for Xmas and save!

111
CLINTON
AVE. SO.

Garson & Wood

PHONE
MAIN
5103

GIFTS & WRAPPINGS

All kinds of unusual and exciting gifts in crystal and pottery! Just make your selection—we wrap, box and mail if required. You may also select new, sparkling wrapping materials from our stock for your own use. Don't delay—shortages are bound to show up.

SMITH CERAMIC STUDIOS
903 MONROE AVENUE

Open Even.
'til 9—'till Xmas

Weed's

NOW! Better light—brighter light—for your kitchen, bath, office or shop!

FLUORESCENT LIGHTING

\$7.29 Complete

Uses two 26-watt lamps—giving light simulating a regular 150-watt bulb. Beautiful streamlined design. Simple to install, you need no tools. Simply screw into present fixture. Gives better light at half the cost. Complete unit with 2 General Electric Mazda bulbs, each bulb good for 2500 hours.

Ready To Install

A Gift for Your Home!

Lawn & Garden Carts

Two wheel all metal carts for use about the lawn, home, garden or estate. Wheels are rubber tired.

\$4.75

For All Purposes

Choice of many patterns

All Metal WASTE BASKET 95c

Hand decorated inside and out in 2 tones with gold rim top.

OPEN SATURDAY UNTIL 9 P. M.

MAIN 7900

Weed's

15 EXCHANGE ST.

Free City Deliveries

FREE PARKING OPPOSITE

THE BEST COAL-VALUE IN THE CITY

BLACK MAGIC

Long Burning — Low Ash QUALITY

COAL Egg Stove Nut

Buckwheat \$8.25 Ton
Pea Coal \$9.85 Ton
Established Over 25 Years

SEMET-SOLWAY COKE \$11.00 GEN. 586

PAYNE & DUNHAM

VISIT SANTA CLAUS LANE

LOST... A PACKAGE

You needn't trouble yourself returning packages of merchandise that has been delivered to you by mistake—just call City Delivery; they'll do the job without charge to anyone!

STONE 905

CITY DELIVERY

195 SCIO STREET

STONE 905

Now Is The Time To Make Christmas Cookies

One of the highlights of the holiday season is "Christmas Cookie" time. Whether you make simple, plain decorated cookies for the children or the fancier, richer cookies to pack in boxes for gifts or that special tea, you will want to look over your recipes, get out the cutters and see that you have all necessary supplies on hand as well as the materials for decoration.

Due to rising food costs the supplies for cookies may seem too high but there are several alternates that may be used. In all of the recipes at least half vegetable shortening may be used in place of butter. Or margarine may be used. This year our short bread is especially good and we used half-butter and half-vegetable shortening. Just be sure to add additional salt when using vegetable shortening. We used one-fourth teaspoon full with three-fourths cup of shortening.

Nuts are an expensive item and due to the lack of available almonds and their cost, other nuts will have to be used. Filberts may be substituted in practically every case where almonds are required as in cinnamon stars and kisses. Kernel paste may be used in place of almond paste. This is at a considerable saving and will make a delicious cookie.

Here are some new cookies we have used this year:

ALMOND JAM BARS
Temp: 44 F; Time: 25-30 min.

1/4 c all-purpose flour (half butter)
1/4 c sugar
1/4 c baking powder
1/4 c cinnamon
1/4 c cloves
1/4 c jam
1/4 c shortening
1/4 c all-purpose flour
1/4 c almond flavoring
1 egg
1/4 c jam

1. Sift the flour, sugar, baking powder and spices.

2. Cream the shortening, add flavoring and cut into the flour mixture.

3. Add beaten egg and mix until well-blended.

4. Spread half of mixture on a piece of waxed paper the size of the pan. Chill. Spread rest of mixture in a greased 8x8x2-inch pan.

5. Spread with jam and cover with chilled mixture.

6. Bake in a preheated oven. Cut into bars when cool.

BRAZIL NUT FINGERS
Temp: 375 F; Time: 10-12 min.

2 eggs
1/4 c brown sugar
1/4 c Brazil nuts
1/4 c all-purpose flour
1/4 c cinnamon
1/4 c salt

1. Beat eggs until light, add sugar and beat again.

2. Put thru the food chopper the nuts, using a coarse blade. Add to the flour, baking powder, cinnamon and salt. Add to the egg mixture and blend well.

3. If too soft to handle chill for 1 or 2 hours. Shape mixture into balls and roll in hands to form a pencil-like strip about 3 inches long.

4. Place on a slightly greased cookie sheet and bake in a preheated oven. Roll in confectioner's sugar. 5-6 doz.

N. B.—If desired, a little of egg white may be reserved and used to brush over the sticks before baking. Sprinkle with chopped nuts.

DAVIS BAKING POWDER

Smooth

Hildick Applejack Brandy will delight you. Every kind of drink becomes smooth and palatable with this fine American Applejack Brandy.

HILDICK

for all Cocktails and Highballs

HILDICK Apple Brandy

84 PROOF
DISTILLED LIQUORS CORP., NEW YORK, N.Y.

SHORTBREAD
Temp: 350 F; Time: 35-40 min.

1/4 c shortening
1/4 c powdered sugar
4 c all-purpose flour

1. Have shortening at room temperature and cream until very soft. Add sugar gradually and then add flour. Mix well and knead lightly.

2. Press out 1/2-3/4 inch thick in a lightly greased pan. Prick with a fork and bake in a preheated oven.

3. Cool slightly and cut in squares.

N. B.—Use half-butter and half-vegetable shortening for shortening. Add 3/4 t salt.

CAIN'S

MAYONNAISE

CAIN'S IS THE NAME FOR BETTER SANDS

THE PLACE FOR THOSE U. S. DEFENSE BONDS YOU'RE BUYING IS...

CENTRAL TRUST SAFE DEPOSIT

... along with other securities, important papers and valuables. Two convenient locations; rates as low as \$3.00 per year (plus tax.)

CENTRAL TRUST CO.

36 E. MAIN STREET 1 1806 EAST AVENUE

Member Federal Reserve System • Member F. D. I. C.

HOT FILLING FLAVORFUL

BREAST-O-CHICKEN Tuna Fish

When there's zip in the air, put some zip in your menu! Serve tempting, hearty main-course dishes made with delicious Breast-O'-Chicken Tuna.

FREE COOKBOOK!

Frank Decatur White's tested recipes for delicious hot dishes, salads, sandwiches and party fare. Write: Westgate Sea Products Co., Dept. 12, San Diego, California

Sears

SENSATIONAL OFFER

THE NEW Vortex Glass KNIFE

LARGE SIZE

No Honing — No Sharpening
"Always Stays Sharp"

SANITARY STAINLESS

For Cutting CITRUS FRUITS MERINGUE PIES VEGETABLES TOMATOES Cakes JELLO CHEESE ETC.

A Perfect Holiday Gift

Clear Crystal Color

Sale Price TWO FOR ONLY \$1.00

5c for One LIMITED QUANTITY

THURSDAY, FRIDAY & SATURDAY ONLY

Monroe Store Only

Sears Roebuck and Co.

MONROE ST. UNION 374 BRIDGE ROAD WEST Rochester, N. Y.

3. Cool slightly and cut in squares.

N. B.—Use half-butter and half-vegetable shortening for shortening. Add 3/4 t salt.

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MAYONNAISE

CAIN'S IS THE NAME FOR BETTER SANDS

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CENTRAL TRUST SAFE DEPOSIT

... along with other securities, important papers and valuables. Two convenient locations; rates as low as \$3.00 per year (plus tax.)

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A Perfect Holiday Gift

Clear Crystal Color

Sale Price TWO FOR ONLY \$1.00

5c for One LIMITED QUANTITY

THURSDAY, FRIDAY & SATURDAY ONLY

Monroe Store Only

Sears Roebuck and Co.

MONROE ST. UNION 374 BRIDGE ROAD WEST Rochester, N. Y.

Sample Savings from Wegmans

Thrifty Shoppers FOOD SALE

Last 2 Days Tomorrow and Saturday!

Tender Rib End Roast
Pork Loin 17c lb.

12 Oz. Cans Lion
Beer or Ale 3 cans 25c

Breakfast of Champions
Wheaties 9c Pkg.

No. 1 Can Del Monte Fruit
Cocktail 2 cans 25c

4 Dram Bottle Bakers
VANILLA 12c Bot.

Wegmans Delicious
HOM-MADE, HAND-MADE OVEN-FRESH SLICED BREAD

NOW 7c LOAF

WEGMANS
SILVER SETS
ARE GOING
FAST!
PLAN TO GET
YOURS RIGHT
AWAY!

Nestle's ECONOMY BARS
ALMOND, MILK OR SEMI-SWEET
2 bars 25c

Wegmans
HOME OWNED FOOD MARKETS
FREE PARKING FOR CUSTOMERS

**BOTH
SEARS
Roebuck & Co.**

**STORES
OPEN
FRIDAY
and
SATURDAY**

**'til
9:30 P.M.**



**Gift Mug of Waverly
Lavender Shave Soap**

On Sale only as long as
quantities on hand remain
unsold. Toiletries, Main
Floor, Monroe. No phone,
mail or C. O. D. orders. —
Limit one.

25c
Monroe Store Only

Sears

Roebuck and Co. Rochester, New York
Monroe at S. Union 476 Ridge Rd. W.

THREE DAYS ONLY

Sears

Roebuck and Co. Two Stores, Rochester, New York
Monroe at S. Union Ridge Road near Dewey

Radio Riot!



**RADIO
PHONO 12.88**
Both Stores

Four tube radio-phonograph at a savings of \$5.
Lightweight may be carried easily. Plays 10 or
12 inch records. Has attached antenna hank.
Buy on Budget Plan.



**FIVE TUBE
RADIO-PHONO**

24.88
Both Stores

Plays 10 or 12 inch records
with new design tone arm
for full reproduction of rec-
ords. Automatic volume con-
trol, large dynamic speaker,
built in aerial, cabinet
finished in spliced walnut
veneers. Buy on Our Easy
Pay Budget Plan.

★
**BUY ON OUR
BUDGET PLAN**

Anything and everything
\$10 or over at either
Sears Store. Complete de-
tails at Credit Office,
Second Floor, Both Stores.



**\$49 VALUE
RADIO-PHONO**

34.88

Powerful seven tube Silver-tone
plays 10 or 12 inch records,
with automatic radio-phonograph
switch back, and automatic
volume control. Buy on Our
Easy Payment Plan.

★ 6 Way Entertainment! Worth \$79!

RADIO RECORDER

54.88
Both Stores

Six complete ways of enter-
taining your friends. Radio,
phonograph, public address,
records from radio or mike,
radio and mike together.
Automatic switch back from
radio to records. Buy on
Budget Plan.

Sears

Roebuck and Co. Rochester, New York
Monroe at S. Union 476 Ridge Rd. W.

MOTHPROOF GOLDEN CROWN



**KNITTING
YARN**

69c 89c
Value

Pure virgin wool 4-ounce
skeins, 35 brand new col-
ors. Soft, warm, easy to
work with, for all knit-
ting. On sale Main Floor,
Monroe Store.

1 ounce skein Knit-
ting worsted, worth
29c **20c**

1/4 ounce Ombre
knitting worsted,
worth 29c **20c**

Ombre worsted 3
ounce skeins, 12
colors, worth 89c... **69c**

Germantown yarn, 1
ounce ball, worth
39c **29c**

Pompadour German-
town, 1 ounce ball,
baby colors, worth
39c **33c**

Shetland Floss, 1
ounce ball, worth
39c **23c**

Saxony yarn, 1 ounce
ball, baby colors,
worth 39c **27c**

Pompadour Saxony,
1 ounce ball, choice
of colors, worth 39c **27c**

Sport yarn, 2 ounce
balls, 10 colors,
worth 59c **49c**

Scotch yarns, 1/4
ounce balls, choice
of colors, worth 25c **21c**

Tapestry Yarns, 40
yard skeins, 18
colors, worth 29c... **21c**

Sears have a complete selection of instruction books and
patterns for all sewing and knitting needs. Main Floor,
Monroe Avenue Store.

GIVEN: Instructive Knitting Pamphlet Free!

★ **Buy On Our Budget Plan** ★

Anything and everything for Yourself, Home or Car, in amounts
of \$10 or over. Complete details Credit Office, Second Floor,
Both Stores.



Sears

Roebuck and Co. Rochester, New York
Monroe at S. Union 476 Ridge Rd. W.

HERE'S WHAT WE DO!

- ★ Call at your home for Suite!
- ★ Remove cover! Renew old frame!
- ★ Re-glue and re-inforce frame!
- ★ Re-Tie or re-place old springs!
- ★ Re-inforce webbing, refinish wood!
- ★ Add new filling where needed!
- ★ New spring units in cushions!
- ★ Recover in your choice of fabrics!
- ★ Deliver it — as good as new!
- ★ Work done on our budget pay plan!

**MAIL THIS
COUPON**

**FOR FREE
ESTIMATE**

No Obligation.

SEARS ROEBUCK & CO.
Monroe Ave. at S. Union

Please send representative to my
home with samples of coverings
to re-upholster my living room
suite.

Name
Address
City



Model sketched, rayon.
Sizes 12-20. \$6.98.

SEARS

Roebuck & Co. Rochester, New York
Monroe at S. Union—476 Ridge Rd. W.



Model sketched in
Chenille, Sizes 12-
20. \$6.98.

Oh!
**How She'll Love To
Get Up in the Morning!**

And oh! how she'll love to go to
bed at night, as a matter of record,
we've known instances where gad-
abouts become stay-at-homes, sim-
ply because of a gift robe, from
Sears. Here, on our Second Floor,
you'll find a collection of glamor-
ous robes, for Christmas Belles
from Sixteen to Sixty-six!

Candlewick Robes . . . 1.98
and up to 4.49. Women's and
Misses'.

Suede Robes 2.98
and up to 6.98. Women's and Misses'.

Chenille Robes 4.98
Women's and Misses' sizes.

Quilted Robes 3.98
and up to 6.98. Women's and Misses'.

Flannel Robes 4.98
and up to 6.98. Women's and
Misses'.

Blanket Robes . . . 2.98
Women's and Misses' sizes.

Corduroy Robes . . . 3.98
and up to 4.49 Women's and Misses'.

Rayon Negligees . . . 2.98
and up to 6.98. Women's and
Misses'.

Cotton Robes 1.98
and up to 3.39. Women's and
Misses'.

Children's Robes
Candlewick, Blanket,
Quilted and Corduroys.
Sizes from 7 to 16. **1.98**



Model sketched in Rayon
or Quilted Styles. Sizes
12-20. \$5.98.

**Robes for
Misses,
Women and
Girls, on Sec-
ond Floor,
Monroe Store**

To make the eyelashes grow longer and thicker, dip a soft brush in lanolin and apply lightly to the lids every night before retiring. Be careful not to let it get into the eyes.

WE BUY DIAMONDS • OLD GOLD
Antique Jewelry, Bridgework, Watches and Movements, Silver, Gold Filled; We buy from the public and dealers. Wherever you go — always come back to Barton's — you're sure to get more.

Look for the big gold letters on the Door (THE DOOR IS ALWAYS OPEN)

BARTON GOLD CO.
202 BURKE BLDG. Straight From The Elevator

FOR ANY MAKE
USED or NEW PARTS
CALL
SCHUBER AUTO PARTS
558-564 LYELL AVE. PHONE: GLEN. 6775
ROCHESTER, N.Y.

Mrs. Cora Rivers, 26 St. Clair St.

Washable
Window Shades
Your choice of colors — harmony with any color scheme. New rollers are included. Full 36 inches wide by 6 feet long. Replace your worn shades NOW.

39¢

Variety Of
MIRRORS
Ornate, circles, squares, rectangles—gilded or metal frame. Complete selections with all the latest designs. Appropriately and individually boxed for Xmas gifts.

\$4.95 up

Venetian Blinds \$1.59 up

Lucas
80 St. Paul Street
NEXT TO STRAND THEATRE
Free Parking Across the Street

Smart New Combination



This outfit is a pleasant blend of the peasant and the classic — the two major inspirations of the new season's clothes. The blouse is neatly tailored, yet it has a soft look about it that you'll find very becoming. It features a chic plunging neckline, too. The skirt is cut on your old favorite dirndl lines, but looks new in a winter-weight fabric and very different when worn with a blouse of this type. You'll team both blouse and skirt with other articles of your wardrobe, of course.

Style No. 3057 is designed for sizes 12, 14, 16, 36, 38 and 40. Size 16 requires 2 yards of 39-inch fabric for blouse; 2 1/2 yards for skirt.

Send FIFTEEN CENTS (15c) (Coin Is Preferred) For PATTERN. Write Plainly YOUR NAME, ADDRESS AND STYLE NUMBER. BE SURE TO STATE SIZE YOU WISH.

Address: PATTERN DEPARTMENT, Rochester Sun, 420 Burke Bldg., Rochester, N. Y.

COME TO LIVADAS FOR THE LOWEST PRICES ON CASE LOTS!

Our Tremendous Stocks of
Nationally Known Brands

Many of Them in Beautiful Holiday Packages — Include the Following:

- PARK & TILFORD
- 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
- MARTIN'S VVO
- BALLANTINES

Again This Christmas As Every Christmas In The Past IT'S

★ LIVADAS ★
For Record-Breaking LOW PRICES
On Famous Quality WINES and LIQUOR

THIS SALE BRINGS TO EVERY CUSTOMER OUR LOWEST PRICES

Value Extraordinary — A Sensational Buy

4 "Biar Oak" Straight Bourbon
SELLS REGULARLY AT \$2.75
This whiskey will commend itself to you as embodying these qualities which are distinguished in Good Whiskey. NOTE: We can not say how long this stock will last therefore we advise you to buy plenty at this low price and save!

\$1.79 Full Quart 80 Proof

WHITNEY CLUB
STRAIGHT RYE
WHISKEY
5 Years Old
\$1.90 Full Quart
COMPARE! \$2.65 VALUE! 85 PROOF

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.

ONLY WHILE QUANTITIES LAST!
20 YEARS OLD—Imported from Portugal
SUAREZ BRANDY
A Genuine \$7.00 Value! **\$3.69** Fifth 84 Proof
Delightfully mellow, old brandy produced by a firm that's been known as one of Portugal's finest for generations.
Brandy of this age and quality is now selling at \$7.00 or more. Lay in a supply NOW at this unheard of price.

CONNOISSEURS—Compare This Value!—World-Famous Import From Spain
RIO ROYAL SHERRY
\$2.25 VALUE
One of the greatest of Spain's Sherrys. Pale—soft and nutty; medium dry and pale dry (very dry). An excellent choice for all sherry drinkers. Alcohol 20% by volume.
Only due to a very fortunate purchase are we able to offer this illustrious imported Sherry at this low price.

\$1.29 Fifth

weis & fisher
WEEK - END SPECIAL

TO DELIGHT THE HEART OF ANY MAN... A Real He-Man POKER TABLE

Leatherette Center For Playing Surface
• Seats 8
• In Red or Black
• Folds Easily

Poker Chip and Highball Compartments

\$27.50

WEIS & FISHER EASY TERMS

"rochester's showplace of furniture fashion"
80 CLINTON AVE. SOUTH

Give "him" SCHENLEY
THE "BEST" FROM FOUR GREAT DISTILLING STATES

FOUR RARE GIFTS IN ONE RARE WHISKEY... SCHENLEY

- RICHNESS from Kentucky's Best Whiskey
- BOUQUET from Maryland's Best Whiskey
- SMOOTHNESS from Indiana's Best Whiskey
- BODY from Pennsylvania's Best Whiskey

* Blended with Specially Distilled Grain Neutral Spirits... Schenley Gives You Perfect MILDNESS.

THE TASTE IT TAKES FOUR STATES TO MAKE

Schenley Black Label 87% Grain Neutral Spirits, 86 Proof. Schenley Red Label 72% Grain Neutral Spirits, 86 Proof. **BLENDED WHISKEY.** Schenley Distillers Corporation, New York City.

SCHENLEY BLACK LABEL \$3.89 qt.
SCHENLEY RED LABEL \$3.33 qt.

Famous LIVRO GIN
No Finer Quality!
—AT ANY PRICE!
\$1.90 Full Quart 90 Proof
100% Grain Neutral Alcohol
Compare \$2.65 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. It's price, let your taste be the test. Try it — you'll realize instantly what a sensational value it is! Livadas assures this connoisseurs of quality gin that there is no finer at any price!

AN OUTSTANDING VALUE!
ALL 4 YRS. OLD!
DOWLING
Kentucky Straight BOURBON
\$2.25 Full Quart
Compare! \$3.75 Val.
The Finest Quality at the Lowest Price
A real treasure of Old Kentucky... "Dowling" Straight bourbon whiskey, aged and mellowed for 4 long years in the wood. Bottled under U. S. Gov't supervision 100 proof. It's a great achievement to offer this 4 year old bourbon at this sensational price.

Famous LIVRO RYE
Our Famous Brand
—And What A Value!
\$2.50 Full Quart 90 Proof
Compare \$3.75 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 and thousands of bottles of this rye because of its quality and outstanding low price.

Our ★★★★★ SPECIAL

Gold Seal Caribbean Club
RON RUM \$1.89
Here's a Rum that we will highly recommend.
Compare! \$3.50 Value!

A GREAT VALUE!
PETE HAGEN'S LIQUEURS
Cordials
★ Apricot
★ Blackberry
★ Cherry
★ Peach
Compare! \$2.50 Value!
Whichever your choice—whatever the occasion, you are cordially RIGHT with Pete Hagen's! At A Price You Can

\$1.49 Fifth

A Famous Brand The Renowned TRICHER!
Imported Italian
VERMOUTH
Large 30 oz. Bottle
Compare! \$1.99 Value!

\$1.35

ROMA
Renowned Vintage of 1935
CALIFORNIA 'ROMA' WINES
85¢ 1/2 QUART BOTTLE
To those who have always preferred imported wines, here is a domestic brand that we will highly recommend as superior to many foreign imports.

KING GEORGE IV SCOTCH
\$3.19 FIFTH 84.6 Proof
Compare! \$4.25 Value
Superb Scottish Blend with an enchanting matchless bouquet, 100% Scotch whiskey, distilled and bottled by one of Scotland's greatest distillers. Remarkably low price.

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
Full Quart \$1.25 Full Gallon \$1.49
Alcohol 20% By Volume

DRY
BURGUNDY
ZINFANDEL
CLARET
BARBERA
RHINE
SAUTERNE
Full Gallon \$1.10

LIVADAS BROS.
PHONE STONE 5549
183 MONROE AVE.
N. Y. S. LICENSE L-4229
FREE DELIVERY

OPEN EVERY NIGHT 'TIL MIDNIGHT
A Name You Can Trust

WANT ADS

ARTICLES FOR SALE

Men's and boys' sweaters, pull-overs, coats, and slippers, \$1 up. All wool jackets for work and dress, plain and two-tone combinations, \$4.95 up. Leather aviator jackets, \$8.95, others at \$3.95 up. All wool plaid hunting jackets, \$6.75 to \$11.50. Smith's, 118 State St. Free parking next door.

HAND painted dinner set, service for eight, mirror, thirty sample Avon cosmetics sets in gift packages, 21 Orchard Dr., Brighton, Hillside 1922-W.

CANARIES, beautiful singers, \$5 up; females \$1 up, 17 St. Oastler St.

BUSINESS PERSONALS

CHICKEN PIECES - delivered by dozen, Myers, 135 Depew, Genesee 424-M.

MACHINELESS permanents given in your home. Holiday special, reg. \$8 only \$3.50, guaranteed. Just call Mary, Main 837-W.

CHIROPRACTORS

FRANK BROWNELL, 65 Bronson, L. A. Young in attendance. Genesee 1492

WANTED TO BUY

RAGS - 2c lb., magazines 60c, papers 55c, mattresses, metal. Stone 3229-R.

Friendship Nursery To Have Marionette Show

Final plans for the Benefit of Marionette Show and Musical, to be held at the Sagamore Hotel on December 5 and 6, are now being made by the Board of Directors of the Friendship Nursery, Inc., sponsoring organization.

Miss Mildred Randall, teacher of a marionette class at Benjamin Franklin High School, will present the fairy tale of Cinderella. Assisting her with the marionettes will be Mrs. Agnes Krome, Miss Marie Fernwood Ave.

D'Amico and James Stag.

Following the Marionette show, Mrs. Esther Stowe will offer a group of songs, after which the Gladys Bliss Dancers will present an interesting program.

The proceeds of this benefit are to be used to reduce the debt on the new building at 310 Fernwood Ave.

WANTED TO BUY

RAGS - 2c lb., magazines 60c, newspapers in bundles 55c, iron-metal, tubes, batteries, mattress, junk of all kinds for defense, top prices. Try us. Stone 370-L.

SPECIAL THIS WEEK ONLY

Genuine **HUDSEAL \$89** Inc. Tax

Dred Coney Reg. \$115

Other Furs At 30 to 40% Savings

Clifford Fur Co.

1283 Clifford Ave.

1 Block off Portland

CLIFFORD FUR SELLS FOR LESS



"GOOD TAFFY CANDY"

"MOTHER CALLS IT IRON"

1 1/2 cups Grandma's Molasses

3/4 cup sugar

1 1/2 tablespoons butter

Measure ingredients into heavy

saucepan. Stir over low heat

until sugar is melted, then in-

crease heat slightly and cook

slowly until a drop in cold

water forms a hard ball

(275°F.). Pour onto but-

tered platter to cool until

firm enough to pull. Pull

until light and "taffy col-

ored."

DELICIOUS! Children—and grownups too—

everybody has a lot of fun making

this delicious taffy with GRANDMA'S OLD FASHIONED

MOLASSES. Grandma's Molasses has a most deli-

cious flavor—never bitter! It is a wholesome food, rich in

nature's iron. Use it as a spread and in cooking and

baking. When shopping, look for Grandma's picture

and take home

Grandma's

OLD FASHIONED MOLASSES

CONCENTRATED JUICE OF SWEET POTATOS. NATURAL

FLAVOR. RICH IN NATURE'S IRON. NO SULFUR DIOXIDE.

SEND FOR FREE RECIPES

American Molasses Company

170 Wall Street, New York, Dept. R-4

Kindly send large size, uncooked recipe book containing 16

pages 7 x 10 inches, 24 recipes for mother and 9 for the very

young cook.

Name (PLEASE PRINT CLEARLY)

Address

City

State

H. L. GREEN CO.

5c TO \$100 STORE at 134 MAIN STREET E.

Cordially invites you - Saturday, Dec. 6 at 9 A. M. to the

GRAND OPENING



The event that all Rochester has been awaiting! After many months of planning we are now happy to announce the opening of this beautiful, modern, air-conditioned store — with hundreds of EXTRA SPECIAL values for you! Only a few are listed here. Come in and shop every department... you'll be pleased with the assortments throughout the store.

Assorted PERCALE APRONS 21c Reg. 29c

SANETTES 500 TO PKG. 15c

Special 46" TABLE CLOTH 22c Reg. 35c, Yd.

4 Pc. Crystal MIXING BOWL 5c Reg. 10c

4 Pc. Cryst. MIXING BOWL SET 15c Reg. 29c

GLASS LAMP 47c With Shade Reg. 69c

12 Inch BRIDGE SHADE 14c Reg. 25c

Oval Waste Paper Basket 12c

Assorted Gray Enamel're 12c Reg. 19c

Pre-Defense Prices!
• First Quality
• Pure Silk
HOSE 59c TO 69c PAIR
NYLONS \$1.15 AND \$1.35

LADIES' DRESSES \$1
Crepes, prints and other Fall fabrics in all the new styles and leading colors. Values to \$2.98

RAYON VOILE TAILORED CURTAINS 98c Reg. \$1.39
Cottage Sets . 38c Regular 69c

Ladies & Misses All-Wool Embroidered Gloves 49c Reg. 69c

Assorted, Stamped ART GOODS 4c Imported, Reg. 15c LACE DOILIES 9c

Men's Vat Dyed Dress Shirts 68c All sizes and colors. Also Men's and Boys' sweaters at 68c.

SLIPS RAYON or CREPE
Choose from many lovely styles!
54c Regular 79c To \$1 Values!

Modern Millinery Department
Newest styles! Shipments daily from New York Style Centers!
GROUP 1 Reg. \$1.19 89c To \$1.39
GROUP 2 Reg. \$1.67 \$1.37

Piece Goods at 1/2 Price!
80 Square and High Count PRINTED PERCALE 12 1/2c Reg. 25c
Assorted Dust-Proof CRETONNES, CHINTZES, 12 1/2c Val. 35c AND SATEENS Val. 35c

Ladies Assorted HANDKERCHIEFS 2 for 5c Reg. 5c Each

Slightly Irregular BLOUSES LADIES' 59c If Perfect \$1

Our large main floor Children's Department offers many super values for example: CHILDREN'S SWEATERS 48c Reg. 59c PERCALE DRESSES . 39c

HUNDREDS of SPECIALS NOT ADVERTISED!

Gift Portrait Special!

AT EDWARDS

Our Exclusive Cinema Action Camera Assures You Of Portraits Truly Worthy Of You!

Sensationally New!
Sensationally Different!
Sensationally Better!

3 Gift Size Bufftone PORTRAITS \$2.95
THIS OFFER GOOD ONLY UNTIL DECEMBER 17

CHOOSE FROM 12 PROOFS

Ours is the only studio in Rochester making this offer... because we use the new, expensive Cinema-Action camera technique. You sit naturally and at ease for 3 to 5 minutes, move around as you please... and we'll still get 12 individual poses made by our expert photographer under the most pleasant conditions. Don't accept fewer than 12 proofs if you want the best.

Forget all former ideas of portrait photography. For, if you've never had one made the Edwards way, you'll be amazed at the results. More natural, more life-like and real than any portraits anywhere... at any price. Gone are the days of the stilted unnatural-looking posing ordeal. A sitting at Edwards takes only 3 to 5 minutes... for 12 individual poses. Don't miss this opportunity to buy the most personal gift you can give... at a sensational saving.

No Appointment Necessary
Come In Anytime
PHOTO STUDIO
IN THE
GREEN ROOM

TAKE NO CHANCES
USE THIS COUPON

FREE SITTING OFFER

We know our portraits will please you. That's why we make this offer: Bring this coupon to our studio and we'll make our regular 12 pose sitting of you without the usual deposit. When you see the 12 proofs, you can order as many, or as few pictures as you want... or none at all. If you are not entirely satisfied it won't cost you one cent. No obligation to buy—so use this coupon right now!

THIS OFFER GOOD FOR ANY MEMBER OF THE FAMILY UNTIL DECEMBER 17

ROCHESTER'S LARGEST POPULAR PRICED STORE
Edwards

CLUB TO MEET
Venus Rebekah Lodge Officers' Club will meet on Tuesday, Dec. 9 at the home of Jeanette VanPelt, 144 Yarmouth Rd. Alice Avis and Nancy Slack will assist the hostess.

TO HAVE BANQUET
Louis Mc Crossen Officer's Club of Germania Chapter will banquet at the Powers Hotel on Friday, Dec. 12, at 6:30 p. m. Anna Betlem is chairman.

KEEP MAKE AMERICA STRONG

Keeping Fit for the Job ... that's how we can do our part



DEFENSE WORK is vital to America—so is defense of health. For valuable help in building resistance against common colds and toning up a system deficient in Vitamins A and D, many health authorities suggest taking Scott's Emulsion regularly. This great preparation—with the world-known fisherman label—contains vital elements* recognized for their tonic benefits.

88 billion globules to the teaspoon ... smaller than milk! Actually 4 times easier to digest than ordinary cod liver oil. Good-tasting. Economical.

Rich in natural A and D Vitamins. Recommended for those recovering from the weakening effects of colds or other illness. Buy today at your druggist!

SCOTT'S EMULSION
A Great Year-Round Tonic For All Ages

AS PURE AS MONEY CAN BUY

ST. JOSEPH GENUINE PURE ASPIRIN

Keep False Teeth Purified Says Dr. Sherwin

The world progresses—new discoveries make history. Now, thanks to Dr. L. W. Sherwin, a well known authority on oral hygiene, false teeth and dental plates can be made to glisten with purity and immaculate cleanliness with just a 10 minute daily bath, with amazing St. Joseph's.

Anniversary Sale
SAVE MONEY ON ESSO GASOLINE

6 gallons for \$1
Tax Included
THURSDAY DEC. 4th to MONDAY DEC. 15th

OPEN 7 A. M. TO 7 P. M.

LIBERTY SERVICE STATIONS

350 SO. CLINTON
2 Blocks S. of Convention Hall

281 GENESEE
Opposite Madison Theatre

PENN VACUUM STORES—ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

Used Beautifully Rebuilt ELECTROLUX \$16.95
*The Cleaner with 101 Uses
FULL CASH PRICE
EASY TERMS
Complete with Attachments
FULLY GUARANTEED For Same Time as a New Electrolux
10-DAY TRIAL PLAN!

IF YOU CAN'T COME IN ...
PHONE or Write for a FREE HOME DEMONSTRATION

Send New Famous Mohs Hand Cleaner \$4.85
MAIL ORDERS FILLED! Send Deposit \$1

PENN VACUUM STORES
30 SOUTH AVE. OPEN EVENINGS UNTIL 9 P. M. STONE 6747

IMPORTANT! ASK US ABOUT THE THREE ADVANTAGES OF BUYING FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

DAW'S COUPON

MINIATURE Chocolates

Chocolate Puddings
Cocoa Nut Creams
Peppermints
Raspberry
Caramels
Nougats
Nut-Crisp

25c

1-Lb. Box
Delicious, tasty nibbles of dark Mild Bittersweet Chocolate. (Limit 2).

DAW'S ORIGINAL CUT-RATE DRUGS

56	31	353	452	880	473	539
Clinton Ave. S. Opposite Temple Theater	Main St. E. Corner Aqueduct	Main St. E. 1 Door From Stillson	Ridge Rd. W. Corner Dewey	Main St. W. At Bull's Head	N. Goodman Just Off Main	Monroe Ave. Near Goodman

SPECIAL PRICES ... TODAY THRU SATURDAY
(Right Reserved To Limit Quantities)

WITH THIS COUPON

CHRISTMAS Greeting Cards

Box of 21 Cards—with Envelopes 50c Value

23c

21 cards in a variety of sizes. French folders, with distinctive designs in beautiful, colorful effects. NO TWO ALIKE. Many (Limit 6 Boxes) exclusive designs and verses.

GUARANTEED PENNSYLVANIA

HARD COAL \$11.75
EGG STOVE NUT CASH Short, Off Grade "A"

PEA COAL \$9.95
TON SHOV OFF

COKE \$11.00
STOVE OR NUT

LAKE COAL CO. GLEN 538
255 LYELL AVE.

BUY DEFENSE STAMPS WITH THE SAVINGS

COUPON
THIS COUPON ENTITLES YOU TO A LIBERAL DISCOUNT ON 1 TON OR MORE OF OUR GUARANTEED COAL OR COKE

Mrs. Iva Palmer, 84 Alliance Ave.

Lake Avenue Liquor Store
554 LAKE AVENUE
NEXT TO LAKE AVE. FOOD MARKET
Open 8 A. M. to 12 P. M. Phone Glen 4411

Pre-Holiday WINE-LIQUOR SALE

RON ROMERO RUM \$1.75
Imported! 86 Proof. Rich flavor and full body. Makes this Rum excellent highballs and is regularly sold at \$2.25.

RED MILL GIN \$1.89
90 Proof. Distilled from 100% grain neutral spirits. A smooth mixer for holiday cocktails. This Rum is regularly sold at \$2.29.

FAMOUS 'ROBBIE BURNS' SCOTCH \$2.99
100% Scotch whiskey. 86.8 proof. A really good Scotch—just the thing for the holidays. \$3.75 VALUE

100% PURE—NO BETTER WINE IN THE WORLD CALIFORNIA WINE

DRY: 95c
Burgundy, Zinfandel, Cabernet, Merlot, Pinot, Riesling, Sauternes, Al. 14% by vol.

SWEET: \$1.45
Tokay, Muscadine, Sherry, Port, Angelica, White Port, Al. 14-21% by vol.

GIFT SPECIAL
Beautiful Decanter Bottle Variety of WINES 3 QTS. **\$1.20**

Case Prices on Nationally Famous Brands Are As Low or Lower Than Anywhere Else In The State.

Lge Size LIFEBOUY Shave Cream 2 for 33c

Lge Size BORAXO Cleans Dirty Hands 2 for 21c

25c Size NOXZEMA CREAM 19c

25c Size PHILLIP'S Milk of Magnesia TABLETS 13c

Pint Bottle PEROXIDE 9c

1-lb. Pkg. Horehound DROPS 16c

28c Size BLONDEX SHAMPOO 16c

TOILET TISSUE
HY-TEX Quality 1000 Sheets in each roll 3 Rolls For **13c**

DAW'S COUPON
OXYDOL Large Box 18c
(Limit of 1)

DAW'S COUPON
VANILLA FLAVOR (Imitation) 6 oz. size 8c
25c Value (Limit 2 Bottles)

DAW'S COUPON
WILLIAM'S TOILET SOAP Reg. 10c Bars 3 for 11c
(Limit 3)

CLOTHES PINS
• Square • Polished
Box of 40 **6c**

CLOTHES LINE
Braided sash-type cotton cord. 25c Value **16c**
Also Available in 100 ft. Rolls

Scot Towels
Famous SCOT toweling, 150 sheets in each roll. Unexcelled for kitchen use. DAW'S low price!
150 Sheets in Each Roll 2 Rolls for **15c**
(Limit 2)

HALEY'S
M-O, 31 Size **44c**
ABSORBINE Jr., 31.25 Size **63c**
BAUME Bengay, 15c Size **59c**
HIND'S HONEY and Almond Cream, 50c Size **25c**
MCKESSON'S Aspirin, Btl. of 100, 2 for **49c**
EX-LAX Laxative, Large Size **19c**
PREP For Shaving, 35c Size **17c**
4-WAY COLD 2 bxs. **25c**
TEK TOOTH Brush, 30c Value **29c**
FLETCHER'S Castoria, 40c Size **31c**
BENZEDRINE Inhaler, 60c Value **49c**
MENTHOLATUM Tube or Jar, 30c Size **27c**
ZEMO 60c **49c**
SADDLE SOAP Large 35c Value **21c**
SCHONFELD'S Tea, 25c Size **17c**
JOHNSON'S Foot Soap, 25c Size **17c**
ACIDINE Powder, 75c Size **46c**
TYREE'S 60c Antiseptic Powder **42c**
VERACOLATE Tablets, Bottle of 100 **74c**
DIAPEPSIN Paper's, 60c Size **34c**

FALSE TEETH
FIT LIKE NEW! Dentur-Eze, the new cushion plastic, makes loose plates fit comfortably for weeks. Not a powder—just a paste. Economical. Thousands of satisfied users. Get a tube of Dentur-Eze today! Hand value tube 85c—New large size 98c! **DENTUR-EZE**

Christmas Gift HINTS

MAX FACTOR GIFT SET
SHAVING BOWLS Lavender Type **39c**
BILL FOLDS Large Assort. From **29c**
SHAVING BRUSHES All Types ... From **33c**
STATIONERY In Gift Boxes. From **43c**
COLOGNES and Toilet Waters. From **39c**
EASTMAN Cameras All Models ... From **79c**
WRITING PIPES Large Assort. From **39c**

BOURJOIS EVENING IN PARIS TOILETRIES
SHAVING SETS • Mennen's • Colgate's • Palmolive • Yardley's • William's • Woodbury's • AT CUT PRICES

TOBACCOS CIGARS CIGARETTES Pipes — Pouches AT CUT PRICES

YARDLEY'S Old English LAVENDER TOILETRIES
HARRIET HUBBARD AYER TOILETRIES

GILLETTE BLUE BLADES
New Low Price Pkg. of 10 **39c**
Reg. 45c

DAW'S COUPON
Dish Cloths
Full Size—Knitted Pastel Embroidered
3 for **7c**
(Limit 6)

DAW'S COUPON
Steel Wool
Cleans — Smooths — Polishes
DAW'S Low Price 2 Pkgs. for **7c**
(Limit 4)

DAW'S COUPON
ALL-METAL, PAPER Towel Holder 11c
(Limit 2)

Deodorant FOR TOILET BOWLS
Assorted Odors
Large 15c Size **7c** 3 For 20c

MOOTH TABS
• MOOTH KILLER • DEODORANT "Just Hang It Up" **9c** 3 For 25c

Reg. 5c Boxes LUDEN'S Cough Drops 2 for 5c

Lge. Size Colgate's Tooth Paste 2 for 29c

25c Size Mulsified COCOANUT OIL SHAMPOO 17c

30c Size VICK'S Nose Drops 24c

Bottle of 100 SODAMINT TABLETS 6c

Reg. 10c Cashmere Bouquet SOAP 4 for 26c

Full Qt. SQUIBB'S MINERAL OIL 89c

Rochester Sun, Thursday, December 4, 1941

PAGE THIRTEEN

President Featured In Weekly Magazine Article

Walter Karig has contributed another timely article in the current issue of Liberty Magazine. In "Is The President a

Well Man Today," the author discusses the physical condition of FDR and proves that it isn't advisable to believe all you see in the newsreels.

Curt Reiss discusses the women in Hitler's life. The popular radio and screen personality, Red Skelton, asks "Are Comedians People?"

Church Athletic Group To Stage Bowling Tourney

Holy Redeemer Athletic Association will hold a mixed doubles match on the Holy Redeemer alleys, 938 Clifford Avenue, Sunday, December 7.

One hundred dollars in prize money is being offered. It will be a handicap mixed doubles and team averages must not exceed 360. Entries will be taken up to Sunday. Telephone Main 8637.
To whiten the skin, mix equal parts of lemon juice and rose water and apply.

NOETH'S PRE-CHRISTMAS LIQUOR PRICES at ROCK BOTTOM

ONLY WHILE SUPPLY
LASTS AT THIS PRICE

"House of Lords"
SCOTCH
100% finest Scotch
Whiskies bottled by
Wm. Whiteley and
Co., Scotland. A value
you can't afford to
pass up!

\$3.19
Genuine
\$4.50 Value!

ALL
4
YRS. OLD

A TRULY EXCEPTIONAL VALUE!
"STEWART" 90 PROOF
WHISKEY
CONSERVATIVE VALUE \$2.85

\$1.89
Quart

Imported From France
20-Year-Old
Fine French "Ade"
COGNAC

Score! The only
brand A D E F
French Cognac!
Compare the low
price. 84 proof.
Conservative \$7.50 Value!

4.98
Quart

Imported From France
Limited Quantity
"Bordeaux Blanc"
SHERRY

Superior
Vintage of
1933
Very rare. Only
a few cases of
this breath-taking
price. Hurry.
Conservative \$2.50 Value!

\$1.29
Quart

Imported From Spain
"Lolita Ramirez"
SHERRY

A quality and
flavor that make
this the perfect
holiday wine.
Just a few cases
in stock.
Conservative Value \$2.50!

\$1.29
Quart

Old GIN 90 Proof. Con-
servative Value \$2.50. Quart.

"Clinton" WINE 4 varieties. Low-
est price. Quart. 50c

Famous Imported RUM RICORO 86 Proof. Reg.
\$2.35! 1.79

Three Stars APRICOT LIQUEUR Half pint. Reg.
price 75c. 2 for 1.40! 44c

BOTTLED IN BOND! 100 PROOF
"Old Rip" Kentucky Straight
BOURBON

Special Purchase Sale
Conservative Value \$1.95.
Stock up while it lasts!

\$2.49
Fifth

LOWEST PRICES On Seagrams, Hiram Walker, Calverts, G & W, Schenleys and other well known national brands.

PAUL NOETH

DELIVERY • 19 CLINTON AVENUE • MAIN 874

Just a Step off Main St., Opposite Hotel Seneca—Open Every Night Till Midnight

WE ARE KNOWN
TO HAVE LOWEST
CASE-LOT PRICES

Where To Play BINGO

More Bingo Ads on Page 13

BINGO
\$7
On Reg. Games

\$20 OR MORE
ON ALL BOOK
SPECIALS

CHILI RECREATION HALL
509 CHILI AVE.
Monday & Saturday Nites

MONDAY JACKPOT \$35 SATURDAY JACKPOT \$65
Seating Capacity — 400 ONLY.
Come Early.

ARTIST BINGO
ARNETT WED. DEC. 10th
23 GAMES — \$5 EACH GAME
Thurston at Chili - 8 P. M. — Movies 7:45
\$100 JACKPOT This Ad Good For \$10 Special

WEST AVE. MANOR
165 West Ave.
Mon., Tues., Thurs. — 1:30
Sun. 2:30 P. M.
Wed. and Fri. 3:30 P. M.

BINGO ENTERTAINMENT
Sponsored Every Monday Nite by
Ben Hur Life Ass'n
23 Games 25c Plus Tax
GLIDE HALL JACKPOT \$10
Take Allen St. Bus

Highland Hall
393 GREGORY ST.
Regular Games \$5. Specials
WEDNESDAY 8:15 P. M.
Le Berth's Game

Beeley's Bingo
MON., TUES., FRI., SAT. at 8:15 P. M.
SUNDAY at 2:30 and 8 P. M.
WED. at 1:30 P. M.
Extra Board Free with Triple Board
ADMISSION 20c
142 GENESEE ST. in REAR

BINGO
19th WARD CLUB HOUSE
237 HAWLEY ST.
Thurs., Fri. and Sat. Eve. 8:15
Fri. 1:45
Extra Board (FREE)
With Triple Board

WE PLAY FOR
\$1325
THIS WEEK

ONLY 20 MINUTES BY BUS

From the remotest points on either the JEFFERSON or PLYMOUTH lines. Both lines take you to Rochester's newest and smartest Bingo entertainment center.

The NEW PARK HALL
928 Jefferson Avenue — 23 Games 25c inc. tax.
Reg. Games \$5—\$7 Specials \$20—\$40
L. W. Thompson, Mgr.

COUPON WORTH **25c** THURS. DEC. 4th
COUPON WORTH **25c** FRI. DEC. 5th
COUPON WORTH **25c** SAT. DEC. 6th
COUPON WORTH **25c** SUN. DEC. 7th

Ads—Win a Dollar

PAGE FIFTEEN

rs. Neia Campbell, Mrs. DeAun, Mrs. Frank T. tin and Miss Victoria Mc-ara will be the hostesses.

nplete True Novel
fascinated them in droves until
him.

lory"—Lonella Parsons
tells about the romance and
7.

MEMAKER SECTION
AGAZINE Now On Sale 15c

You Buy
YOU PREFER
ch. 12, 15c
gs. 1b. 25c
600 JEFFERSON AVE.
cor. Bartlett
Telephone Genesee 1417

ig Complete
56
ING ROOM
ROOM
AKFAST SET



FREE STORAGE
UNTIL WANTED

eeheart Of A
t For Her!

3m Lane — Ross —
/est Branch

**ALNUT
DAR
ESTS
095**
RS TO \$49.95

BERGHASH SAVES YOU MONEY

Buy at Berghash! Buy the best... for the least... Save on your Christmas Liquor Gifts... and for your Holiday entertaining. Shop at Berghash today... Free Parking... and open evenings till 12 for your convenience. Ask about our case prices. Berghash prices are lower on ALL items.

REAL MONEY SAVING VALUE
90 PROOF LONDON INN GIN

Made from an ancient recipe, London Inn Dry Gin is tops straight or for cocktails. Stock up today.

\$1.55 Case of 12 **\$18.00**
4/5 Quart

**IMPORTED RUM
FROM WEST INDIES**

Ideal for Holiday giving or sipping. Made to sell much higher... this imported rum is a real buy. STOCK UP TODAY.

3 for \$5.25 4/5 Quart **\$1.89**

"KERRIGAN'S WHISKEY"
FAMOUS PRIVATE STOCK LIQUOR

Its smooth flavor, full bouquet and delightful taste make it a favorite. Give Kerrigan's Whiskey... or serve it at home. STOCK UP TODAY.

\$2.29 Case of 12 Quarts **\$24.50**
Full Quart

"JOHN BEGG'S" Imported Scotch
100 PERCENT IMPORTED SCOTCH WHISKIES

A prime favorite in Rochester, "John Begg's" Imported Scotch makes a grand holiday gift. At this unusually low Berghash price you'd better STOCK UP TODAY.

3 for \$10.50 4/5 Quart **\$3.69**

"Mc CUNN'S INVINCIBLE"
EVERY DROP AT LEAST 4 YEARS OLD

Mild and mellow... you'll want a good supply of this sought after whiskey for the holidays. Praised by connoisseurs, it is also praised by value seekers.

\$2.89 FULL QUART 3 for \$8.25

"CHATEAU BRISAC" WINE
100% PURE CALIFORNIA WINE

An absolute must for holidays. Your choice of twelve varieties, all with rare bouquet, crystal-clear purity and full-flavor. At Berghash on a money-back guarantee. STOCK UP TODAY!

FULL GALLON **\$1.49**

"GORDON'S" MARTINI COCKTAIL

The only distilled spirit in this cocktail is Gordon's London Dry Gin. Extra Dry. STOCK UP TODAY.

\$1.69 4/5 QUART Case of 12 \$19.00

BOTTLED IN BOND 100 PROOF STRAIGHT BOURBON WHISKEY, qt. \$2.25
NUYEN'S AMERICAN VERMOUTH, Sweet or Dry, 30-oz. bottle... 98c
TALLYHO, Expertly Blended (With Whiskeys 4 or More Years Old) 4/5 Quart... \$1.79
CALIFORNIA SWEET WINES, Pints... 25c
CORDIALS, Apricot, Blackberry, Creme de Cacao, 4/5 Quart... \$1.29
FIORE, Imported Italian Marsala, 21-oz. Bottle... \$1.29

BERGHASH
124 CLINTON AVENUE Next to Loew's Theatre
MAIN 786

PAGE TWELVE

Buck Hunters Look For

CLUB TO MEET
Venus Rebekah Lodge Officers' Club will meet on Tuesday, Dec. 9 at the home of Jeanette VanPelt, 144 Yarmouth Rd. Alice Avis and Nancy Slack will assist the hostess.

TO HAVE BANQUET
Louis Mc Crossen Officer's Club of Germania Chapter will banquet at the Powers Hotel on Friday, Dec. 12, at 8:30 p. m. Anna Betlem is chairman.

KEEPING FIT FOR THE JOB...
that's how we can do our part



DEFENSE WORK is vital to America—so is defense of health. For valuable help in building resistance against common colds and tending up a system deficient in Vitamins A and D, many health authorities suggest taking Scott's Emulsion regularly. This great preparation—with the world-known fisherman label—contains vital elements* recognized for their tonic benefits.

88 billion globules to the teaspoon... smaller than milk! Actually 4 times easier to digest than ordinary cod liver oil. Good-tasting. Economical.

Rich in natural *A and D Vitamins. Recommended for those recovering from the weakening effects of colds or other illness. Buy today at your druggist!

SCOTT'S EMULSION
A Great Year-Round Tonic For All Ages

AS PURE AS MONEY CAN BUY
ST. JOSEPH'S
GENUINE PURE ASPIRIN

Keep False Teeth Purified Says Dr. Sherwin

The world progresses—new discoveries make history. Now, thanks to Dr. L. W. Sherwin, a well known authority on oral hygiene, false teeth and dental plates can be made to gleam with purity and immaculate cleanliness with just a 10 minute daily bath, with amazing Stere-Kleen. It's all so easy—just get a 30 cent bottle of Stere-Kleen—put a little in a half glass of lukewarm water—let your dental plate stay in this glass 10 minutes or overnight, as you choose. Take it out, rinse under the cold water faucet—no brushing is needed. Then you get a plate free from slimy incrusts and stains—a plate sparkling with beauty and glittering with purity. No more dull-looking, murky, dismal false teeth for you—lasts for weeks—30 cents—all drug stores.

Anniver
SAVE M
E S
GAS
6 ga
THURSDAY
DEC. 4th
LIBERTY SERV
350 SO. CLINTON
2 Blocks S. of Convention Hall

GUARANTEED PENNSYLVANIA
HARD COAL \$11.75
EGG STOVE NUT
CASH Short Off Grade "A"

PEA COAL \$9.95
TON Short Off

COKE STOVE OR NUT \$11.00
TON Short Off

LAKE COAL CO. GLEN 538
255 LYELL AVE.

BUY DEFENSE STAMPS WITH THE SAVINGS

COUPON
THIS COUPON ENTITLES YOU TO A LIBERAL DISCOUNT ON 1 TON OR MORE OF OUR GUARANTEED COAL OR COKE

Lake Avenue Liquor Store
554 LAKE AVENUE
NEXT TO LAKE AVE. FOOD MARKET
Open 8 A. M. to 12 P. M. Phone Glen 4411

Pre-Holiday WINE-LIQUOR SALE

RON ROMERO RUM \$1.75
Imported! 86 Proof. Rich flavor and full body. Makes this Rum excellent highballs and mixed drinks. Full Fifth \$2.25

RED MILL GIN \$1.89
90 Proof. Distilled from 100% grain neutral spirits. A smooth mixer for holiday cocktails. This Rum is regularly sold at \$2.39

FAMOUS 'ROBBIE BURNS' SCOTCH \$2.99
100% Scotch whiskies. 86.8 proof. A really good Scotch—just the thing for the holidays. \$3.75 VALUE

100% PURE—NO BETTER WINE IN THE WORLD
CALIFORNIA WINE

DRY: 95c
Burgundy, Zinfandel, Cabernet, Barbera, Rhine, & Sauternes. Alcohol 14% by vol. Gal.

SWEET: \$1.45
Tokay, Muscatel, Sherry, Port, Angelica, White Port, Alcoholic 18-21% by vol. Gal.

GIFT SPECIAL
Beautiful Decanter Bottle Variety of WINES 3 QTS. **\$1.20**

Case Prices on Nationally Famous Brands Are As Low or Lower Than Anywhere Else In The State.

DAW'S COUPON
MINIATURE Chocolates
Chocolate Fudges, Caramel Creams, Peppermints, Raspberry, Caramels, Nougats, Nut-Crisp

25c
1-Lb. Box
Delicious, luscious Niblets of dark Mild Bittersweet Chocolate. (Limit 2)

ORIGINAL
56 Clinton Ave. S. N. Opposite Temple Theater

Lge Size LIFEBOUY Shave Cream 2 for 33c

Lge Size BORAXO Cleans Dirty Hands' 2 for 21c

25c Size NOXZEMA CREAM 19c

25c Size PHILLIP'S Milk of Magnesia TABLETS 13c

Pint Bottle PEROXIDE 9c

1-lb. Pkg. Horehound DROPS 16c

28c Size BLONDEX SHAMPOO 16c

TOILET TISSUE
HY-TEX Quality 1000 Sheet in each roll 3 Rolls For **13c**

OXYDOL Large Box 18c
(Limit of 1)

DAW'S COUPON
VANILLA FLAVOR 8c
(Imitation) 6 oz. size 25c Value (Limit 2 Bottles)

DAW'S COUPON
WILLIAM TOILET SOAP 3 for 1
Reg. 10c Bars
Williams Fine Toilet Soaps... at the lowest price ever sold! Choice of LAVENDER or GARDENIA. (Limit 3)

CLOTHES PINS
• Square • Polished
Box of 40 **6c**

CLOTHES LINE
Bralded saak-type cotton cord. 25c Value **16c**
Also Available in 100 ft. Rolls

PAGE FOURTEEN

Rochester Sun, Thursday, December 4th, 1941

To clean ivory combs, scrub with alcohol and an old tooth-brush.

Use a crochet hook to catch up dropped stitches in silk stockings that suffer bad runs.

To prevent eye glasses from "steaming up," rub the lenses with your finger after you have moistened them and formed a

film of ordinary soap on them. Vaseline or cold cream can also be used. Clean the glasses well after thus treating the lenses.

ANDY SAYS
Shop Early
LOWEST PRICES
IN TOWN ON XMAS NEEDS

SMALL APPLIANCES
IRONS
MIX MASTERS
WAFFLE IRONS
CLOCKS
TOASTERS
SANDWICH TOASTER
ELECTRIC HEATER
ELECTRIC SHAVERS

MAJOR APPLIANCES
RADIOS
WASHERS
IRONERS
GAS RANGES
COMBINATION STOVES
REFRIGERATORS
SINKS
VACUUM CLEANERS

Use Our Lay Away Plan \$1.00 Weekly

FURSTOSS APPLIANCE INC.
409 Chili Avenue
Open Evenings for Your Convenience
Gen. 2070

HOMO
FIVE STAR BRAND
★ ★ ★ ★ ★
COUGH MEDICINE FOR QUICK, EFFECTIVE RELIEF FOR COUGHS DUE TO COLDS

Homo Cough Medicine is a scientifically compounded remedy for coughs resulting from colds and for minor throat irritations. Priced at 50c and \$1.00.

Other Homo Five Star Brand products for the relief of colds are: Homo Nose Drops, 35c; Homo Vapor Salve, 35c; Homo Pain Tablets, 25c; and Homo Mouth Wash and Gargle, 35c and 75c.

ON SALE AT YOUR DRUGGIST OR WRITE HOMO DISTRIBUTING CO.
540 South Park Ave., Buffalo, N. Y.

FOR COLD MISERIES
"TWO...IT'S GONE"
—gone right straight to the sneezing misery zone in your nose. That's the way famous Penetro Nose Drops 2-drop relief starts to work in one-two time. Just follow directions—put two drops in each nostril, to soothe as they touch, shrink as they act and cool as they vaporize—Brings relief by opening the way for the healing aid of fresh air. Give your head cold the air the two-drop way. Always use Penetro Nose Drops. Generous supply, only 25c.

PENETRO NOSE DROPS

"WOMEN"
RELIEVE NEEDLESS SUFFERING
If functional periodic complaints make you nervous and irritable, try **CHI-CHES-TERS PILLS** for relief from symptomatic pain and discomfort. They are **SAFE** to take as directed. Contain no habit-forming drugs. Sold at all druggists. **50c** and up. In business over fifty-five years.

CHI-CHES-TERS DIAMOND PILLS

IS EPILEPSY INHERITED? WHAT CAUSES IT?
A booklet containing the opinions of famous doctors on this interesting subject will be sent FREE, while they last, to any reader writing to the Educational Division, 535 Fifth Ave., New York, N. Y., Dept. DS-161.

RUGS 9x12 \$1.00
CLEANED AND STEAMED
Rugs, Stained, Cleaned, Washed, Sired, Moth, Damp and Germ-proofed. **\$3.00**
ELTER CO. Est. 1872
Glenwood 3468 — 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

THE 5 CROWNS "TOSS TOUGHNESS FOR A GOAL"

The 5 Crowns have got a great team, And Seagram's is really supreme In lightness, in body, In cocktail or "toddy," Its flavor is winning esteem.

Yes, Seagram's has smoothness to spare, It's rich, yet it's mild, yet it's rare, We've tossed out the TOUGHNESS, The sharpness, the roughness— It's gentle as Springtime, you'll swear.



Seagram keeps the TOUGHNESS OUT ... blends extra PLEASURE IN

Seagram's 5 Crown Blended Whiskey, 86.8 Proof, 72 1/2% grain neutral spirits. Seagram-Distillers Corporation, New York

More Bingo Ads on Page 14
BINGO \$500
Every Saturday 8:30 P. M.
C. Y. M. A.
51 FRANKLIN SQUARE
Near Greyhound Bus Terminal
ADMISSION 27c
Plus Fed. Tax—3c

When You Buy A Car It's a Special De Luxe
At The
K. of C. AUDITORIUM
MONDAY, DECEMBER 8th
It's A Double—De Luxe Party
— EVERY PRIZE DOUBLED —
GRAND PRIZE \$500
Advance Sale \$1; Box Office \$1.10
Don't miss this Bingo Party — we'll be seeing you December 8th.

BINGO
SUNDAY NIGHT 8:15
2 JACKPOTS \$115 - \$125
MONDAY NIGHT 8:15
2 JACKPOTS \$95 - \$110
SUNDAY & MONDAY NIGHT
ALL REGULAR GAMES \$8
Wed., Fri. & Sat. Afternoons at 1:30
JACKPOT **ALL GAMES \$3**
Every Afternoon

UNION LEAGUE HALL Gregory at South Ave.
TAKE SOUTH AVE. BUS TO DOOR

FREE! TOWNERS FRI. & SAT. REXY SAT. ONLY
SWIFT'S GEORGIA PEANUT HAMS

THIS TICKET WORTH **45c**
At Towners Thursday Dec. 4. Good only when buying a book of specials and triple board. Subject to Federal Tax.

THIS TICKET WORTH **45c**
At Towners Friday, Dec. 5. Good only when buying a book of specials and triple board. Subject to Federal Tax.

THIS TICKET WORTH **45c**
At Hudson Theatre, Sat., Dec. 6. Good only when buying a book of specials and triple board. Subject to Federal Tax.

\$5 - \$9 On Reg. Games \$40 - \$20 SPECIALS

"PLAY 2 BOARDS COUPON"
GOOD FOR SINGLE BOARD
When purchasing a book of specials and a triple board
THURS. or FRI., DEC. 4-5
FREE

HOLLYWOOD BINGO 35 FULLMAN AVE. OFF LAKE & RIDGE

Bilious? Cranky?



Take
Beechams
Pills Tonight
for a Change!

BEECHAMS
LAXATIVE PILLS

Ward Political Unit To Elect Officers

Annual election of officers for the 19th Ward Women's Democratic Club will be held next Monday evening at 904 Main St. W. Also on the program for the

Your Daughter Has a Right to Know

No matter how you may long to evade the subject, it is every mother's sacred duty to tell her daughter about physical facts. And how much better it is to give your daughter this vital information, rather than to let her acquire it from girls of her own age.

In regard to feminine hygiene, she may receive entirely the wrong impression from others. Facts may be distorted, or wholly untrue. Due to lack of knowledge, many brides use douches of over-strong solutions of acids which can actually burn or scar delicate tissues. Today, there is no need to use such deadly solutions for the douche. Science has given us Zonite. You will find no skul-and-crossbones on Zonite's label; Zonite is non-poisonous, non-caustic.

Yet, Zonite kills germs, bacteria on contact. Zonite actually destroys undesirable odors. Protects personal daintiness. Most important, is safe for delicate tissues. So enthusiastically have women accepted the safe hygienic protection Zonite offers that over 20,000,000 bottles of Zonite have already been bought.

Free Book Tells Intimate Facts
If you hesitate to discuss feminine hygiene with your daughter, yet want her to be fully informed of the facts, give her this frankly written booklet, "Feminine Hygiene Today"—FREE—sent to you postpaid in plain wrapper. Send name and address to Zonite Products Corporation, Dept. 361A, 374 Lexington Ave., New York, N. Y.

same evening is the club's annual Christmas party, which will follow the election.

Mrs. Nela Campbell, Mrs. Rose DeAnn, Mrs. Frank T. Curtin and Miss Victoria McNamara will be the hostesses.

"BABY DOCTOR"—A Complete True Novel

Women were just a nuisance to him. He fascinated them in droves until one came along who completely fascinated him.

"Hollywood's Greatest Love Story"—Lonella Parsons
The favorite columnist of the movie colony tells about the romance and marriage of Mabel Normand and Lew Cody.

SPECIAL FEATURES — HOMEMAHER SECTION
15¢ Dec. Issue TRUE STORY MAGAZINE Now On Sale 15¢

DOLANS... Where You Buy

THE CUTS CHICKEN YOU OF PREFER

Breasts lb. 49c | Livers lb. 46c | Necks lb. 12 1/2c
Wings lb. 23c | Giblets lb. 19c | Legs lb. 18c

DOLANS
600 JEFFERSON AVE.
Cor. Bartlett
Telephone Genesee 1417

BERGHASH SAVES YOU MONEY

Buy at Berghash! Buy the best... for the least... Save on your Christmas Liquor Gifts... and for your Holiday entertaining. Shop at Berghash today... Free Parking... and open evenings till 12 for your convenience. Ask about our case prices. Berghash prices are lower on ALL items.



REAL MONEY SAVING VALUE 90 PROOF LONDON INN GIN

Made from an ancient recipe, London Inn Dry Gin is tops straight or for cocktails. Stock up today.

\$1.55 Case of 12 **\$18.00**
4/5 Quart

IMPORTED RUM FROM WEST INDIES

Ideal for Holiday giving or sipping. Made to sell much higher... this imported rum is a real buy. STOCK UP TODAY.

3 for \$5.25 4/5 Quart **\$1.89**



"KERRIGAN'S WHISKEY" FAMOUS PRIVATE STOCK LIQUOR

Its smooth flavor, full bouquet and delightful taste make it a favorite. Give Kerrigan's Whiskey... or serve it at home. STOCK UP TODAY.

\$2.29 Case of 12 Quarts **\$24.50**
Full Quart



"JOHN BEGG'S" Imported Scotch 100 PERCENT IMPORTED SCOTCH WHISKIES

A prime favorite in Rochester, "John Beggs" Imported Scotch makes a grand holiday gift. At this unusually low Berghash price you'd better STOCK UP TODAY.

3 for \$10.50 4/5 Quart **\$3.69**



"Mc CUNN'S INVINCIBLE" EVERY DROP AT LEAST 4 YEARS OLD

Mild and mellow... you'll want a good supply of this sought after whiskey for the holidays. Praised by connoisseurs, it is also praised by value seekers.

\$2.89 FULL QUART 3 for \$8.25



"CHATEAU BRISAC" WINE 100% PURE CALIFORNIA WINE

An absolute must for holidays. Your choice of twelve varieties, all with rare bouquet, crystal-clear purity and full flavor. At Berghash on a money-back guarantee. STOCK UP TODAY!

FULL GALLON **\$1.49**



"GORDON'S" MARTINI COCKTAIL

The only distilled spirit in this cocktail is Gordon's London Dry Gin. Extra Dry. STOCK UP TODAY.

\$1.69 Case of 12 **\$19.00**
4/5 QUART

BOTTLED IN BOND 100 PROOF STRAIGHT BOURBON WHISKEY, qt. \$2.25
NUYEN'S AMERICAN VERMOUTH, Sweet or Dry, 30-oz. bottle... 98c
TALLYHO, Expertly Blended (With Whiskeys 4 or More Years Old) 4/5 Quart... \$1.79
CALIFORNIA SWEET WINES, Pints... 25c
CORDIALS, Apricot, Blackberry, Creme de Cacao, 4/5 Quart... \$1.29
FIORE, Imported Italian Marsala, 21-oz. Bottle... \$1.29

BERGHASH

124 CLINTON AVENUE Next to Loew's Theatre
MAIN 786

3 ROOM OUTFIT

SALE

Everything Complete

\$156

- 10-PC. LIVING ROOM
- 10-PC. BEDROOM
- 5 PC. BREAKFAST SET

THIS SUPERB 10 PC. LIVING ROOM

- Large Size Davenport
- Lowcase or Club Chair
- Handsome Table
- Smart Coffee Table
- Junkie Lamp
- Bridge Lamp
- Table Lamp
- Occasional
- Model Smoker
- 7-Way Lamp

\$78-

If Purchased Separately

10 Pc. Modern BEDROOM

- Wardrobe and Chest
- Dresser or Vanity
- Spring and Mattress
- Bed Lamp
- Bedroom Lamps
- Pair of Pillows

\$78

If Purchased Separately

Given

GIVEN

5-Piece Breakfast Set

Yours at no extra charge when you buy the other two rooms.

Sold Separately For \$29.95

SMALL
DOWN PAYMENT

18 MONTHS TO PAY

FREE STORAGE
UNTIL WANTED



7-DRAWER KNEEHOLE DESK

\$14.95

Model Illustrated \$13.95

Pay 50c Weekly

Beautiful walnut or maple finish. An ideal home gift at a special price. (Chair not included.)

OPEN EVERY EVENING TO 9 P. M.

Majestic
FURNITURE AND APPLIANCES

204 COURT ST.

FREE
PARKING

Opposite Store



A Sweetheart Of A
Gift For Her!

Choose From Lane — Ross —
West Branch

**WALNUT
CEDAR
CHESTS**

\$10.95

PAY
50c
WEEKLY

OTHERS TO \$49.95

Ven
ficer's
day, I
Jeanes
mouth
Black

★ ★ CHAMPION FOR ★ ★ GIFT SWEATERS

LARGEST SELECTION IN THE CITY AT REASONABLE PRICES

If you like a large variety to choose from come to Champions for your sweater gift selections. Prices are less than you would pay elsewhere for the same quality.

**MEN'S ALL WOOL BUTTON FRONT
COAT SWEATERS**
\$2.95 - \$3.95 - \$4.50 - \$4.95

**MEN'S 100% VIRGIN WOOL ZIPPER FRONT
COAT SWEATERS**
Assorted Colors \$3.69 Sizes 36 to 46

**LARGE ASSORTMENT OF PLAIN OR TWO-
TONE BUTTON OR ZIPPER FRONT
COAT SWEATERS**
All Colors Or Combinations \$2.98 Sizes 36 to 46



For The Boys
In Camp
KHAKI
V Neck
Slip-On
\$4.50

Xmas
Gift
Boxes
For
Sweaters

BOYS' TWO-TONE ZIPPER FRONT COAT SWEATERS... \$1.98
BOYS' PLAIN COLOR SLIP-ONS..... \$1.98



**Men's Fancy Stitch 100% Wool
Pullover SWEATERS**

Assorted Colors \$2.98 SIZES: Small, Medium, Large

**Button, Zipper or Pullover Style
SLEEVELESS SWEATERS**
\$1.98 UP TO \$2.69

**Ladies' 100% Virgin Wool
Coat, Cardigan and Pullover
SWEATERS**
\$1.98 AND \$2.98

Champion
KNITWEAR CO. 71 ST. PAUL ST.
1 1/2 Hour Parking at BUI's and Strand Parking Stations

AT NUSBAUM'S

Just in Time for Gift-Giving!

VALUES that are TERRIFIC!

Here are actual savings of from \$1 to \$4! Prices are not being raised at Nusbau's just before Christmas, but come early to be sure of best selections. A small deposit will hold any of these exciting children's gifts 'til desired.

**SPECIALLY PURCHASED FOR XMAS GIVING
GIRL'S COATS AND COAT SETS**

Choose from one of Rochester's best selections of Girls' Coats. Beautifully Tailored. From leading manufacturers. Fine Fleece, Shetlands, Tweeds, Plaids etc. Colors: Tan, Blue, Wine or Teal. Select now at this low price!

\$7.95
SIZES
1 to 12



**Boy's New All-Wool Lined
MACKINAW**

\$5.95

Grand Values! At this price you save from \$2 to \$3! Warm, all-wool fabrics in snappy plaids. Zipper hoods for real comfort on blizzardy days. Shop for one tonight. Sizes 8 to 18.

WARM STURDY Sno SUITS

\$5.95

Very newest styles and colors! Many with hoods. Cute new styles, tailored in all-wool, heavy Neva-Wet Processed fabrics. Many, many styles to choose from. Some with matching hats. Sizes 3-8.



INFANTS' 3-PC.

COAT SETS

\$5.95

Cute, warm fleeces in several adorable styles for girls and boys. Outfit includes Coat, Leggings and Matching Hat. Velvet trims, Angora trims and plain. Copen blue, Tan or Wine. Very popular—both with children and parents. Sizes 2-4.

HARRIS NUSBAUM

221-229 JOSEPH AVE. - CORNER KELLY
OPEN EVES. — FREE PARKING

COUPON SALE

WITH COUPON
Atomizer
44¢
79¢ Value
Limit, 1

470 N. GOODMAN
MAIN
1861
MONROE
NEAR
WINTON

KEY
ROCHESTER'S MODERN
CUT RATE
DRUG STORES

724
WINTON
ROAD NO.
100
WHEATLAND

457
RIDGE ROAD
NEAR
DEWEY

TODAY THRU NEXT WEDNESDAY
FREE DR. MILES CALENDAR
NO PURCHASE NECESSARY

WITH COUPON
SHOE SHINE KIT
• Brush
• Dauber
• Polish
14¢
Limit 1—29¢ Value

WITH COUPON
FACIAL TISSUE
Box 500
Reg. 35¢
Limit, 3
13¢

ONE COMPLETE WEEK
TODAY THROUGH NEXT WEDNESDAY
Get out the scissors and take advantage of some of the best buys of the year! You'll find it pays to shop Key FIRST.

WITH COUPON
All 5¢
Candy 2 for 5¢
& Gum
Limit, 4

WITH COUPON
WAX PAPER
CUTTER BOX
100 Ft.
Limit, 3
9¢

WITH COUPON
**HILL'S
COLD TABS.**
30¢ Size
Limit, 1
13¢

WITH COUPON
**SANITARY
NAPKINS**
Box 18
Limit, 2
12¢

WITH COUPON
**PROYHLATIC
TOOTH POWDER**
35¢ Size
Limit, 1
8¢

WITH COUPON
All 10¢
Tobaccos
Limit, 2
6¢

WITH COUPON
**READY-AID
ADHESIVE BANDAGES**
32 for
Limit, 1 Set
11¢

WITH COUPON
**SINGLE EDGE
BLADES**
Pkg. 20
Limit, 1
19¢

WITH COUPON
**ELECTRIC
IRONING CORD**
Reg. 35¢
Limit, 1
16¢

WITH COUPON
BANDAGE
2"x10 Yd.
Reg. 15¢
Limit, 2
2 for 13¢

WITH COUPON
**SACCHARIN
TABLETS**
Bot. 1000
1/4 or 1/2 Grain
Limit, 2
44¢

WITH COUPON
ICICLES
Xmas Tree Decorations
Reg. 10¢ Box. Limit, 4
KEY DRUG
2 FOR 13¢

WITH COUPON
**ANALGESIC
BALM**
Lr. Tube
Limit, 1
16¢

WITH COUPON
POCKET COMBS
Reg. 10¢
Limit, 4
4¢

WITH COUPON
TODDY
1-Lb. Can
Limit, 2
25¢

WITH COUPON
Reg. 5¢
STYPTIC PENCIL
Limit, 2
2 for 5¢

WITH COUPON
Paradichlorobenzene
Moth Lb. Can
Crystals 4 for 1.00
KEY DRUG
29¢

WITH COUPON
**SOFT SHELL GEORGIA
PECANS**
LB. **23¢**

WITH COUPON
**WOODBURY
AFTER-SHAVING
LOTION**
50¢ Bottle
Limit, 1
21¢

WITH COUPON
**GLYCERIN AND
ROSE WATER**
8-Oz.
Bottle
35¢ Value
14¢

WITH COUPON
**TYPEWRITING
PAPER**
Pkg. of 200
Sheets
Reg. 25¢
19¢

WITH COUPON
**TINCTURE OF
GREEN SOAP**
Pint Bottle
Limit, 1
24¢

WITH COUPON
ADHESIVE TAPE
1"x2 1/2 yds. — Reg. 10¢
Limit, 2
KEY DRUG
2 FOR 11¢

WITH COUPON
COCOA BUTTER
10¢
Finger
Limit, 2
2 for 9¢

WITH COUPON
**Chocolate Covered
Cordial Cherries**
Lb. Box
Limit, 2
23¢

WITH COUPON
**NAIL POLISH
REMOVER**
3 Oz. Bot.
Reg. 15¢
Limit, 2
7¢

WITH COUPON
**BABY RUBBER
PANTS**
White only
Limit, 2
7¢

WITH COUPON
**TOILET BOWL
DEODORANTS**
Large
15¢
Size
Limit, 2
6¢

WITH COUPON
**HAARLEM
OIL CAPSULES**
35¢
Size
Limit, 2
14¢

WITH COUPON
HINKLE PILLS
Bot. 100
Limit, 1
9¢

WITH COUPON
WITH COUPON
**INFANTS' or ADULTS
Glycerin
Suppositories**
Reg. 25¢
Limit, 2
11¢

WITH COUPON
STATIONERY
35¢ Value
Box of
24 Sheets
24 Envelopes
KEY DRUG
19¢

WITH COUPON
**PHILLIPS
Milk Of Magnesia**
30¢
Bottle
Limit, 1
23¢

WITH COUPON
**Hot Water
Bottle**
or Fountain
Syringe
\$1.00 Value
Limit, 2
49¢

WITH COUPON
**DOUBLE EDGE
BLADES**
Gillette
Type
Pkg. of 50
39¢

WITH COUPON
**BIRTHDAY
CANDLE Holders**
Pkg. of 10
Limit, 4
2 for 9¢

WITH COUPON
**TINCTURE OF
IODINE Or
Mercurochrome**
10¢ Bot.
Limit, 2
4¢

WITH COUPON
**LYONS
TOOTH POWDER**
25¢
Size
Limit, 1
11¢

WITH COUPON
BORAXO
Cleans
Dirty
Hands
2 Lg.
Cans
for
21¢

WITH COUPON
SHOE POLISH
Giant 15¢ Size
All Colors
Limit, 2
8¢

WITH COUPON
**PURE
GRAPE JUICE**
Pt. Bot.
Reg. 25¢
Limit, 2
14¢

WITH COUPON
**A. B. D. G.
CAPSULES**
Box 100
Limit, 1
\$1.29

WITH COUPON
**PINE BROS.
COUGH DROPS**
Reg. 10¢
Limit, 2
KEY DRUG
2 FOR 11¢

WITH COUPON
**SCHOENFELD
LAXATIVE TEA**
25¢
Size
Limit, 1
13¢

WITH COUPON
PLAYING CARDS
Bridge or
Pinchall
35¢ Val.
Limit, 2
23¢

WITH COUPON
CLOTHES PINS
Box 40
Reg. 10¢
Limit, 2
2 for 11¢

WITH COUPON
MACHINE OIL
4 Oz. Can
Limit, 2
7¢

WITH COUPON
**NEW Garden Bouquet
TOILET SOAP**
3 for **10¢**
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.
Limit, 4.

WITH COUPON
ASPIRIN TABS.
5 Gr. Each
Bot. 100
Limit, 1
6¢

WITH COUPON
**WILLIAM'S
TALC POWDER**
35¢ Can
Limit, 2
8¢

WITH COUPON
**YEAST & IRON
TABLETS**
Bot. 75
Limit, 2
29¢

WITH COUPON
**ELECTRIC
HEAT PADS**
• 1 Heat
Control
• Safety
• Thermostat
• Costs 1/2¢ Per
Hour to
Operate
• Uniform Heat
For Relief of Cold or Chill
\$1.79
2.50
Reg.

WITH COUPON
**CHRISTMAS
GREETING
CARDS**
A variety of sizes, french
folded, in distinctive, beautiful
& colorful designs. No
two alike. Envelopes included.
50¢ value.
23¢
BUY NOW AND SAVE!

WITH COUPON
**WOODBURY
ALMOND ROSE
HAND LOTION**
50¢ Bottle
Limit, 1
21¢

WITH COUPON
**MILK MAGNESIA
TABLETS**
Bottle 100
Limit, 1
18¢

WITH COUPON
**JERGEN'S
TOILET SOAP**
5 for **11¢**
Limit, 3
KEY DRUG

WITH COUPON
CASTILE SOAP
Reg. 10¢
Limit, 2
KEY DRUG
3 for 11¢

WITH COUPON
CASTILE SOAP
Reg. 10¢
Limit, 2
KEY DRUG
3 for 11¢

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Delivered Every Thursday

ROCHESTER, N. Y., THURSDAY, DECEMBER 18, 1941

To 75,200 Rochester Homes

If You Do Not Receive Your Copy Regularly PHONE STONE 6001

Christmas shoppers will find complete stocks of suitable gifts at all prices in Rochester's leading stores. Just 5 days remain to do your Christmas shopping. Gift values galore advertised on every page of Shopping News today. Read and shop from this paper to save time, energy and money. Downtown stores are open until 9 p. m. Today, Tomorrow, Saturday, Monday and Tuesday for your convenience.

A SAVING on Every Purchase or Your Money Back

at **ROCHESTER
JOBING
HOUSE**

10,000 GIFTS FOR ALL THE FAMILY!

Join the Rochester Jobbing House Christmas Savings Club of happy, satisfied customers who find Gifts for everyone on their Christmas list. Gifts practical, use and economical... the money you'll save at Rochester Jobbing House will permit the purchase of many additional Gifts. Ample parking and store is open every night 'til 9 P. M. for leisureable and careful selection... Come on down tonight and bring your Christmas Gift List!

GIFT Buyers GUIDE For Children, Men and Women

• Campus Coats • Leather & Wool Jackets • Snow & Ski Suits • Sweaters • Riding Apparel • Hunting Clothes • Shoes • Rubbers • Dress & Work Pants • Shirts • Underwear • Knickers • Longies and thousands of other items for the entire family.

Girls' and Children's

SNOW SUITS
\$3⁹⁸ to \$12⁹⁵

A wide choice of wools and poplins for boys and girls... many new attractive styles... many new and wanted colors... all warmly lined and reinforced at points of wear and strain.

SIZES 1 TO 16

**Men's 10% Wool
Union Suits**
Reg. \$1.75 Val. **\$1²⁹**

**LADIES & GIRLS'
SPORT
Sweaters**



Wide choice of cardigans & alp-onas. Boy or fitted, 12 smart colors to choose from.

**95c
TO
\$1⁹⁵**

LOOK
LADIES



Other
Ski Suits
\$14⁹⁵

Mens Gift Sweaters
\$1⁸⁹ - \$4⁹⁸



SIZES 36-54
Sporty models for younger men; conservative styles for older men. No matter what his taste you'll find just what he wants at Jobbing House.

**NEW SKI
SUITS**

Complete selections. Sizes 12-20. Values to \$10.

Water repellent poplin in two-tone contrasting colors. Lined jacket and ski pants with zipper fastening.
\$7⁹⁸
Value to \$10

**WORK
DRESS Rubbers & Arctics**

You can also save money on your rubber footwear at Rochester Jobbing House. Many styles—for both dress & work; all at real savings.



\$1¹⁹ - \$3⁹⁸
TO

Also complete line of Work & Dress Shoes and Boots.



BOYS'

**MACKINAW
COATS**

\$4⁹⁸ to \$14⁹⁵



A stock such as you've never seen before and one that has the coat of your choice, whether it be plaid, plaid or border stripe, lined or unlined, hooded or without, any size, any color. WE HAVE A COAT FOR HIM!

With or Without Hoods

MEN'S GENUINE

Leather JACKETS



Zipper style, fine soft pliable leather, warm plaid flannel lining... an ideal coat for the outdoor enthusiast.

\$5⁹⁸

Reg. Value to \$8.00
Sizes 36 to 46

Other Jackets of Wool or Leather up to \$18.95—Sizes to 54

**MEN'S
FINGER-TIP
and CAMPUS
COATS**

\$4⁹⁸ - \$21



What a choice of styles! Finger-Tip Coats come in corduroy or wool! Many are reversible for wet weather. Beautiful new shades and the popular camel color. Campus Coats come in plaid and plaid-lined or unlined, for work or sports. Sizes 36 to 52.

ROCHESTER JOBING HOUSE
159-161 JOSEPH AVE. Cor. Nassau St.
Open 'til 9 Every Evening Unrestricted Parking
STONE 226C

Household Hints

It is a good practice to apply a white or very light-colored finish in painted light shafts inside courts, ventilated skylights, and other walls which enclose areas with or between buildings and which contain openings intended to admit sunlight or daylight. This will make possible a maximum of light reflection to the interior. A dark red light shaft, for example, will only reflect about 15 to 20 per cent of the light that enters it, while a reflection value as high as 80 per cent may be obtained in a shaft painted with a white or light-colored paint.

Grad Choir To Sing Christmas Carols

"Peace on earth, good will towards men," will be expressed by members of the Inter-High Grad choir this Saturday when they sing carols in various downtown spots. Co-operating

with the group will be the Appolo Club of Rochester.

The choir will begin their caroling in the Hotel Rochester at 8:30 p. m., continuing in the Hotel Seneca at 9:10 p. m., at the New York Central station at 9:40 p. m., at the intersection of Main and Front Sts. at 10:10 p. m. where they will disband to regather at the Eagles Club in N. Washington St. for a Christmas party.

Arrangements for the most elaborate carol-singing exercises yet attempted by the choir, are being made by officers of the choir; the Appolo Club; J. Allan Doyle of the Rochester Convention and Publicity Bureau; Alfred Spouse, superintendent of public school music in Rochester; and Marlowe G. Smith, director of the Inter-Grad choir.

Tangerines Don't Tarry!

The season's short so get your share—of tangerines! Bright as a gold dollar, but inexpensive as laughter, tangerines have everything it takes to tempt tastes. Little 'uns love them for the way they peel, the way they fit into pocket whole, the way each section makes a luscious bite. Nutritionists give them the nod of approval for the cal-

cium they contain (vitamins too!) and so you can let the family eat all they want. Decorators admire their color (a handy bowlful makes a pleasant adornment). And you—well, you better buy plenty and buy them fast before the season's over.

GIVE A DEFENSE BOND FOR CHRISTMAS

FUR COATS SPECIAL! BROKEN LOT
Values To \$100 — While They Last! **\$49.50**
Other Furs At 30 to 40% Savings
Clifford Fur Co.
1283 Clifford Ave.
1 Block off Portland
CLIFFORD FUR SELLS FOR LESS

We've Got the Goods at Bargain Prices for You!

We ordered this merchandise months ago, before prices jumped. We just received the shipment in time for Christmas. Saving. Here are a few of the storeful of sensational values. They won't be here long. Come in NOW! Get your share of bargains!!

FREE GIFT BOXES!

- SWEATERS:** buttons and slip-ons, long and short sleeves. Sizes 1-16. VALUES to \$1.95. **85c**
- BLANKETS:** in two tones and solids, part wool. 36"x50". VALUES to \$2.49. **\$1.75**
- SKATING SOX:** all wool, good colors. VALUES to 80c. **50c**
- BOYS' SUITS:** Cotton knits, flannels, corduroy combinations, all colors. Sizes 1-10. VALUES to \$1.95. **\$1.00**
- ARCTICS:** white, brown and black, assorted sizes, VALUES to \$1.49. **88c**
- SLIPPERS:** a good assortment on styles and colors. VALUES to \$1.49. **85c**
- POCKETBOOKS:** grand gifts, new colors and styles. VALUES to \$1.29. **75c**

In addition to these few representative items, LEFT'S is crammed with exceptional values in holiday gifts for tots to teens. Hurry... get your share now! LEFT'S WILL BE OPEN EVERY NIGHT TILL CHRISTMAS!

ALL SNOW SUITS... COATS... LEGGING SETS... BOYS' 3-PIECE SUITS are offered from now to Christmas... at a reduction of... **15%** from ticket price

You're Right When you Buy at... **LEFT'S**
126-128 CLINTON AVE. S.
Mrs. Margaret Klein, 225 Dunn St.



...a thousand tender words in one SMALL'S Gift!

A Ring for everyone on your Christmas List easy to buy — easy to pay for Small's 22nd Christmas Sale

Quality gifts are not expensive at Small's. The rings shown here are all solid gold—of the newest designs. And they represent only a small part of the selections you'll find when you visit us.



SOLID GOLD WEDDING RING
\$3.95

14K engraved solid gold wedding bands. Very special Christmas value. All finger sizes. 25c DOWN • 25c WEEKLY



LADIES' GENUINE BLUE ZIRCON
\$6.95

Worth much more than this low price. Genuine fine quality Zircon set in smart gold mounting. 25c DOWN • 25c WEEKLY

SALE!
Exceptional Quality Ladies' Lovely Birthstone & Zircon Rings
\$14.95 to \$37.95
In this special group as some of the season's outstanding designs. Gorgeous birthstones, beautifully set in Solid Gold settings. Many with diamonds. Also genuine Zircons that look like real diamonds.
75c DOWN • 75c WEEKLY



ONE CARAT GENUINE WHITE ZIRCON RINGS
Mounted in attractive gold settings. These Jewels of Glamour are absolutely the newest thing to a genuine diamond in color and brilliance! This Zircon, traditional gem of mystery, is a genuine stone... no imitation! An amazing value.
50c DOWN • 50c WEEKLY



NEW! DIFFERENT 2 RING IN ONE
\$6.95

Solid Gold rings with Genuine Cornelian Cameo on one side and Genuine Onyx on the other. Wear it as cameo or onyx ring. 25c DOWN • 25c WEEKLY



SWEETHEART BIRTHSTONE Ring
\$4.95

New, smart! You have your choice of birthstones, artistically heart-shaped, beautifully set in solid gold ring. 50c DOWN • 50c WEEKLY

SALE!
HANDSOME MEN'S RINGS
\$16.95 to \$39.95
Big assortment of rings for men. Included are birthstones, cameos, hemispheres, onyx initial rings individually custom styled. Many with diamonds. All at a real savings. All in solid gold mountings. The perfect man's gift!
75c DOWN • 75c WEEKLY



NEW WIDE WEDDING BAND
\$9.95

Solid gold, beautifully engraved. A real bargain for this gorgeous ring... engraved with floral design. 50c DOWN • 50c WEEKLY



SMARTLY STYLED CAMEO RING
\$5.95

Beautiful genuine Cornelian Cameo set in stunning solid gold ring. One of the nicest of all gifts! 25c DOWN • 25c WEEKLY



Ladies' 2-DIAMOND BIRTHSTONE Ring
\$7.95

An astounding value! Solid gold with 2 beautiful diamonds. You have your choice of any birthstone. 25c DOWN • 25c WEEKLY



"GLADIATOR" HEAD
\$9.95

For the first time a man's ring with exclusive precious metal cameo head. Genuine hand wrought solid gold mounting. A value you cannot duplicate. 50c DOWN • 50c WEEKLY



MILITARY RING
With Correct Insignia
\$8.95

This is the Gift of Gifts for the Man in Service. Exquisitely fashioned with any insignia on black onyx, ruby, sapphire, or sardonyx. 50c DOWN • 50c WEEKLY



MEN'S CAMEO STYLE RING
\$6.95

Solid yellow gold mounting with a Hema-Steel Cameo that shines with a deep lustre of rare beauty. Bargain. 25c DOWN • 25c WEEKLY



MEN'S ONYX INITIAL RING
\$6.95

Brand new design man's finger ring. Solid gold set with genuine onyx and gold initial. Best bargain. 25c DOWN • 25c WEEKLY



DIAMOND ONYX INITIAL RING
\$14.95

Handsome genuine Onyx Initial ring set with 2 genuine diamonds in solid gold mounting. 25c DOWN • 25c WEEKLY



BIRTHSTONE CLUSTER RING
\$9.95

Brand new. Large simulated birthstone center completely surrounded by smaller matching stones in solid gold setting. Your choice of any birthstone. 25c DOWN • 25c WEEKLY

STUCK FOR A GIFT IDEA? ... GIVE WINE or LIQUOR

At These Special Xmas Savings

★★★★ (4 STAR BUYS)
NATURALLY FERMENTED IN THE BOTTLE
N. Y. State
CHAMPAGNE \$1.79
"Grand Mousseux"
Large 1 pt. 10 oz. Bottle Reg. \$2.69

★★★★ (4 STAR BUYS)
Gold-Label RUM
"Ron-Corona-Superior"
Imported — West Indies
\$1.79
86 Proof Full 5th

★★★★ (4 STAR BUYS)
THE WHISKEY THAT'S TOPS
'RED TOP' SPECIAL \$1.49
Reg. \$2.00
BLENDED WHISKEY Values
The straight whiskies in this product are 4 YEARS OR MORE OLD 86 Proof

HARD CIDER Full Gal. Including Jug **59c**

CROSSE & BLACKWELL'S OLD FASHIONED "EGG NOGG" Contains Brandy, Rum and Whiskey Full Pint **79c**

IMPORTED SCOTCH Dewar's White Label Full 5th **\$3.39**

These Prices In Effect Only Until Midnight Dec. 22nd.
ST. PAUL LIQUOR STORE
1286 ST. PAUL ST. Cor. Avenue C
OPEN UNTIL 12 EVERY NITE 'TIL XMAS
Phone Glenwood 4197 Rube Natapow



Man's SOLID GOLD BIRTHSTONE Ring
\$7.95

Here is gift value! Your choice of birthstone. Solid gold massive ring set with hard mass stone. 25c DOWN • 25c WEEKLY

These Special Low Prices Include Federal Defense Tax

Open Tonight and Every Night 'Til Xmas

Buy with confidence at

Small's

28 MAIN STREET, East
FREE PARKING --- REAR OF STORE

PAY NEXT YEAR
12 Months to Pay

Pay as little as **25¢ for 50¢ Weekly**

...This Year, From **GRAVES**
A Gift Of Furniture
...Treasured Forever!

CHOOSE FROM HUNDREDS OF
BEAUTIFUL OCCASIONAL PIECES
IN GRAVES DISPLAY \$3.50 TO \$25

**SOLID MAHOGANY GALLERY TOP
LAMP STAND \$7.95**
Beautifully styled with decorative posts. Duncan Phyfe legs and brass tip claw feet legs.



DECORATIVE MIRROR
24 inches. Polished Plate. Gold Frame. **\$5.75**
Others \$2.75 to \$24.50



**DOUBLE SHELF
END TABLE \$3.95**
Sturdy. Smooth Walnut or Mahogany Finish.



**DUNCAN PHYFE
COFFEE TABLE \$7.50**
Removable Glass Tray, 16x25 inches. Brass claw feet Walnut or Mahogany Finish.



**DUNCAN PHYFE
CONSOLE TABLE
WITH FOLDING TOP \$16.50**
18th Century reproduction in solid mahogany. Handy for luncheon for four or as a card table. Top measures 27x27 inches when opened.



**SHAPED TOP
END TABLE \$5.50**
Many Others \$2.95 to \$19.75



MAGAZINE HOLDER \$3.95
A handsome piece, sturdily built to hold the larger magazines. Mahogany finish.



Use A Graves
"Insured Budget Account"

FOLDING BRIDGE TABLE \$1.98
Sturdy frame, wrapped over edge. Rigid leg lock.

OTHER CARD TABLES TO \$9.75
BRIDGE SETS — \$8.75 TO \$32.50

Free Delivery Within 200 Miles!

H.B. GRAVES Co.
78 STATE, COR. MARKET and MILL STREET

FREE
PARKING
AT EITHER
ENTRANCE

**License Required
For Credit Sales
After January 1st**

Every concern in this district which is engaged in the business of selling certain consumer durable goods on the installment plan, or in the business of making loans to consumers repayable in installments, is required to register with the Federal Reserve Bank of New York and to obtain a license in order to continue to transact such business after January 1, 1942, according to a statement issued this week by Allan Sprout, President of the Federal Reserve Bank of New York.

The registration and licensing of such concerns are required by Regulation "W" issued by the Board of Governors of the Federal Reserve System under an executive order of the President of the United States, the purpose of which is to control consumer installment credit. The list of "durable goods," installment sales which are subject to the regulation, includes such articles as automobiles, radios, refrigerators, pianos, sewing machines and other household equipment.

The law provides heavy penalties for failure to comply with the regulation, including failure to register and obtain a license. Any one who is in doubt as to whether the regulation applies to him or his business should consult his bank, where registration forms are obtainable, or write directly to the Federal Reserve Bank of New York, New York City.

Movie Guide
All Pictures Listed Now Playing Except As Noted:
*Starts Friday
*Starts Saturday

ROCHESTER — "Design for Scandal", Rosalind Russell, Walter Pidgeon, "Sing for your Supper".

PALACE — "Navy Blues", Ann Sheridan, Jack Oakie, "Henry Aldrich for President", Jimmy Lydon, June Pretase.

CENTURY — "The Night of Jan. 16th", Robert Preston, Ellen Drew, "Glamour Boy", Jackie Cooper, Susanna Foster.

REGENT — "The Maltese Falcon", Humphrey Bogart, Mary Astor, "Swing It, Soldier", Frances Langford, Ken Murray.

CAPITOL — "40,000 Horsemen", Betty Bryant, Grant Taylor, "Mob Town", David End Kids, Little Tough Guys.

RIVIERA — "You Belong to Me", Henry Fonda, Barbara Stanwyck, "Never Give a Sucker an Even Break", W. C. Fields, Gloria Jean.

DIXIE — "Hold That Ghost", Abbott and Costello, "Shepherd of the Hills", John Wayne, Betty Field.

STATE-LIBERTY — "International Squadron", Ronald Reagan, Olympia Bruck, "My Life With Caroline", Ronald Colman, Anna Lee.

MADISON — "Married Bachelor", Ruth Hussey, Robert Young, "Smiling Ghost", Brenda Marshall, Wayne Morris.

MONROE — "A Yank in the R.A.P.", Tyrone Power, Betty Grable, "Married Bachelor", Ruth Hussey, Robert Young.

CAMPO-WEST-END — "Shepherd of the Hills", John Wayne, Betty Field, "Ice Capades", Jerry Colonna.

WESTER — "My Life With Caroline", Ronald Colman, Anna Lee, "We Go Fast", Lynn Bari, Alan Curtis.

GRAND — "You're Out of Luck", Frankie Darro, "In Old Cheyenne", Roy Rogers.

LAKE — "You'll Never Get Rich", Fred Astaire, Rita Hayworth, "Belle Starr", Randolph Scott, Gene Tierney.

Extra!

A special Last Minute Gift Buyers edition of The Sun will be delivered to your home this week-end. Watch for it—read it carefully. Scores of outstanding gift values at "last minute prices" will be offered by stores throughout the city.

This special service of Shopping News offers you the opportunity to Save While you Spend when completing your gift list.

Uncle Sam needs your help to defend you and your family. Volunteer your services where they are most needed.

**Hubbell Class
To Honor
Founder's Memory**

Members and friends of the Hubbell Class will assemble in Mt. Hope Cemetery on Sunday morning at 10 a.m. to conduct a memorial service for the group's founder, Walter Hubbell.

Mr. Hubbell's grandsons, Herbert R. Lewis, Jr. and Lyndon H. Wells, Jr. will place a wreath on the tomb of Mr. and Mrs. Hubbell.

George H. Salisbury is chairman of arrangements.

A complete selection of suitable gifts is advertised in this issue of Shopping News.

If you do not receive the Sun regularly at your home phone the circulation department Stone 6001.

Watch for the special "Last Minute Gift Buyers" edition of Shopping News. Delivered to your home this week-end.

SMART GIFT IDEAS . . .

- Kensington Trays • Wooden Trays
- Xmas Candles • Liquid Gold China
- Chinese Figures; Figurines • Brass Lamps • Metal Baskets • Picture Frames
- Wine, Cocktail and Highball Glasses (colored and clear) • Punch Bowl Sets (crystal).

There are always "problem" people on everybody's gift list — let us help you select something both unusual and appropriate. Also a complete line of unusual gift-wrapping needs. Mailing service.

SMITH CERAMIC STUDIOS
903 MONROE AVE.
Open Every Night
Til 9 P. M.
Til Christmas



...in the Nationals Basement...

STORE OPEN THURSDAY - FRIDAY - SATURDAY 'TIL 9 P. M.

**This Christmas, Give Him
A Sensible, Useful Gift**

Here In The Basement At The National Are Thousands, For Men And Boys

Pre-Christmas Sale!
Broken Selection Of

MEN'S JACKETS

AT 1/4, 1/3 & 1/2 OFF Original Prices

Melton jackets, wool and leather trim jackets, Surcoats, mackinaws, fingertip jackets, suedes and leather jackets. Broken groups but all sizes in one style or another.

Regularly \$3.95 now **\$1.98**
Regularly \$5.95 now **\$3.97**
Regularly \$7.95 now **\$5.96**
Regularly \$9.85 now **\$4.93**
Regularly \$12.95 now **\$8.63**

Special! Men's Beacon Robes
Genuine beacon robes. Ombrés, stripes, herringbones, patterned robes. Generously cut — shawl collar style — cord edges—cord sash. All sizes. **\$3.95**

U. S. Army Horsehide Gloves
Made for the Army but rejected because of a color discrepancy. All are fine quality side-leather horsehide with 100% wool knit lining. Cream color. Value \$3.25. **\$1.89**

Special! Men's Gift Pajamas
Fine quality, color fast broadcloths and warm outing flannel pajamas in midly and coat styles. Many colors and patterns. **\$1.19**

Gift Shirts \$1.15

Marvelous values! Vat-dyed broadcloths in a big variety of beautiful patterns . . . and Sanforized-shrunk white broadcloths. Non-wilt fused collars. Sizes 14 to 17.



THE 5 CROWNS SAY "OUT" TO TOUGHNESS



Christmas this year will be merry, For TOUGHNESS—that guy so contrary is out of our "5". He's no longer alive—In Seagram's, we don't let him tarry!

This Yuletide, give "5" to your friends. It's the smoothest and rarest of blends. The sort of a present That's cheerful and pleasant—The kind that Good Taste recommends. Packaged in an attractive gift carton.

Seagram keeps the TOUGHNESS OUT . . . blends extra PLEASURE IN

Seagram's 5 Crown

Seagram's 5 Crown Blended Whiskey. 86.8 Proof. 72 1/2% grain neutral spirits. Seagram-Distillers Corporation, New York

Giftwear That All Boys Need . . . Always

Boys'	Boys'	Boys'
SHIRTS	SWEATERS	PAJAMAS
89c	\$1.15	89c

Every kind of shirt that boys want! Dressy broadcloths in stripes and checks . . . cotton flannels in plain high shades and plaids.

A practical gift for every boy! An unusually large selection to choose from, in sporty, two-tones, button-front and pullover styles.

Place a few of these good-looking pajamas under the Christmas tree for him. Fancy broadcloths and warm cotton flannels in stripe and plain colors.

• BOYS' GIFT HOSE . . . 15c • BOYS' GIFT TIES . . . 21c

Charge Yours!
The Easier National Way!

The NATIONAL
EAST MAIN AT STONE

Pay 1/3 Jan. 10th
Pay 1/3 Feb. 10th
Pay 1/3 Mar. 10th

Plan Refrigerator Placement For Convenience

There's many a step wasted in the kitchen when the refrigerator is not located conveniently. Homemakers today take for granted the refrigerator in the kitchen. But to get their money's worth in food protection, they must manage the refrigerator correctly.

The first step in refrigerator management is to locate the refrigerator conveniently, with a work table near to hold food as it is taken out and put into the refrigerator. If possible have it near the sink for ease in the preparation of food.

Plan to make a few trips as possible to the refrigerator because every time the door is opened the freezing unit must chill the warm air that rushes in. Another important part of managing the refrigerator is the arrangement of food on the

shelves. Storing food hither and over crowding the shelves increases the cost of operation. It takes ice or energy to cool every single thing that goes into the refrigerator.

Most perishable foods will keep a reasonable length of time at a temperature under 50 degrees Fahrenheit, but to keep dairy products and uncooked meats there should be a spot that is 45 degrees Fahrenheit. The temperature may be checked with a thermometer, or the dealer can tell the temperature in different parts of the cabinet.

Liquor Dealers Open Fight On Sales By Mail

Action to eliminate the practice of selling liquor by mail and delivering it into the Rochester area by Railway Express was begun this week by upstate liquor dealers.

According to officials of the Upstate Package Stores Association, Inc., New York liquor stores have been soliciting sales in this area by mail, making delivery through the Express

Company. This, it is asserted is in violation of the laws.

Leon J. Wylegala, president of the Association has petitioned Supreme Court Justice Frank A. Grimes to order the Railway Express Agency to show cause why it should not be restrained from accepting shipments of alcoholic beverages and delivering and collecting for the sales. The order granted by Justice Grimes is returnable Monday.

"It is the retailer's duty," says Thomas F. Taylor, Rochester president of the Genesee Valley Liquor Stores Association, a member of the upstate group, "to see that the liquor does not come into the hands of intoxicated people, habitual

drunkards and minors under 18."

"The law never contemplated responsibility of knowing who receives the express package. New York could ship orders COD and rid himself of the responsibility of knowing who receives the express package."



SKATES
Men - Women - Boys - Girls'
Famous CCM and Flying Clippie Whites, Racers, Hockey, Step-In and select NOW!
\$3.95-\$10.95
COMPLETE LINE OF ACCESSORIES
The SPORT SHOP
23 CLINTON AVE. S.

For Gayer Holiday Parties

Look your loveliest for the gay occasions on their way... in a coiff that makes you proud and confident.

Holiday Special — Hair Style, Oil Treatment, Shampoo—
\$1.75 REG. \$2.50 VALUE
New Location
210 BURKE BLDG.
Stone 4691

FORTUNA BEAUTY SALON



STORE OPEN... TONIGHT FRIDAY and SATURDAY
Monday and Tuesday Nights Next Week

KRESGE'S "5 AND 10"
Rochester's ONE and ONLY
KRESGE STORE
176 E. MAIN STREET



It's the easiest thing in the world to make Christmas one "grand and glorious" event for the children! Just come to Kresge's "5 and 10" and choose toys, books and games from one of the largest and most thrilling assortments in town! We have just about everything that children want... variety galore!... so it's no wonder that Kresge's "5 and 10" is the kiddies' favorite Christmas store! Here are a few of the kind of presents that boys and girls just love!

Folks, Look at These Big TOY Values!



15 pc. TEA SETS!
"Fiesta" colors. 4 cups, 4 saucers, 4 (4") plates, tea pot with cover, and 3"x7" tray. A set that will make little sister jump with joy.

10c



HUMMING TOPS!
"Cats" and "Pirates". Very colorful, amusing and entertaining. They hum and hum as they spin and spin.

25c



POPEYE AIRPLANE
Here's a thriller! Lots of color! Lots of pep!... and a lot of value! Plane has strong clockwork motor.

29c



DRESSED DOLLS
29c



DRESSED DOLLS
What a value! Just wait until you see it! Packed with thrills for little brother!

98c



MONKEY ON CHAIR
Tumbling monkey rolls over and over. Strong motor. Lots of fun!

29c



Mechanical RACER
Boy, watch her go! With its strong spiral spring motor, this racer zooms right along!

29c



TRAIN SET
What a beauty! Chugs, cusses and captivates. A marvelous value!

98c



Assorted DOLL CLOTHES
25c



KRESGE'S BAG OF FUN
OVER 100 PIECES!
FOR ONLY 29c

Think of it!... a bag of blocks at this low price! Wood turnings for every little "playhard" of pre-school or kindergarten age. All blocks have rounded edges... are safe and sturdy.

The Gift More Precious, More Beautiful Than All the Rest... a RUDOLPH DIAMOND



Only 3 Minutes for Christmas Credit

SWEETHEART SET
47.50
1.00 Down
1.00 Weekly

Romantic heart design diamond engagement ring, matching wedding band and heart-shaped locket. A thrilling gift for the bride.



3-DIAMOND
Exquisite new 14-K. yellow gold setting. 1.50 DOWN
Three dia- 1.50 WEEKLY monds.

69.50



REGAL CREST
Stunning new design with large, 2.50 DOWN
fine dia- 2.50 WEEKLY monds.

\$125



ANN RUTLEDGE
Large center diamond and four side diamonds. EASY TERMS

\$225



BOWKNOT
Dainty new style set with brilliant dia- 1.00 DOWN
mond. 1.00 WEEKLY

49.50



SOLITAIRE
Gorgeous diamond in smart modern setting. EASY TERMS

\$550



DIAMOND EARRINGS
Large, fiery diamonds in simple, 1.00 DOWN
smart 1.00 WEEKLY mountings.

49.50



LOHENGRIIN PAIR
Blossom design in 14-K. yellow gold. Fine dia- 1.50 DOWN
mond. 1.50 WEEKLY

55.00



MEN'S 3-DIAMOND
Handsome ring set with three fiery dia- 2.50 DOWN
monds. 2.50 WEEKLY

\$110



WEDDING BAND
Lovely style set with three brilliant 1.00 DOWN
diamonds. 1.00 WEEKLY

22.50



6-DIAMOND
Smart styling and the fiery beauty of six dia- 2.50 DOWN
monds. 2.50 WEEKLY

\$135



MISSSES' DIAMOND
Dainty new style that is sure to please her. 50c DOWN
50c WEEKLY

13.75

RUDOLPH'S
Open Every Evening Until Christmas

Corner East Main at South Ave., Rochester
In Batavia 109 Main Street

Entire Store Open Till 9 P. M. TONIGHT, FRIDAY and SATURDAY

Mail or Phone Your Order
Call Stone 2300
Ask For Our Personal Shopper
She Will Shop With You or
For You

Open A 90-Day Charge
Pay As Follows:
1/3 Jan. 10th
1/3 Feb. 10th
1/3 Mar. 10th
Use Your Charge Plate in the Red Case

Let the Kiddies Ride the ZEPHYR
EXPRESS IN EDWARDS DOWN-
STAIRS TOY TOWN . . . Let Them
Fish In Edwards Famous Fish Pond.

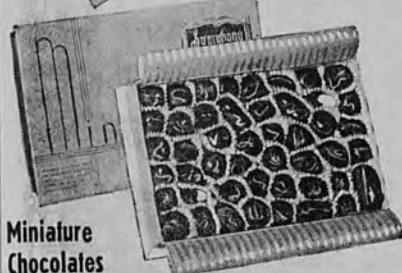
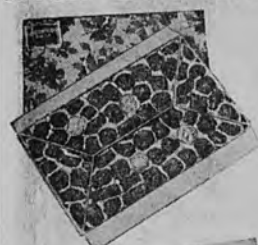


Make 1941 A Sweet Christmas with Edwards famous CANDIES

Symphony Sweet Deluxe
CHOCOLATES

5 lb.
Box **2.29**

All small pieces richly coated in finest quality dark chocolate. Nut, fruit, cream, chewy and crisp centers featured in a variety of 40 different and delicious centers. The boys in Camp will be wild about them.



Miniature
Chocolates

1-lb. box
69c

2-lb. box
1.38

2-lb. box
1.98

100 pieces in a pound box . . . over 40 different centers featuring cream, nut, fruit, crisp, fruit and crunchy candies. Chocolate coated.

EDWARDS—Street Floor



Assorted Chocolates
4-lb. Box **99c**

The loveliest of Christmas boxes filled with luscious chocolate coated creams, crisps, chews and nuts. A treat for the whole family!

EDWARDS—Street Floor



Custom Tailored
Occasional Chairs **12.95**

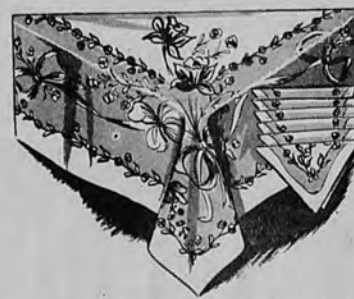
A truly distinctive chair—capable of "making" a room! Its quality features (the kind you always expect in Edwards furniture) include: selected hardwood frames that are dowelled and mortised, gleaming hand rubbed finish, and a choice of 15 luxurious coverings in all the new and wanted shades.

EDWARDS—Fifth Floor

Smart Colorful BRIDGE SETS

1.98

The designs and colors are so exquisite they are sure to please. Spun Rayon cloth and four napkins to match. Nicely boxed.



Hand Blocked Printed
LUNCH CLOTHS

1.98

Newest designs and colors that bring a new kind of glamour to kitchens! Made by one of America's foremost makers. Well sized, 52x52.



For Your Christmas Sewing
New Printed
Rayon Crepes

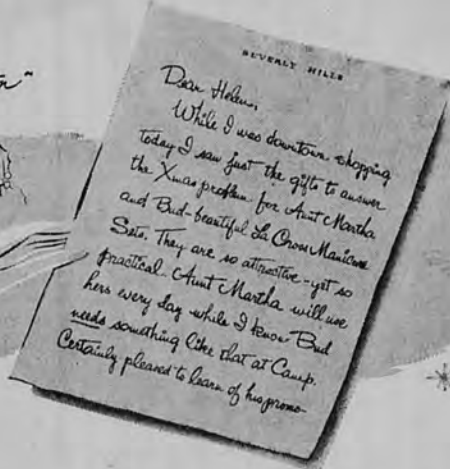
69c yd.

A huge assortment—50 new designs in florals, stripes, monotonies and soft pastels. Grand for blouses, dresses, housecoats. Crown tested for washability. Give the Dress Length as a gift!

EDWARDS—Second Floor

La Cross
GIFT SETS

for years of appreciation



A Christmas Thrill RIGHT TO THE FINGERTIPS

You'll be ten times blessed for giving smart new La Cross Manicure Sets. They are so practical, so useful at home or while traveling, and so long-lasting because they contain only genuine La Cross implements—famous for their precision and durability! Whether for man or woman, you'll find a La Cross Set to fit every taste, and your budget, too.

1. La Cross Devotee . . . \$5
Colorful Bengaline Covered Case.
2. La Cross Ambassador (for men), Genuine Pigskin Case . . . \$10
3. La Cross Flight . . . \$3.50
4. La Cross Saddle Bag . . . \$7.50
Pin Morocco Grain, Genuine Leather Case.
(Plus Federal Tax)

EDWARDS—Street Floor

Occasional GIFT TABLES

Your Choice **5.95** each



Exceptional
Drum Table **5.95**



Sturdily Constructed
Coffee Table **5.95**



Three Shelf
Utility Table **5.95**



Attractive
Tier Table **5.95**



Book Trough
Handy Table **5.95**



Magazine
End Table **5.95**

EDWARDS—Fifth Floor

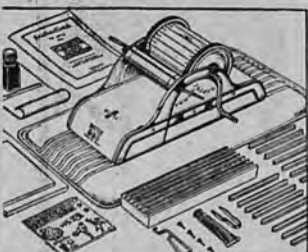
Oh, Boy!

LOOK

at
Weed's

Any Boy Would Love This!

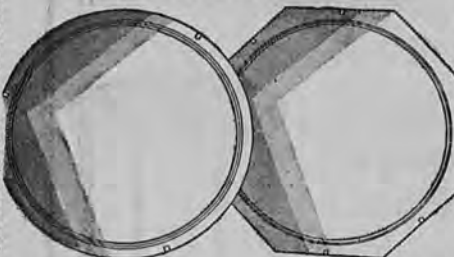
A COMPLETE PRINTING PLANT



\$2.89

Complete printing plant in miniature. Includes press mounted on 14 1/2" by 5" metal base, 9 picture dies. More than 400 pieces of type, 15 type slugs, 15 type cases, ink, ink brush.

SALE! OUR FAMOUS CRYSTAL SPARK MIRRORS



Reg. \$1.75 Value

Choice of Either Style

89c

Reg. \$1.75

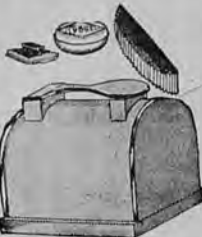
They look like real plate glass! Heavy, sturdy backing. Truly exceptional values at this low price. Sorry, no delivery on mirrors.

Gift for a Boy!

SHOE SHINE KIT

Ideal gift for a boy! Box nicely finished in walnut with chrome trim. Complete with polish, applicator and polisher.

\$1



For the Kiddies

TOY FIREPLACE

Includes mantle and electric log. Just the size for child's room.

\$1.49



15-Light Christmas

TREE OUTFIT

\$2.49

Each lamp burns independently. No more searching for burned-out lamps. Complete set. Others From 69c

Use Weed's Convenient Term Payment Plans

GIVE A WEED GIFT CERTIFICATE

You may purchase a Weed Gift Certificate in any denomination at the office. Give it to the sportsman, the yachtsman, or anyone on your list.

MAIN 7900

Open Every Night Till Christmas Eve

Weed's
15 EXCHANGE ST.
—Free City Deliveries—
FREE PARKING OPPOSITE

DIARY .. of a Beauty Authority

By HELENA RUBENSTEIN

(In this column, offered as a special feature to our women readers, the noted beauty authority discusses the principles of beauty bathing and offers some exercises for the bath.)

NEW YORK.—Only one woman out of every ten knows how to take a bath. Although the average woman bathes at least once a day, and has taken between 9,000 and 10,000 baths by the time she reaches thirty, very few women know how to make of their daily bath a luxurious beauty ritual which will keep them looking lovelier, younger, more radiant all through the day.

The ancient ladies knew the beauty value of bathing. Poppo, lovely wife of Nero, attributed her satiny skin to her daily bath in milk. Cleopatra poured fragrant essences and herbs into her bath and made of it a social event. But the modern woman tends to hurry her bath and to neglect the possibilities for health and beauty which the bathing hour affords.

A well-known business woman asked me today whether I could give her some advice on bathing for beauty, and I suggested that she follow these Seven Rules of Bathing:

1. Don't be a "bath speedster." Don't jump in and jump right out again. Remember the bath tub is the best place in which to relax because the buoyant qualities of the water

support the body—so take it easy and get some benefit from your bath hour! For a supremely relaxing and invigorating bath, pour a handful of milk bath powder into the tub and allow the water faucet to run full force, producing a thick, white foam for you to relax in.

2. Sit in the tub the right way, relaxed, with straight head and back. Tensing your neck and jutting your chin forward will give you a dowager's hump in no time at all. If you're afraid of wetting your hair, wear a bathing cap or put a rubber cushion under your head.

3. Wash your back, reaching as far down as possible. This strengthens the pectoral muscles and keeps the upper part of the torso uplifted and young.

4. Pour a sweet-scented bath oil in your tub. It will make your bath a fragrant pool and provide valuable oils for your skin.

5. Give your face a treatment while you're in the bath, by wearing a facial masque, or by smoothing on a cream and leaving it on while you bathe to give your face a complete "rest cure."

6. Combine your bath with your deodorizing routine by following it with a deodorant cream if your skin is dry, or a lotion if it is oily.

7. Rub vigorously when you dry yourself to stimulate circulation and help yourself to a streamlined figure. Don't pat gently or you're wasting a valuable opportunity for a good rub-down and exercise. For friction after your bath, rub down with an exhilarating cologne and finish with dusting powder.

If you would like to have a series of exercises that can be performed while you're bathing, you can receive it by writing to Helena Rubinstein in care of this paper. Madame Rubinstein will also personally answer questions on care of the skin.

Light Up Brazil Nuts

Ever light up a Brazil nut like a candle? Fun to do, makes table talk. Just hold a match or candle to end of the shelled Brazil nut until the flame catches it and it will burn as merrily as any taper. A cute seasonal idea is to stick lighted ones in the plum pudding or fruit cake. An excellent idea at all times is to keep a bowl full of Brazils in the shell to crack, shelled Brazils to munch or to use in merry ways (they're wonderful inside pasteurized, pitted dates) and of chopped, or rolled Brazils to put into your cakes, cookies, salads, fruit cups. Goodness knows what! The Brazil nut eating season is right at its peak; get your share if you're smart.

Lauer's Open Every Evening 'Til 9 P. M.

Lauer's are open tonight, tomorrow night, Saturday night, Monday night and Tuesday night 'til 9 P. M. for the convenience of you thousands who prefer to shop in the evening. (Of course we're open all day, too.) We've everything you can imagine for the home—right in stock, ready for immediate delivery. Your sure to find the perfect gift in our furniture, rug, drapery, slip-over and lamp departments — Lauer's, 50 State St.

Immediate Delivery—Colors!

Chair and Ottoman

Lauer's repeat a great chair and Ottoman sale. A great big, extra comfortable lounge chair plus a seat high spring-filled Ottoman. Wine, blue or beige or blue fabrics\$29.75



Lauer's Kneehole Desk

Big top offers plenty of working space. 7 large drawers. Walnut finish. Wide kneehole space allows you to sit comfortably \$17.50



Lauer's Velocipede

Heavy duty, all steel, welded frame, rubber tired tricycle. Adjustable seat. Easy to steer.\$3.50



Lauer's Mirrors

You'll find framed and unframed ... round, square or oval ... modern or period style plate glass mirrors on sale at Lauer's. Hundreds to select from .. \$6.50 to \$25



Lauer's Sofa and Chair

Here is one of the most comfortable mohair living room groups Lauer's have ever sold. Note channel sides and wood trim. 2 pcs. \$139



Lane Cedar Chest

Big 48" beautiful, matched grain modern walnut Lane cedar chest with fully automatic tray inside. Lauer's special \$29.75

Lauer's
50 STATE

COUPON

This Coupon Is Worth

10c

Towards Price of Admission To See

"LITTLE WOMEN"

EASTMAN THEATRE

Saturday, Jan. 3, 1942

3 O'clock

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

(Plus Tax)

Present this coupon at theatre box office, before 6 p.m. Friday, January 2. Good for 10c reduction on any priced seat in the theatre for the performance herein specified.

Name

Address

Age

'Little Women' At Eastman In Children's Series

What will probably be one of the most appealing and outstanding performances ever given in Rochester by the Clare Tree Major Children's Theatre of New York will be the dramatization of Louisa May Alcott's "Little Women" at the Eastman Theatre on Saturday, January 3 at 3 P. M.

Through an exclusive arrangement with the Educational Committee of the Rochester Civic Music Association, The Rochester Sun offers its readers a special discount coupon for the "Little Women" performance. Clip coupon on another page of this paper and present at the theatre box office. It entitles the holder to a ten-cent discount on any price seat. Tickets may be purchased for as little as 15 cents plus tax with the special Sun coupon.

Because of the ever-increasing popularity of the discount coupon, the management of the theatre has found it necessary to restrict their use only up to 6 p. m. Fri. Jan. 2nd. No coupons will be honored at the box office on Saturday. So, if you plan to benefit by the reductions offered through its use, be sure to purchase your ticket before 6 P. M., Friday, January 2nd. Box office is open daily between 9 A. M. and 6 P. M.

The immortal story of Beth Meg, Amy and Jo has been a book and stage favorite of people all over America for generations. It was a box office smash as a movie several seasons back.

In the forthcoming performance all the flavor of the original book has been retained. The story is essentially that of the Alcott family and some of their closest friends, among whom was Ralph Waldo Emerson the prototype of the family friend Mr. Lawrence in "Little Women."

Of this play, the New York Times has said:

"As fresh and wholesome as a drink from an old spring." Other newspapers and magazines have contributed to the praise with which "Little Women" has everywhere been received.

The performance here is sponsored by the Educational Committee of the Rochester Civic Music Association.

Easy Payments at
Marks & Abramson



Gifts Wrapped in Fancy Paper and Ribbon Free and Delivered Upon Request

Have A "Shrimp Dunk"

Are you an imp about shrimp? (Devilish fond of the way canned shrimp tastes and is so easy to prepare?) Then you'll like having a "shrimp dunk" before the meal the next time you hold a dinner party. Make up a bowl of jangy sauce (some chili sauce, Worcestershire, lemon juice etc.). Open up cans (previously well chilled) of shrimp and provide toothpicks. Just bring in a big platterful and let each guest spear 'em, dunk 'em, eat 'em. Provide some salty crackers, and toss along a few olives if you like—but have plenty of shrimp. If you prefer, let each guest have an individual bowlful. Gets the first course over in good time, while the main course is cooking. Fun, too!

Watch for the special "Last Minute Gift Buyers" edition of Shopping News. Delivered to your home this week-end.

Sibley, Lindsay & Curr Co.



CHOCOLATES FOR CHRISTMAS

BETTY MORE CHRISTMAS BOXES 5 lbs. \$1.50, \$1.89, \$2.39
BETTY MORE CHRISTMAS BOX 3 lbs. \$1.19
SCHRAFFT'S BLUE BANNER 5 lbs. \$2.50, 2 lbs. \$1.40
SCHRAFFT'S EMBLEM 5 lbs. \$2.00, 2 1/2 lbs. \$1.00
SCHRAFFT'S PACKAGES 60c, \$1.00, \$1.50, \$2.00
POINSETTIA PACKAGE, Milk and Dark Chocolates \$1.49
MINIATURE Milk Chocolates 5 lbs. \$1.49, 2 lbs. 69c
SNOWSCENE PACKAGE 5 lbs. \$1.19
WHITMAN Chocolates .lb. \$1.00 and \$1.50
LOUIS SHERRY Chocolates, lb. \$1.00 and \$2.00
SCHRAFFT'S Emblem Chocolates In Bulk lb. 39c
KITCHEN MADE Chocolates In Bulk .lb. 55c
CANDY, MAIN FLOOR, PHONE STONE 8500
Mrs. Lew Hight, 55 Blichley Rd.

Sibley, Lindsay & Curr Co.

Sew and Save With This

Electric Sewing Machine



Any Make SEWING MACHINES ADJUSTED \$1.00

THERE'S NO EXTRA CHARGE FOR BUDGET TERMS—QUICKLY ARRANGED TO SUIT YOUR PARTICULAR NEEDS.

GIFTS--

That Are Useful As Well As Decorative—Gifts You Know Will Please

SILVERWARE—CLOCKS—
DRESSER SETS
DIAMONDS—WATCHES—
JEWELRY, PEN & PENCIL SETS
ELECTRICAL GIFTS
EMERSON and RCA RADIOS



OPEN EVERY EVENING 'TIL XMAS

Marks & Abramson

JEWELERS 30 Years of Proven Dependability OPTICIANS

10 STATE STREET Around the Corner From Main Street

Christmas Values

FROM THE BIG BASEMENT OF
SIBLEY, LINDSAY & CURR CO.

Snuggly Warm
Rayon Plush
GIFT HOOD
69¢

For going to and from school, for skating or sleigh riding! Tie-under-the chin. In solid colors or with white band.

AILSE 12

Rayon Damask
GIFT PILLOWS
\$1.00

Reversible covers! Rolled or fringed ends! Kapok filled! Many patterns for your own or your friends' home.

AILSE 14

High Handsome
CHRISTMAS
HASSOCKS
89¢

Round or square styles in many colors with contrasting pieced tops. 13"x10". Prized possession of home lovers.

AILSE 14

Bright and Beautiful
Hand Printed
Tablecloths
\$1.59

These handsome tablecloths are of a fine new weave cotton fabric that looks like linen. Many colorful designs. 52"x52.

AILSE 14

Gift "Cannon"!
Wash Cloth
SETS
29¢

Four pretty cloths in your choice of plain solid colors or gay floral patterns. Gift wrapped in sparkling cellophane.

AILSE 14

Store Open Tonight, Friday and Saturday Until 9: P. M.

June Preston LOOMCRAFT FROCKS **\$1.19**

Bewitching dresses for little girls who love to look their holiday best! Flattering styles... beautiful tailoring... just the kind of dresses to make you proud of them. Remarkable for wash and wear, they're wonderful values at this tiny price. Perfect gifts for her very first or her grown-up fourteenth Christmas!

AILSE 14

"Toot-sie" Novelty Plaid. Sizes 3 to 6x.

"Butterfly" Poplin. Sizes 1 to 3.

"Mid-riff" Striped. Sizes 8 to 14.

"Bright Star" Novelty Print. Sizes 8 to 14.

"Good Skate" Novelty Print. 7 to 10 yrs.

"Pinch Penny" Poplin. Sizes 1 to 3.

Give a Barrel-Back
OCCASIONAL
CHAIR
\$15.75

Beautiful new "barrel" design. Full coil spring seat. Rayon damask and tapestry covers in wine, rose, and blue.

AILSE 15

With 3 Initials
MEN'S
BILLFOLDS
\$1.00

Made of fine quality simulated leather! Talon fastened! With change purse, card and identification folder.

AILSE 7

Six Lovely Styles in
OCCASIONAL
TABLES
\$2.45 each

Modern and conventional styles to grace any room! Every desired type, including coffee, radio, lamp and end.

AILSE 15

DuPont "Lucite"
AER-FLO
SPECIAL
\$1.39

Fruit juicer, fruit and vegetable corer, knuckle free fruit and cake knife, individual paring knife. Four colors.

AILSE 4

Remarkable Values!
GOLD BAND
TUMBLERS
12¢

6-oz. juice glasses! 11-oz. beverage sizes! 14-oz. tumblers! Clear crystal with sham bottoms, gold band trim.

AILSE 4



\$1.95 to \$2.95 Values in
Gift Sweaters
Only \$1.49

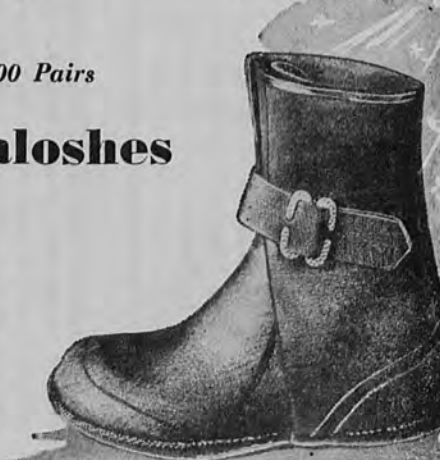
Perfect gifts for your sisters, and your cousins, and your aunts! Every sweater is 100% wool, first quality, style-right and fashion-right. ... Every style: slip-overs, cardigans, coat styles, boxy and fitted types! Every color: red, white, brown, black, pastels. Sizes 32 to 42.

AILSE 18

Sale! **Just 500 Pairs**
Children's Galoshes
Seconds of \$1.69 to \$2.50 Quality
Sale Priced At Just \$1.00

All-rubber, warmly fleece lined for active youngsters who spend a lot of time out of doors. Popular one-strap style that pulls on easily. Imperfections are so tiny we defy you to find them in these fine galoshes. Black or brown in sizes 8 to 3 for children 3 to 9 years of age.

AILSE 4



Downtown stores will remain open until 9 p. m. tonight, tomorrow night, Saturday, Monday and Tuesday.



Spiced Brazil Nuts

2 cups coffee-flavored sugar
1/2 cup cornstarch
1/2 cup salt
1/2 cup cinnamon
1/2 cup ginger
1/2 cup ground cloves
1 teasp. ground nutmeg
2 egg whites
1 1/2 lbs. cold water
2 1/2 cups Brazil nuts

Sift sugar, cornstarch, salt and spices together. Mix egg whites and cold water and beat slightly. Put part of nuts into a coarse strainer and dip up and down in egg white until each nut is well coated. Drain. Repeat until all nuts are coated with egg. Put half of sugar mixture in shallow pan. Drop coated nuts onto this, cover with remaining sugar mixture. Bake in slow oven (250 degrees F.) three hours.

Open Every Evening Until Christmas Eve.

Fine Leather Gifts

Sure-to-Please



New Saddle Leather Bill Folds and Cases

Saddle Leather Bill Folds, \$1.50. Matching Key Cases, \$1.00. Also such famous makes as Buxton, Hickok, Rump, Mark Cross, etc., 50c to \$20.00.

Saddle Leather, zipper Cigarette-pack Containers as sketched, \$1.00. Others to \$5.00.

Long Saddle Leather-back Clothes Brushes with dependable bristles as sketched, \$1.50.

Genuine Pigskin Pouches, \$2.50. Others \$1 to \$5.

MAIL and PHONE Orders
Telephone STONE 915
Charge Accounts Invited

LIKLY'S
271 Main St. E.
FREE Deliveries in N. Y. State

For Milady's Leisure



Career and college girl's favorite "leisure gown" is the guardsman's quilted robe worn by Peggy Knudsen, CBS radio star. Of red and green cotton plaid, it is lined in bright rustling red taffeta. Notice the double-breasted styling with fitted bodice fastened by military buttons and flared skirt.

Need Money to Pay Year-End Expenses?

Take Care of Them with a Low Cost LINCOLN-ALLIANCE

Personal Loan

Figure It Out For Yourself

You Borrow	Charge For Year	* Life Insurance Premium	You Receive	12 Monthly Payments
\$100	\$ 6.48	\$.36	\$103.16	\$ 9.00
150	9.72	.44	153.64	13.00
200	12.96	.52	203.12	17.00
250	16.20	.60	253.60	21.00
300	19.44	.68	304.12	25.00
350	22.68	.76	354.64	29.00
400	25.92	.84	405.16	33.00
450	29.16	.92	455.68	37.00
500	32.40	1.00	506.20	41.00
550	35.64	1.08	556.72	45.00
600	38.88	1.16	607.24	49.00
650	42.12	1.24	657.76	53.00
700	45.36	1.32	708.28	57.00
750	48.60	1.40	758.80	61.00
800	51.84	1.48	809.32	65.00
850	55.08	1.56	859.84	69.00
900	58.32	1.64	910.36	73.00
950	61.56	1.72	960.88	77.00
1000	64.80	1.80	1011.40	81.00

The Lincoln-Alliance likes to lend money for worthwhile purposes. With a Personal Loan you can clean up accumulated bills and take up to twelve months to repay your loan.

Twelve Convenient Bank Offices

LINCOLN-ALLIANCE BANK AND TRUST COMPANY

Member Federal Reserve System

Member F.D.I.C.

Christmas Greetings from all of us!



SAY IT WITH

Sunbeam MIXMASTER THE Gift SHE Wants!

Give her freedom from the tiring arm-work of cooking, baking, getting meals. This Christmas, the new Mixmaster means even greater labor-saving joy. Whether it's creaming the butter and sugar for a cake, blending your favorite salad dressing or whipping creamy-fluff mashed potatoes—you have the perfect mixing speed right at your finger-tips instantly. They are all plainly indicated on the Mix-Finder dial—easy-to-see, easy-to-set, and scientifically right. Mixmaster, complete with juice extractor \$28.75 Cash Price

ROCHESTER GAS & ELECTRIC

Food Market Opens New Brighton Unit

Newest addition to Wegmans Food Market is ready for opening tomorrow at The 12 Corners, Brighton. A preview of this modern market reveals many new streamlined, shopping innovations.

Shopping ease and convenience are greatly aided by a complete check-out system and by convenient self-service in the large grocery and fruit and vegetable departments. Fluorescent lighting has been employed to produce a pleasant, daylight atmosphere throughout the store while modern air-conditioning promises a health-

ful, comfortable temperature at all times. There will be a large free parking area all around the store. Attractive, modern food displays in the bakery, delicatessen, and meat and fish departments will find favor with particular shoppers. Extra shopping space has been provided at the meat and fish counters which measure 75 feet in length. The expansion of this local-

ly owned group of food markets, founded more than 24 years ago, has been continued systematically to bring Wegmans markets to all shopping sections in the Rochester area. Six modern markets have been opened in this group since 1930. Lawrence Mooney, who has been associated with the retail food trade for the past 12 years, has been named by John F. Wegman, firm president, to manage this new 12 Corners store.

Check Your Gift List THEN GO STRAIGHT TO HARMIN'S

... FOR THE BIGGEST GIFT VALUES OF ALL ...

JEWELRY

on Special Christmas Terms!

AMERICA'S LOW PRICED FINE WATCH

Westfield

A watch gift is enduring and endearing! Give one of these fine Westfields. We recommend them!

Exactly As Pictured

LADIES' \$12.75 MEN'S \$11.75

20 Pc. Dresser SET In Lovely Gift Chest! \$19.50 50c A Week

OTHERS FROM \$4.95 UP

Here is a complete personal set. A gift that will steal the show to grace a lovely lady's dresser on Christmas.

ELGIN \$42.50 Modern dial. 17 jewel movement. Handmade.	ELGIN \$33.75 Dainty and feminine. 15 jewel movement.	BULOVA \$49.50 17 jewel movement. Beautiful gold wrist chain.	Pin Watch \$14.95 Very popular. Wide price range.	BULOVA \$27.50 Very smart, small and dependable. 17 jewels.	BULOVA \$33.75 Sturdy and manly. Fits him with this fine 17 jewel watch.	GRUEN \$33.75 A famous name in watches—beautiful model. 15 jewel.
GRUEN \$24.75 A famous watch at a reasonable price!	SOLITAIRE \$19.75 An excellent value. See it at Harmin's first.	5 Diamonds \$42.50 Enchanting center diamond. 4 diamonds at the side.	3-Piece Ensemble \$49.50 Here's a perfect gift for your sweetheart.	7 Diamonds \$75.00 Large center diamond flanked by 6 clustered diamonds.	12 Diamonds \$44.50 A cluster of fire! Very lovely!	GRUEN \$29.75 15 jewels. Popular shape and styling.
SCHICK SHAVERS \$10.95 A famous make at a very reasonable price.	52 Pieces Silverware \$34.95 Give this to your wife. Everyone will enjoy it.	Cocktail Set \$6.95 Glamorous chromium. These will be hard to get.	COSTUME JEWELRY \$1 up Lavish assortment. Dress up your Xmas outfit.	CAMEO \$9.95 Very popular with men. Give him one—it's a tip.	BILL FOLDS \$1 Genuine leather. Seamless. Convenient.	Birthstone \$4.95 Complete assortment. Very popular gift.
Zipper Case \$2.95 Personal kit in leather case with zipper.	COMPACTS 69c up Single & double. Famous names. Smart designs.	Eversharp Set \$3.95 Useful. In attractive gift box.	Toastmaster \$8.15 Automatic. Modern in design. Replace that old one.	SUNBEAM MIXMASTER \$28.75 Exciting gift for the woman who loves to cook.	SWANK SET \$1.00 An inexpensive and always appreciated gift for a man.	CASE AND Lighters \$2.50 Evens. Very dependable. Compact and streamlined.

OPEN EVENINGS UNTIL CHRISTMAS

21 MAIN ST. E.

Harmin's

CREDIT JEWELERS

EASY TERMS LITTLE AS 50c WEEK

WAGNER OFFERS CHRISTMAS SHOPPERS THE LOWEST PRICES IN TOWN

IMPORTED 5-STAR BRANDY Special \$2.89 5th Limit — 2 to a Customer

HIRAM WALKER 5 YEARS OLD 100 PROOF \$2.39 Quart BOTTLED IN BOND STRAIGHT RYE WHISKY (Limit 3 to a Customer) \$3.25 Value

GIN American Dry Distilled From Grain \$1.69 Quart \$2.39 Value 90 Proof

RYE Straight Pennsylvania 5 Years Old \$1.89 Quart \$2.49 Value 80 Proof

ROBBIE BURNS IMPORTED SCOTCH 86.8 Proof \$2.89 Fifth Blended and Imported by R. H. Thompson Co. Leith, Scotland \$3.75 Value

RON CARAY RUM IMPORTED FROM PUERTO RICO, 86 PROOF \$1.69 Fifth FULL BODIED RICH FLAVOR \$2.60 Value

SPECIAL CASE PRICES on nationally known brands. Seagrams, Schenley, Frankfort, Calvert, Carstairs, Wilson, Park & Tilford, etc.

Complete line of California and New York State Wines at specially reduced prices. Also Imported Wines including Sandeman, Ramires and Duff-Gordon's.

LAWRENCE "LAURIE" WAGNER
FORMERLY HUMPHREY'S
677 Monroe Ave., Cor. Sumner Park Monroe 1187
PLENTY OF PARKING SPACE
WE DELIVER

Shop LINCOLN'S for a Thriftier CHRISTMAS

MAIN AT ST. PAUL
On Santa Claus Lane

OPEN NIGHTS 'TIL XMAS EVE



Sanforized white
Broadcloth and 80
Sq. Printed Fancy

SHIRTS

(Actually Worth \$1.39)

\$1.19

Here is the finest shirt value in Rochester, according to thousands of men who wear them. Sizes 14½ to 17. Sleeve lengths 32 to 35.

Men's Plaid Flannel

SHIRTS

Sporty, warm and "loud" — the right combination. Button fronts in red and black block and plaid patterns. Zippers in Scotch clan plaids. Sizes 14½ to 17. **\$1.39**

• Button-Fronts
• Zipper Necks

All Wool Lined Gift

TIES

50¢

There's a tie in this group for every taste, no matter what kind he prefers. All full cut, smartly tailored with all wool lining.



Girls' Rayon Satin

PANTIE AND SLIP GIFT SETS

\$1.19

Fine quality matching slip and pantie sets, daintily lace trimmed or tailored styles. Gift boxed. Tearose. Sizes 4 to 14.

Girls' Cross Stripe RAYON UNDIES

29¢



Panties, bloomers and vests in these long-wearing cross stripe undies. 6 to 16.

Girls' 1 to 6x DRESSES

\$1



Slub broadcloth, poplins, 80 sq percales. Bordered, swings Princess styles. Extra-wide hems.



Women's Imported
Capeskin
Back

GLOVES

Sporty and dressy styles. Sizes 6 to 7½.



Men's Fleece
Lined or
Unlined

CAPEKIN GLOVES

Snap and slip-on styles, in brown or natural



MEN'S GIFT HOSE

Rayons or Lises

Dozens of fancy patterns — the kind men like. Many with reinforced heel and toe. **25¢**

100% Wool Blazers

Popular over-stitched designs in slight irregularities of 79¢ values. **49¢**

Zippers

"ARE IT" IN THESE COPIES OF EXPENSIVE STYLES IN

Hand Bags

\$1

Beautifully styled bags with expensive finished details. Plenty of zippers — inside and out.



LUXURY GIFT LINGERIE!

Rayon Satin Slips

Plenty of the popular styles including well-known "Lucky Girl" slips with nylon seams. Tailored, lace trimmed and embroidered styles in sizes 32 to 40. Tearose. **\$1.29**

LAVISHLY LACE TRIMMED GIFT SLIPS. \$1.79



Gowns and Pajamas

Assorted floral prints with dainty lace or eyelet trim in sizes 34 to 40. Tearose, blue and white. A lovely gift for one who appreciates quality. **\$2.25**

80 Sq. Percale GIFT APRONS

Bib and overall styles, with tulip and gingham type check aprons. Fast colors. **29¢**

Lace Trim RAYON PANTIES

Popular "Tricot" Rayon in tearose. Elastic waist. Also elastic bottom in Bemberg rayon. **39¢**



A Practical Gift!

Gay New Poplin or Percale

WASH DRESSES

\$1.29

This complete assortment includes button fronts, coat styles, peasant frocks, long torso styles, flaring skirts. Sizes 12 to 52.



Full Bed Size Heavily Tufted Floral Chenille Spreads

Closely tufted high velvet chenilles on fine quality 64 square sheeting. Choose from six beautiful designs in assorted colors of rose, blue, green, peach and orchid. **\$4.98**

Deluxe Quality Chenilles

An extra fine assortment of lovely chenilles that would sell elsewhere up to \$10.98. Purchased before the rise in market price. You get this saving. Assorted colors and styles. **\$7.98**



Join the Thousands Who Say
"Lincoln's for Curtains"

94-In. Cushion Dot Ruffles

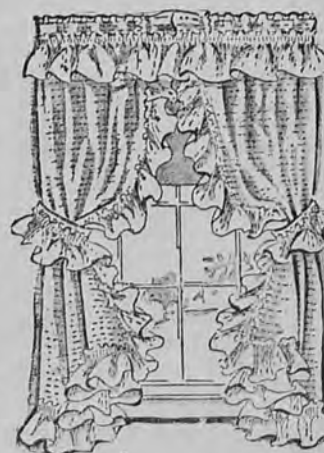
Showers with thousands of big cushion dots. Each side 47 inches wide. Headed, extra full ruffles. Colors are ivory and ecru. **\$1.19**

Sheertex Rayon Tailored

Fine quality washable rayon sheertex. 90 inches wide overall. In eggshell and ecru. A \$1.98 value. **\$1.69**

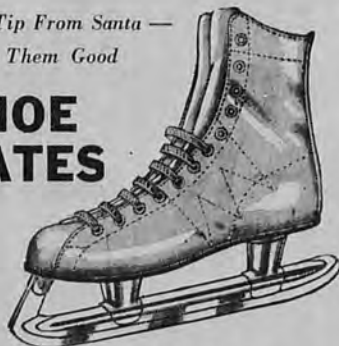
Flounce Trim Cottage Sets

Something new! Extra wide cushion dot cottage sets with fast color percale trim. Flounce top in dainty teapot design in red and blue. **\$1.19**



Take A Tip From Santa —
Buy Them Good

SHOE SKATES



Women's or Girls' White Leather

TUBULAR SKATES

Nickel plated tubulars for women and misses, warmly fleece lined throughout, with sheepskin innersole. Sizes 4 to 8. **\$3.49**

For Juveniles, White Skates With Solid Steel Blade, Sizes 11 to 3 — \$2.98

Men's and Boys' Leather, Tubular, Reinforced

HOCKEY SKATES

Speed away in these tubular skates boasting a lined innersole, hard box toe, instep strap, sheepskin lined tongue. Black and tan combinations. Sizes 5 to 11. **\$3.98**

Climbing Tanks

10 inch steel tank, strong clock spring motor with brake, rubber treads. **\$1**

Transport Airplanes

Transport plane design. Twin motors. Balloon type landing wheels. **25¢**

Searchlight Trucks

Steel truck with movable dummy searchlight. Wooden wheels. **25¢**

Children's Table and Chair Sets

Table and two chairs in maple finish. **\$2.98**

75-Pc. Soldier Sets

Consists of 24 soldiers, cannon, shells, pop gun, corks, fort-type box. **\$1.00**

24-Inch Dressed Crying BABY DOLLS

Fully clothed. Sleeps and talks. **\$1.98**



When washing cut glass or fine china, it is best to put a Turkish towel in the bottom of

the dish pan. This will prevent accidental chipping. To prevent cracking, slip the article in the water edgewise.

SENSATIONAL SALE! TABLE PADS

\$1.49
Extra Leaves
up to 12 inches
69c



Made With
Asbestos Top

Made to measure, fit any shape table

BUY A United Pad With Confidence

Phone or write, our representative will call at your home for measurements. No charge for this service.

UNITED TABLE PAD CO.

42 EAST AVE. PHONE MAIN 6848
AFTER 6 CALL CULVER 5183-M

DOLANS... Where You Buy

THE CUTS OF CHICKEN YOU PREFER

Breasts lb. 49c | Livers lb. 45c | Necks lb. 12 1/2c
Wings lb. 23c | Giblets lb. 19c | Legs .. lb. 39c



DOLANS

600 JEFFERSON AVE.
cor. Bartlett
Telephone Genesee 1417

Miss Madeline Slattery, 664 Genesee St.

KEY-DRUG-CO.

WELCOMES
WEGMANS

To Their New
TWELVE CORNERS STORE

This Fast Growing Community Is
Fortunate In Acquiring Such A Pro-
gressive Neighbor.



Don't Let The Holidays Harass You

Are you the woman who wrote to the editor, signed herself "Overworked Mother" and opined that "they may be 'the holidays' to some folks they're agony to me!"?

Do your youngsters stay home from school for two solid weeks, your kith and kin arrive with too much baggage, your guests linger, does your house remain party-ridden? Do you find yourself allergic to drop-pers-in, hear hunger cries rend the air?

If that's your say-so on the subject, then fend off the worse evils by doing some advance thinking—and making. A larder full of made-aheads will keep you off many a spot and if you choose kinds that will keep you're all set. Immediate emergencies demanding preparation at the moment will be helped out with a good emergency shelf. Stock up with plenty of cans of soup, cans of shrimp, of grapefruit juice (for potables), of meat products like spiced ham, corned beef hash, meat pastes, and packages of gingerbread and devil's food mix for in-a-jiffy meals. Keep your fruit bowl filled, and the nut bowl, too.

DROP COOKIES

2 1/4 cups sifted flour
2 eggs
1 cup baking powder
1 cup soda
1/2 cup shortening
1 cup sugar

Use ripe bananas (yellow peel flecked with brown). Sift together flour, baking powder, soda and salt. Beat shortening until creamy. Add sugar gradually, beating until light and fluffy. Add eggs, one at a time, beating after each addition until fluffy. Stir in vanilla. Add flour mixture alternately with bananas, beating after each addition until smooth. Drop by teaspoonfuls onto ungreased cookie pans about 1 1/2 inches apart. Sprinkle with sugar or a mixture of sugar and cinn-



DATE PASTE

1 cup figs
1 cup seeded raisins
2 cups pasteurized dates
1/4 cup nut meats
1/4 cup salt
1/4 cup ground cloves
1/4 cup ginger
1/4 cup orange juice

Put fruits and nuts through food chopper or chop very fine with knife. Add salt and spices and mix well. Moisten with orange juice. Roll out in a sheet 1/4 inch thick. Cut into squares, diamonds or fancy shapes with cutters. Sprinkle with confectioner's sugar. 30 pieces.

BRAZIL NUT KRINKLES

1 cup toasted chopped Brazil nuts
1/2 cup light brown sugar, firmly packed
1/2 cup sifted flour
2 egg whites

Toast Brazil nuts in slow oven

(300 degrees F.) 30 minutes. Pop corn then chop coarsely in chopping bowl. Beat egg whites until stiff. Add karo and sugar gradually, beating constantly. Fold in the flour, popped corn and 1/2 cup of Brazil nuts. Drop from tablespoon onto oiled baking sheet. Sprinkle tops with sliced Brazil nuts. Bake in moderate oven (350 degrees F.) 15 minutes. Makes 36.

BRAN HONEY WAFERS

1/2 cup butter
1/2 cup honey
1/2 cup bran cereal
2 cups flour

1/2 cup soda
1/2 cup cinnamon
1/2 cup cloves
1/2 cup all-spice

Boil butter and honey together for one minute; cool. Crush bran cereal slightly. Sift flour with soda and spices and add to first mixture with the bran cereal; mix thoroughly; chill. Roll dough on floured board to about 1-16 inch thickness. Cut with floured cookie cutter and bake on greased baking sheet in moderate oven (350

degrees F.) about 10 minutes. Yield: 5 doz. cookies (2 1/4 inches in diameter).

BANANA CHOCOLATE CAKE

2 1/4 cups sifted cake flour
1/2 cup baking powder
1/2 cup soda
1/2 cup salt
1/2 cup shortening
1/2 cup sugar
2 eggs

2 sqs. (2 oz. unsweetened) chocolate, melted
1/2 cup vanilla
1 cup mashed ripe bananas (2 to 3 bananas)
1/2 cup sour milk or buttermilk

Use ripe bananas (yellow peel flecked with brown). Sift together flour, baking powder, soda and salt. Beat shortening until creamy. Add sugar gradually and continue beating until light and fluffy. Add eggs, one at a time, beating after each addition until fluffy. Add chocolate and mix thoroughly. Stir in vanilla. Add flour mixture alternately with bananas and milk, a small amount at a time, beating after each addition until smooth. Turn into 2 well-greased 9-inch layer pans. Bake in a moderate oven (350 degrees F.) 30 to 35 minutes, or until cake is done. Put together and frost with Butter Frosting.

PENN VACUUM STORES—ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

Beautifully Rebuilt
FULLY GUARANTEED
Same Length of Time as the NEW ELECTROLUX

Used
It Makes An Ideal Gift

Complete with Attachments
Mail Orders Filled
Send \$1.00 Deposit

ELECTROLUX

On Your Old Vacuum Cleaner
Bring This Star

Liberal Allowance
\$16.95
FULL CASH PRICE
EASY TERMS

Brand New Famous Make
Hand Cleaner
Ideal for All Cleaning Purposes
\$4.85
FULL CASH PRICE

If You Can't Come In
Write or Phone for a FREE Home Demonstration.

PENN VACUUM STORES
30 SOUTH AVE. Open Evenings Until 9 P. M. STONE 6747

IMPORTANT! ASK US ABOUT THE THREE ADVANTAGES OF BUYING FROM VACUUM CLEANER SPECIALISTS! WE SELL NOTHING ELSE!

Holiday Hints

**FIRST IN FLAVOR
FAST TO FIX**

BREAST-O-CHICKEN
BRAND
Tuna Fish

"Preferred" party fare! Use this delicious, better-tasting tuna in canapés, hors d'oeuvres, and dainty sandwiches.

FREE COOKBOOK - with new party recipes.
Write: WESTGATE SEA PRODUCTS CO.,
Department 12, San Diego, California

**PLEASE EVERYONE
WITH RIVERS
SELECTION OF
GIFT
FURNITURE!**

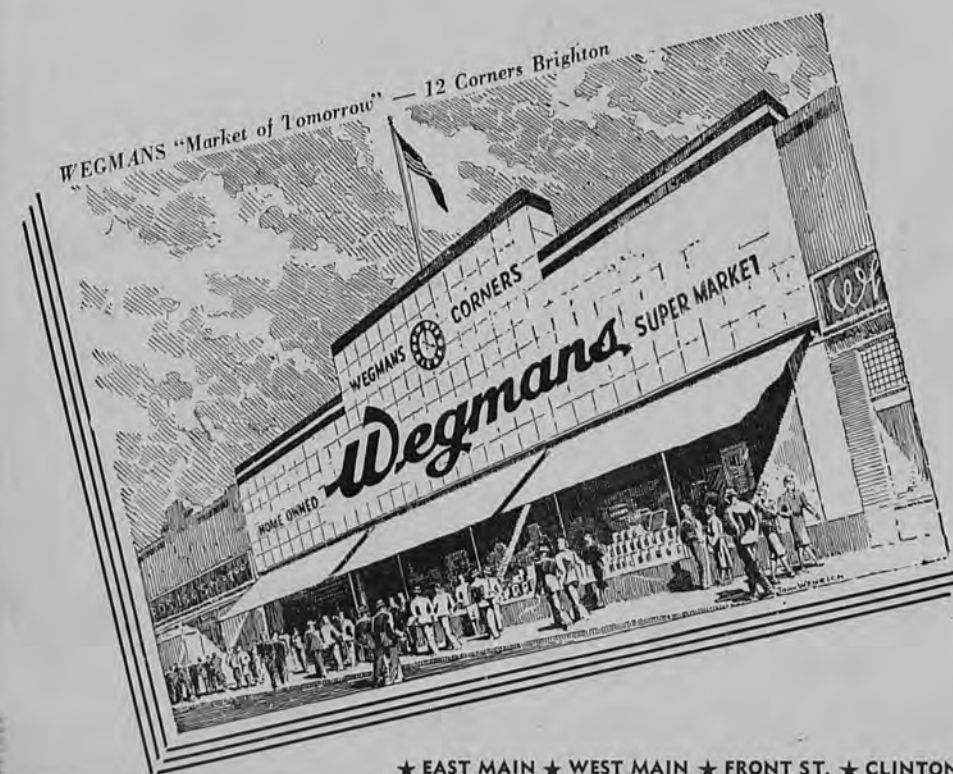
**OPEN EVES. 'TIL 9:30
SAVE 25% TOO!**

Thru 26 Christmas seasons we've noticed that furniture gifts earn a LASTING gratitude. See our fine Grand Rapids and Jamestown gift ideas at 25% SAVING! Hurry! Not much time left!

FRANK A. RIVERS CO.
226 SOUTH AVENUE
30 Years on South Ave.
There Must Be a Reason.

NEW WEGMANS SUPER MARKET OPENS TOMORROW AT THE 12 CORNS. BRIGHTON, WITH A SENSATIONAL, PRICE SMASHING

Expansion Food Sale



ALL WEGMANS MARKETS JOIN IN THIS SAVINGS CELEBRATION WE CELEBRATE—YOU SAVE!!

Wegmans comes to Brighton! The 12 Corners becomes Wegmans Corners when one of America's finest markets opens its doors to Brighton households tomorrow morning. This modern, streamlined, air-conditioned "Market of Tomorrow" will bring Wegmans quality foods at lower prices to still another Rochester shopping area. Your nearby, home-owned Wegmans market is celebrating this weekend with sensational savings in every big department! Watch your daily papers for further sale announcements!



★ EAST MAIN ★ WEST MAIN ★ FRONT ST. ★ CLINTON AVE. S. ★ BULLS HEAD ★

DEWEY AVE. ★ MONROE AVE. ★ RIDGE at DEWEY ★

Both Stores Open Thursday, Friday, Saturday Nights 'Til 9:30

Sears Sales Christmas Coldspot



makes a warm spot in her heart!

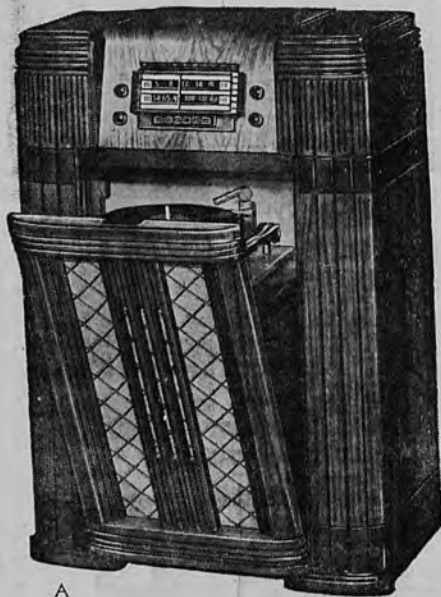
from **102⁵⁰** up

MODEL SHOWN
SUPER EIGHT
WORTH \$200 **169⁹⁵**

You can't put it under the tree—for its eight feet height might interfere—but you can almost put the tree inside the Coldspot—and have plenty of room left for food for the holidays. In addition to this super equipped de luxe beauty, Sears has a Coldspot for every size home—and purse, from four foot models at \$102.50 to 8 foot models that start from \$194.50.

On Sale at Both Stores On Easy Payments

Some Coldspots are equipped with left hand door. All models available for immediate delivery.



Silvertone Radios are gifts for the entire family

- A** Seven-tube radio-phonograph combination, automatic record changer, plays 10 or 12-inch records. At Both Stores. **79⁹⁵**
- B** Eight-tube super powered Console model, has built-in aerial, five wave bands, equipped for television sound conversion. At Both Stores. **59⁹⁵**
- C** Six-way recorder, radio, phonograph combination! Makes records—acts as public address system. 7-tube radio chassis. At Both Stores. **59⁹⁵**
- D** Five-tube radio-phonograph combination, plays ten or twelve-inch records, has full, rich toned speaker, table cabinet. At Both Stores. **29⁹⁵**
- E** Six-tube table radio—has built-in aerial, large size theater toned speaker and tunes by instantaneous push button controls. Both Stores. **22⁹⁵**

Records and albums—

Everything from jitterbug right thru to the Classics, Victor, Blue Bird, Decca and Red Seal recording by the world's finest artists.

Record Bar, Monroe Store



Kenmore Vacuum makes a clean sweep

AND you get with this model as our Xmas gift, a brand new Kenmore Junior Hand Cleaner, without any extra charge. Give two—for the price of one!

25⁹⁵
And Old Machine



The Kenmore De Luxe vacuum is a full sized, plus features, super powered house cleaner, has triple action cleaning brush, powerful motor. Ask for free demonstration. Both Stores.

ELECTRIC SEWING MACHINE

Kenmore Rotary

59⁹⁵
And Old Machine

Here's the perfect gift for Mrs. Sew and Sew! Does everything but cut the pattern! Encased in beautifully finished walnut stained cabinet. Buy on Budget Plan, at Both Stores.

Electroday Electric Range

139⁹⁵

Like hiring four extra hands for a kitchen! Has deep well cooker, that adds extra hours to any cooks day! Completely automatic—large broiler, oven, seven heat super speed units. Buy on Budget Plan.

At Both Stores

Prosperity De Luxe Gas Range

74⁹⁵

The answer to a housewife's prayer. More features for less money than any other de luxe range in America! Modern design, flush to floor, and back to wall, Robertshaw heat control, smokeless broiler. Buy on Budget Plan.

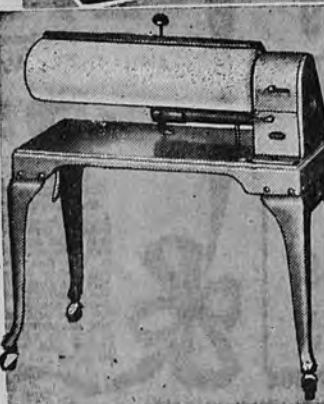
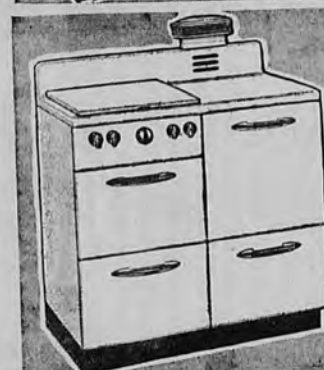
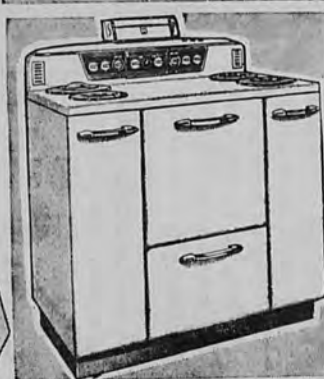
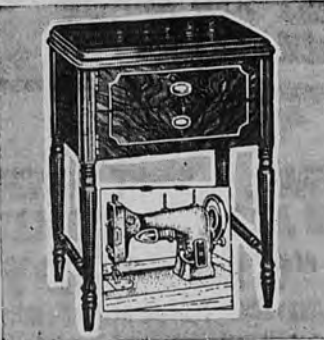
At Both Stores

Kenmore ROLL-A-PRESS

44⁹⁵

Irons everything—from a linen hanky to a woolen blanket! Does it easily, quickly, and without effort! Has large ironing shoes, dual Thermostatic controls! Buy on Budget Plan.

At Both Stores



Kenmore Spinner Washer

Quick washing action saves time—washes and dries at once! Separate dryer and washer controls—dryer safe for finest, sheerest fabrics. Safety sealed lifetime mechanism. Buy on the Budget Plan.

At Both Stores

99⁹⁵



Gold Seal Kenmore Washer

69⁹⁵

Truly a de luxe model—in all details, except the price! Safety sealed for lifetime mechanism, insulated tub, safety wringer. Other Kenmore Washers from \$59.95 up.

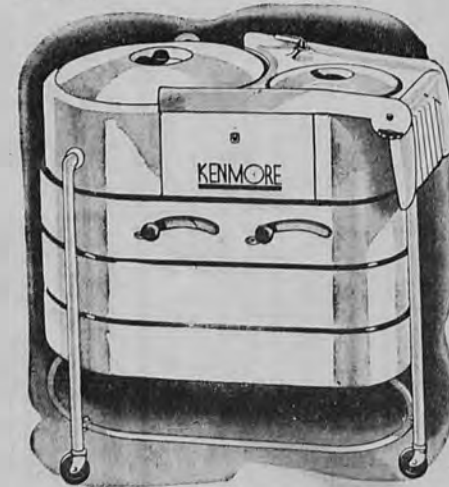


Insulated Tub

79⁹⁵

More plus features than any other washer in its price class. Has safety sealed lifetime mechanism, timer and overload switch. Safety wringer, release, insulated tub keeps water at washing temperature. Buy on Budget Plan.

At Both Stores



Roebuck & Co. * Monroe at S. Union * Ridge Road near Dewey * Rochester, N. Y.

Here's the place to find the Best
CHRISTMAS WINE & LIQUOR VALUES
LIVADAS
"A Name You Can Trust"
YOU NOT ONLY SAVE AT LIVADAS — BUT, YOU ALSO
HAVE THE CHOICEST AND LARGEST STOCKS
FROM WHICH TO CHOOSE

Limited quantity
of the following orig-
inal; now very scarce.

IMPORTED CORDIALS
• Cointreau • Benedictine
• Benedictine & • Grand Mariner
• Brandy • Drambuie
• Chartreuse

French Cognacs

AT LOW PRICES

- Croizet
- Hennessy
- Martell



THE RENOWNED
VINTAGE OF 1935

**ROMA
CALIFORNIA
WINES**

To those who have always
preferred imported wines, here
is a domestic brand that we
will highly recommend as
superior to many foreign im-
ports at a price you can afford
to pay.

- Claret
- Burgundy
- Haut
- Sauterne
- Rhine
- Sauterne

85c

ONLY WHILE QUANTITIES LAST!

20 YEARS OLD—Imported from Portugal

SUAREZ BRANDY

A Genuine \$7.00 Value!

Brandy of this age and quality is now selling at \$7.00 or more.

LAY IN A SUPPLY NOW AT THIS UNHEARD OF LOW PRICE

A ROCK BOTTOM PRICE

**WOOD'S FAMOUS
ROCK'N BRANDY**

A great favorite with many... delightful as a
liqueur. Very smooth, with a fruit flavor, 48
proof.

COMPARE! \$1.75 VALUE!

\$1.39

FULL
QUART

ROCHESTER'S GREATEST WINE VALUE!

BALBOA WINES

YOU'LL WANT THIS CHOICE QUALITY FOR THE HOLIDAYS—AND WHAT A VALUE!



DRY

- Burgundy
- Zinfandel
- Claret
- Barbera
- Rhine
- Sauterne

\$1.10

Full
Gallon

SWEET

MUSCATEL
PORT

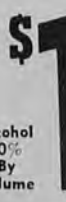
• SHERRY
• TOKAY



3 FULL
QUARTS

\$1.25

Alcohol
20%
By
Volume



\$1.49

FULL
GALLON

FIRST COME... FIRST SERVED! ONLY A FEW
MORE AT THIS UNUSUALLY LOW PRICE!

4
YEARS OLD

"OLD RIPPY"
KENTUCKY STRAIGHT BOURBON WHISKEY

A full-flavored whiskey backed by century-old tradi-
tions of quality. Made in Anderson County, the heart
of Kentucky's celebrated Bourbon district, it's a sour
mash whiskey—a grand rich-tasting drink, 90 proof.
Get Your Supply NOW At This Really Low Price.
You'll Save A Couple of Dollars on Each Bottle.

2.19
FIFTH

**WHITNEY
CLUB**

5 YRS. OLD

**Straight
RYE
WHISKEY**

Compare \$2.65 Value

\$1.90
85 Proof 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 know you'll re-
cognize it's high quality
instantly.



**LIVBRO
GIN**

No Finer Quality!
—AT ANY PRICE

\$1.90
Full Quart
90 Proof

100% Grain Neutral Alcohol
Compare \$2.65 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!
Livbro assures the connois-
surs of quality gin that there
is no finer at any price!

**LIVBRO
RYE**

Our Famous Brand

—AND WHAT A VALUE!

\$2.50

Full Quart — 90 Proof
Compare \$3.75 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
quality and outstanding
low price.



SPECIAL SALE - Only 'til Christmas

KING GEORGE IV

SCOTCH \$2.99
Fifth

A great name in Scotch — and a great buy
at this spectacularly low price! World-famous
for its mellow charm. Blended and bottled
in Scotland. 86.6 proof.

REGULAR \$4.25 VALUE!

• LOWEST PRICES EVER
• NO FINER QUALITY



4
YEARS
OLD

"BRIAR OAK" \$1.79
FULL QUART

STRAIGHT
BOURBON

This whiskey will commend itself to
you as embodying those qualities
which are distinguished in Good
Whiskey. NOTE: We can not say
how long this stock will last, there-
fore we advise you to buy plenty at
this low price and save!

80 Proof

NEW YORK STATE

**Famous 'FRIARS'
CHAMPAGNE**

Produced & Bottled

by the Old

Monastery Co., Inc.,

Rheims, N. Y.

One of N. Y. most
popular brands, special-
ly priced! A superb
wine of a great vintage
year — We honestly be-
lieve this is one of the
finest domestic champ-
agnes.

CASE \$19.75

CONNOISSEURS—Compare This
Value!—World-Famous Import
From Spain

RIO ROYAL SHERRY

\$2.25 VALUE

One of the greatest of
Spain's Sherrys. Pale-
soft and nutty; medi-
um dry and pale dry
(very dry). An excellent
c o e f a l l sherry.
Alcohol 20% by volume.
Only due to a very fortunate purchase are we
able to offer this illustrious imported Sherry at
this low price.

\$1.29 Fifth

A Famous Brand
The Renowned
TRICHIERI

Imported Italian

VERMOUTH
Large 30 oz.
Bottle

Compare!

\$1.99 Value!

Gold Seal
Caribbean Club

RON RUM \$1.89

Here's a Rum
that we will
highly recom-
mend.

4 1/2 Quart
83 Proof

Compare!

\$3.50 Value!

A GREAT VALUE!

Pete Hagen's Liqueurs

Cordials

• Apricot

• Blackberry

• Cherry

• Peach

Compare! \$2.50 Value!

Whichever your choice—what-
ever the occasion, you are cor-
dially RIGHT with Pete
Hagen's!

\$1.49 Fifth

Tremendous
Stocks Of All The
Great

SCOTCHES

At The Well-Known
Livadas Lower Prices

- White Label • Johnny Walker
- Green Stripes • Martins V.V.O.
- White Horse • Vat 69
- Ballantine • Black & White
- Haig & Haig

Buy by the case and save
even more!

BOTTLED IN BOND
ALL 4 YEARS OLD

"DOWLING"
Bourbon Whiskey

The Finest Quality At The
Lowest Price Ever For Such
A Fine Quality

\$2.25

FULL
QUART

A \$3.75 Value

A real treasure of Old
Kentucky. Dowling's
straight bourbon whiskey.
Distilled by a famous
Kentucky distiller aged
and mellowed for 4 long
years in the wood. Bottled
under U. S. Gov't super-
vision, 100 proof. It's a
great achievement to of-
fer this 4 year old bour-
bon at this price.

Compare!

\$4.00 Value!

Only due to a very fortunate purchase are we
able to offer this illustrious imported Sherry at
this low price.

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\$4.00 Value!

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this low price.

Compare!

\$4.00 Value!

OPEN EVERY NIGHT UNTIL MIDNIGHT

LIVADAS

PHONE

STONE 5549

183

MONROE AVE.

N. Y. S. LICENSE L-4229

FREE
DELIVERY

The Perfect Parfait

"Parfait" comes from the word meaning "perfect," and no wonder (will you say) when you try the new one, named (why?) "The Hollywood." First you catch a couple of cans of date-walnut bread which comes in cans and is packed by the Company famous for its dates; this is easy, any grocer has it. Then you fetch out long stemmed glasses (or use plain ones, who cares) and just do this: Cube or crumble a can of date-nut bread. Whip one half pint of cream, sweeten slightly and fold into the date-nut "nuggets." Put into parfait glasses and chill in the refrigerator. Top, just before serving with sliced peaches or bananas.

Orange-Nut Bread comes in cans too, and who is to stop you if you like it parfaited. Both are good toasted, served with cream cheese or jelly—and good's the right word if you're modest.

AS
PURE
AS MONEY CAN
BUY

You can't buy aspirin that can do more for you, so why pay more, and why ever accept less than the St. Joseph Aspirin guarantee of quality. The world's largest seller at 10c.

ST. JOSEPH
GENUINE PURE
ASPIRIN

Blessed Relief...

FOR DIFFICULT DAYS
CHI-CHES-TERS PILLS are
the only ones that give
instant relief from the
pain of the month. They
are safe to take as
50c directed. Contains no
habit-forming drugs or
narcotics. Used
beneficially for over 55 years.

CHI-CHES-TERS DIAMOND PILLS



Arm Yourself with a Great Tonic ... Stormy Days Ahead

DO YOU feel run down? Not quite up to things? This is no time to feel under par! Now more than ever you want to help keep in condition—for Uncle Sam's sake as well as your own. When systems need toning up, many doctors recommend taking Scott's Emulsion regularly to help the body recuperate. The vital elements contained in this well-known preparation have long been recognized for their tonic benefits, helpful to young and old alike.

Scott's Emulsion is no ordinary tonic. It is world-known, rich in natural "A and D" vitamins. If you are deficient in these vitamins, Scott's will also help you build resistance against colds, 4 times easier to digest than plain cod liver oil. Pleasant-tasting and economical too. Buy today at your drugist!

SCOTT'S EMULSION
A Great Year-Round Tonic For All Ages

Mrs. Mildred Norman, 132 Jersey St.

HOLIDAY LIQUORS AT LOWEST PRICES

5 KENTUCKY BOURBON \$249
Tom Moore's Bottled in Bond
100 proof. Not a "price" whiskey. Com-
ys. old pure with finest bourbon. Reg. \$2.95. Quart

HIRAM WALKER BOTTLED IN BOND \$245
STRAIGHT RYE Limited amount to each customer at this price. Quart

BENNETTS No. 10-90 Proof GIN \$189
Grain spirits. Compare this \$2.50 value! Quart

A Hiram Walker \$189
STRAIGHT BOURBON Sold at \$2.45. Check this brand name. Quart

Imported Compare only with the best! \$2.75 value. \$179
PUERTO RICAN RUM Fifth

IMPORTED FRENCH COGNAC BRANDY \$489
20 YRS. OLD - "Normandie" Bottled in France. Only remaining stock. NO MORE ON THE MARKET. A perfect gift. Fifth

LORD HILTON \$149
CALIFORNIA WINE Port, White Port, Sherry, Tokay, Muscatel. Alcohol 20% by volume. Gallon

DRY WINE 95c Gal.

IMPORTED FRENCH VERMOUTH Also CINZANO ITALIAN VERMOUTH at this price. \$159
Ounces

HOUSE OF LORD'S \$319
SCOTCH A time honored name in fine Scotch Whisky. Fifth
IMPORTED

CHECK OUR PRICES ON ...
Seagrams, Calvert, Schenley, Wilson or your favorite brands.

Above prices continue throughout Christmas and New Years.

Parisian Liquor Store
1517 LAKE AVE., at Ridge Rd. GLEN 4152
Open Till Midnight Xmas Day. Prompt Free Delivery.

KEY COUPON
WOODBURY FACIAL SOAP
10c Size Limit, 2 **2 for 7c**

KEY COUPON
Wrapping PAPER
Ass'd. Colors Reg. 10c Limit, 4 **2 for 13c**

470 N. GOODMAN NEAR MAIN
1861 MONROE NEAR WINTON
KEY
ROCHESTER'S MODERN CUT RATE DRUG STORES
724 WINTON ROAD NO. 200 (NEAR DEWEY)
457 RIDGE RD. W. NEAR DEWEY

KEY COUPON
ICICLES
Xmas Tree Decorations
2 FOR 13c
Reg. 10 Box Limit, 4

KEY COUPON
SWEETHEART SOAP
3 FOR 11c
Limit, 3

KEY COUPON
TODDY
1-Lb. Can Limit, 2 **25c**

KEY COUPON
Prince Albert TOBACCO
15c Can Limit, 2 **7c**

TODAY THRU CHRISTMAS
Why not do ALL your last-minute shopping in one convenient store? Key Drug has a wide range of unusual gift ideas for everybody—at the lowest cost possible. Stop and Shop at Key.

KEY COUPON
Soft Shelled Georgia PECANS
Limit, 2 **19c** Lb.

KEY COUPON
WOODBURY ALMOND-ROSE HAND LOTION
50c Bottle—Limit, 1 **19c**

SHOPPING GUIDE

for LAST MINUTE SHOPPERS!

GILLETTE BLUE BLADES
Pkg. 10 Reg. 50c **39c**

WILKIN Fountain PENS
Regular \$3.50 **\$1.98**

Yardley Lavender SHAVE BOWL
\$1.00

EVEREADY Shaving Brushes
59c to \$1.00

Large Assortment XMAS CARDS
2 FOR 5c up to 50c

Electric HEAT PADS
3-Switch Control \$2.50 Value **\$1.79**

DETECTO BATHROOM SCALES
CHROMIUM HEAD
All Bathroom Colors **\$2.98**

DE LUXE MODEL
All Bathroom Colors **\$3.98**

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. **\$1.49**
\$2.00 Value

CHRISTMAS GREETING CARDS
BOX OF 25
A variety of sizes, french folded, in distinctive, beautiful & colorful designs. No two alike! Envelopes included. 50c value. **23c**

1/2 PRICE
WILDOOT AND "PLASTIC BACK" PRO-PHY-LACTIC 79c HAIR BRUSH
Value \$1.79 **89c**
REGULAR FORMULA WITH OIL

CUDDLY JUMBO TOYS—KIDS LOVE 'EM
Giant Size
CHOICE OF DOLL—TEDDY—MONKEY **98c**
\$1.75 Value
3 for \$2.69

Ristlite
98c
Imagine a flashlight that you can have to "hold" it, that throws a 300-foot beam of light right where you want it; yet gives you both hands free for work. Campers! Housewives! Motorists! Mechanics! Snap-Rex Ristlite on your wrist like a wristwatch or stand it anywhere as a night light. Zephyr light plastic with unbreakable lens and G.E. pre-focused bulb. In Red, Green, Black, Dark Blue and Khaki. Come in and get yours now!

5c CIGARS
HOLIDAY BOXED
● La Azora
● Garcia Grande
● Fourty Fours
● Blackstone Jr.
● Harvester
Box 25 Box 50
99c to \$1.95
BOLD or CREMO CIGARS
Box 25 Box 50
73c \$1.43

Pacquins Hand Cream
Just What She Wants
She'll enjoy exquisite hand care way into the new year when you give this beautifully wrapped gift of Pacquins Hand Cream. Welcome, different, but oh-so-inexpensive!
50c Size 39c \$1.00 Size 79c

XMAS WRAPPED CIGARETTES
LUCKIES
CAMELS
CHESTERFIELDS
OLD GOLDS
RALEIGH
PALL MALL
TAREYTONS
SPUDS—KOOLS
A Carton **\$1.41**

BRIAR IMPORTED PIPES
Your Choice of Holiday Boxed
YELLOW BOLE \$1.00
FRANK PUREX
And Many Others
KAYWOODIE PIPES \$3.50
HOLIDAY BOXED

Christmas Tree LIGHTS
Insure yourself a joyous Xmas by getting your tree lights in working order now!
Mazda Light Set Complete with 8 mazda bulbs. **49c**
Outdoor Mazda Set with large 6-91 mazda bulbs. **\$1.29**
Mazda Indoor Set 6-71 bulbs—each works independently. **89c**

SEWING KIT 1.00
An old-fashioned sewing kit packed with Shonora's indispensable materials—Old Spice Great Bath Soap, Great Toilet Soap, Great Toilet Wipes, each in its own colorful container. And, a packet of Old Spice Great Soap in a space reserved for needles and pins.
SHAVE MUG \$1.00
TALC .50c & \$1.00
BATH SALTS \$1.00
SACHET \$1.00
TOILET WATER 1.00
Complete SETS From \$1.00 to \$4.25

EDGEWORTH \$1.01
OLD BRIAR \$1.13
MODEL .81c
BLUE BOAR \$1.70
PRINCE ALBERT .74c
HALF and HALF .74c
Union Leader, 14-oz 61c
GEO. WASHINGTON 61c
KENTUCKY CLUB .74c
Willoughby Tay'r, \$1.25
VELVET .74c
DILL'S BEST .74c
GRANGER .71c
BRIGGS (Canister) \$1.17
SIR W. RALEIGH .74c

Give a KODAK
It's "Tops" On Any Christmas List
Stop in and let us help you select that last minute gift. You'll find Kodaks here from \$4.50. Brownies from 69c

Gifts from MAX FACTOR HOLLYWOOD
... created for BLONDES, BRAUNETTES, BROWNETTES, REDHEADS
AUTOGRAPHED MAKE-UP SET
"My Make-Up Secret" ... auto-graphed by famous stars. Max Factor Hollywood Powder, Rouge and Tru-Color Lipstick **\$2.50**
PLUS TAX
Other Max Factor Hollywood Gift Sets from \$1 to \$8.55

CANDY for the Holidays
LUDEN'S ASSORTED CHOCOLATES
5 Lb. Box \$1.50 Value **79c**

IT WOULDN'T BE Christmas WITHOUT Walman's CHOCOLATES
THEY'RE HERE!
Chocolates fresh from the makers! The world-famous SAMPLER! \$1.50 and up.
The FAIRHILL—out-standing box at \$1 a pound. Christmas wrapped.

MENNEN Famous Artists' GIFT BOXES FOR MEN
Choice of 3 Designs **\$1.09**
Contains: Giant Tube Brushless Shave Cream—Skin Bracer—Talcum for Men—Tube of Mentholated Lather.

Culex "Bugle Corps"
From tape till retell this Culex manœuvre set will be her favorite possession! It's a smart zipper case in silver black genuine leather or durable bengaline cloth highlighted by a gleaming monogram plate. Contains four large utex preparations and all the implements for a perfect manœuvre. **\$2.39**

3 for 19c
CLAPP'S BABY FOODS
CHOPPED FOR CHILDREN **3 for 25c**

The Red Cross needs your help. Volunteer at your neighborhood headquarters or at the Plymouth Ave. headquarters.

For COLDS' MISERIES



1-2 AND IT'S GONE
— gone right straight to the sneezy sniffly misery zone in your nose. That's the way famous Penetro Nose Drops 2-dropper starts to work in one-two time. Helps open nose breathing passages and you give your cold the air. Always use Penetro Nose Drops. Generous supply, only 25¢.

PENETRO NOSE DROPS

Listless? Dull?



Take Beechams Pills Tonight for a Change!
For thorough, pleasant relief from temporary constipation, depend on this purely vegetable compound. No calomel (mercury). Millions of packages sold annually throughout the world. Buy today! Only 10¢—also 25¢ and 50¢ sizes.

BEECHAMS LAXATIVE PILLS

THE BEST COAL-VALUE IN THE CITY
BLACK MAGIC
Long Burning — Low Ash
QUALITY
COAL Egg Stove Nut
Buckwheat \$8.25 Ton
Pea Coal \$9.25 Ton
Established Over 25 Years
SEMET-SOLVAY COKE \$11.00
PAYNE & DUNHAM
Mrs. Nellie Maid, 215 Selye Ter.
586

ANDY SAYS

Shop Early
LOWEST PRICES
IN TOWN ON XMAS NEEDS

SMALL APPLIANCES
IRONS
MIX MASTERS
WAFFLE IRONS
CLOCKS
TOASTERS
SANDWICH TOASTER
ELECTRIC HEATER
ELECTRIC SHAVERS

MAJOR APPLIANCES
RADIOS
WASHERS
IRONERS
GAS RANGES
COMBINATION STOVES
REFRIGERATORS
SINKS
VACUUM CLEANERS

Use Our Lay Away Plan \$1.00 Weekly

FURSTOSS APPLIANCE INC.
409 Chili Avenue
Open Evenings for Your Convenience

Give "him" SCHENLEY
THE BEST FROM FOUR GREAT DISTILLING STATES

FOUR RARE GIFTS IN ONE RARE WHISKEY...SCHENLEY

- RICHNESS from Kentucky's Best Whiskey
- BOUQUET from Maryland's Best Whiskey
- SMOOTHNESS from Indiana's Best Whiskey
- BODY from Pennsylvania's Best Whiskey

* Blended with Specially Distilled Grain Neutral Spirits...Schlenley Gives You Perfect MILDNESS

"THE TASTE IT TAKES FOUR STATES TO MAKE"

Schenley Black Label 67% Grain Neutral Spirits, 86 Proof. Schenley Red Label 72 1/2% Grain Neutral Spirits, 86 Proof. BLENDED WHISKEY. Schenley Distillers Corp., New York City.

Fresh Young Designs
For Gay Young People



Send FIFTEEN CENTS (15c), (coin preferred) for EACH pattern. Write plainly YOUR NAME, ADDRESS AND STYLE NUMBER. BE SURE TO STATE SIZE YOU WISH.

Heart Applique Dress No. 3135, sizes 12, 14, 16, 18 and 20. Size 16, 3 1/4 yards of 35-inch fabric, 3/4-yard contrasting for applique. Heart applique is included in pattern.

Jumper Dress No. 3360, sizes 11, 13, 15, 17 and 19 years; 29, 31, 33, 35 and 37 inches bust measurement. Size 15, 3 yards 39-inch fabric for jumper; 2 yds. for blouse.

Address PATTERN DEPARTMENT Rochester Sun, 420 Burke Bldg., Rochester, N. Y.

Cranberry Coffee Ring

1 1/2 cups sifted flour
1/2 cup sugar
1/2 cup milk
1/2 cup melted shortening
1/2 cup cranberry-orange topping
1/2 cup baking powder
1/2 cup salt

Sift flour, sugar, baking powder and salt together. Beat egg, add milk and shortening. Stir into dry ingredients, mixing only enough to moisten them. Spread topping evenly over bottom of greased ring mold. Pour batter over topping. Bake in moderately hot oven (420 degrees F.) 25 minutes.

Yield: About 12 servings.
Cranberry-Orange Topping Mix together:
3 tablespoons melted butter
1/2 cup sugar
1/2 cup whole raw cranberries
1 teaspoon grated orange rind

WANT ADS

ARTICLES FOR SALE

LADIES' pure silk full fashioned service weight hosiery, newest fall shades, cobalt and honeycomb. 8 1/2, 9 only—59¢. Smith's, 118 State St. Free parking next door.

LADIES' misses' and children's military boots, all sizes, new London tan shade. 41.98. Smith's, 118 State St. Free parking next door.

ROCHESTER'S SHOPPING NEWS
The Rochester Sun

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Madison Night Schools Offers Many Subjects

Registration for free classes for adults at Madison Evening High School will be conducted on January 6 and 8, according to Principal John Chipp who states that an unusually diversified schedule of courses has been set up in what he terms an "educational preparedness" program.

This program is designed to provide an opportunity for men and women of the community

to make their leisure hours pay dividends in the form of increased general or specialized knowledge in a number of subjects. This additional study may be an aid to more rapid advancement in present vocations or open the doors to new opportunities in the industrial and commercial fields.

Tentatively scheduled to meet on Tuesday and Thursday evenings from 7:30 to 9:30 o'clock are classes in Spanish, French, German, Chorus and Voice, Accounting, Aviation Ground School, Business Arithmetic, Automobile Mechanics, Blue Print Reading, Bookkeeping, Business English, Cabinet Making, Commercial Art, Cooking, Dictation, Drafting, Piano, Sewing, Shorthand, Welding, Dramatics, Dressmaking, Electricity, English to Foreign Born, Film and Indexing, Frechand Drawing, Health Education (Men), Health Education (Women), Knitting, Mathematics, Mechanical

Drawing, Needlework, Office Practice, Public Speaking, Sheet Metal, and Typing. Classes in other subjects will be opened if there is a sufficient demand.

Instruction in all classes is free, but a materials charge of fifty cents in book subjects and one dollar in shop subjects is payable upon registration.

Regular class sessions in most subjects will begin on Tuesday evening, January 6, 1942. Adequate street parking space is available in the immediate vicinity of the school, and it may be conveniently reached by taking the Thurston or Genesee busses to Bronson Avenue.

The classes are conducted under the direction of the Board of Education with experienced professional teachers as instructors.

Princeton Club Show Praised By Dr. Geo Gallup

Dr. George Gallup is one of the prominent quiz experts who are parodied in the 1941 Princeton Triangle Club show, "Ask Me Another," which will be presented at the Eastman Theatre Friday evening, December 26.

The Triangle Club's musical comedy this year consists of twenty-five skits bound together by the central theme of matter having to do with quiz programs of various kinds, including the Gallup Poll.

"You've done a perfect job,"

said the nation's poll expert after viewing the first performance of "Ask Me Another" in Princeton recently.

The show is featured by tuneful music, lively choruses and unusual specialty numbers, according to previews of the opening performance. A host of varied characters inhabit the stage throughout the production and includes a black-hooded saboteur, a barber shop quartet, a crew of whistling farmers, an inventor selling snowshoes in an insane asylum, and an ingenious magician with a hat that disgorges alarm clocks. Among the numbers performed by the male and "female" members of the chorus is a bolero danced on a darkened stage which is said to be highly effective.

The Princeton Triangle Club

is making its appearance here under the sponsorship of the Princeton Alumni Association of Rochester. Proceeds of the single performance next Friday evening will be turned over to the scholarship fund of the alumni association which sends a boy from Rochester or vicinity to Princeton University every year, with the help of a scholarship to cover his tuition costs.

Tickets for "Ask Me Another" are now on sale at the Eastman Theatre box office.

CRANBERRY-ORANGE FILLING:

1 cup cranberries 1/2 cup cornstarch
1 cup water 4 teaspoons grated orange rind
2 cups sugar
Cook cranberries in water until the skins burst. Mix sugar

and cornstarch together. Add to cranberries and cook until thickened, stirring constantly. Remove from heat, add orange

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2 cakes yeast 1 teaspoon grated
1/4 cup lukewarm water 1/2 lemon rind
1 egg milk (if desired)
1/4 cup shortening 5 cups sifted
1/2 cup sugar flour (about)
1 teaspoon salt Cranberry-Orange
2 eggs, beaten Filling

Soften yeast in lukewarm water. Scald milk. Add butter, sugar and salt. Cool to lukewarm. Add flour to make a thick batter. Add yeast, eggs and lemon rind. Beat well. Add enough flour to make a soft dough. Turn out on lightly floured board and knead until satiny. Place in greased bowl, cover and let rise until doubled in bulk. When light punch down. Roll out to long narrow sheet, 1/4 inch thick. Brush with melted butter or margarine. Spread with Cranberry-Orange Filling. Roll up jelly-roll fashion and seal edge. Cut into inch slices and place cut side down into well-greased muffin pans. Let rise until doubled in bulk. Bake in moderate oven (375 degrees F.) 25 minutes. Yield:

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and tangy, is a thing of joy (there's no law making that maraschino cherry necessary!). Dates right out of the package (if they're pasteurized ones and therefore don't need washing) are a pleasing dessert or a swell snack. What's to stop you serving just dates and nuts for dessert—whole shelled Brazils are good companions. Just for a change, eat it the way Nature made it once in a while. Think it over, huh?



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MERRY CHRISTMAS

FROM WEBBER'S

WOODY, BUTCH, CHARLIE, JIMMIE, BILL and COOT

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You needn't trouble yourself returning packages of merchandise that has been delivered to you by mistake — just call City Delivery; they'll do the job without charge to anyone!

STONE 905

CITY DELIVERY

195 SCIO STREET

STONE 905

Popular Seagram Coach



Eddie Malanowicz is doing double duty for the Seagrams this season. In addition to being coach of the team, Eddie often jumps into the game when the going gets tough.

The PERFECT GIFT FOR THE BOWLER



Bowling Balls Bored to Measure



Guaranteed \$17

EASY PAYMENT PLAN

Bags—Shoes

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Seagrams Tackle Harlem Yanks Sunday at Arena

Another tough battle for the local Seagrams looms in Sunday night's encounter with the Harlem Yanks. Challenging the Rens for Negro supremacy, the Yanks will present a strong and shifty lineup of cagers.

Dolly King, leading the invaders, received wide acclaim in his scholastic days at Long Island University, as the greatest all-around athlete in the metropolitan area. King will be recalled by local hoopers for his smooth teamwork with Pop Gates when the Rens won the D and C AA tournament here last Spring. Gates is considered by many sport writers to be the greatest colored basketball player in the country.

Other standouts in the Yankee lineup include Lou Badger, Speed Caffey, Rookie Warner, Captain Benny Garrett, Spider Smith and Joe Howard.

Coach Eddie Malanowicz has ordered double workouts this week to bring his Seagrams to a peak by Sunday night. The Harlem boys are coming here direct from New York, and having swept through all opposition this season, it appears that the local pros will have another large evening in stopping the smooth working outfit from Harlem.

Home To Be Hub Of Holiday Fetes

This year, as never before, the holiday season will be observed in the home. A nation stricken with war at the start of what is ordinarily the happiest, most festive time of the year, is in no mood for flamboyant caviar-and-champagne splurges, but the need for companionship and social communion is stronger than ever.

Hence, it is felt, there will be more quiet functions centered in the home than ever before.

The exchange of gifts at Yuletide will continue at the normal rate, for Japan's surprise attack came after the Christmas shopping season was well under way, and all stores are well stocked with their Christmas merchandise.

If the Christmas furloughs long planned for the nation's soldiers are still possible under war-time conditions, the welcome-home parties for soldiers and sailors will have a deeper and more poignant note than they would during peace—and there will be many more gatherings of well-wishers than before.

Most Christmas suppliers expect to do their normal volume of business, in spite of the changed situation. The liquor industry, for example, which had expected boom sales this month, does not believe that the nation's new war-time status will materially affect those sales.

An executive of National Distillers, one of the largest organizations in the industry, pointed out that while holiday observances will have a quieter, more solemn tone, there will be a general feeling that this year, of all years, everything provided should be of the best, in view of the uncertainty of the future.

A PICTURE YOU'LL CHERISH

How would you like to have a beautiful, permanent picture of your Christmas tree to cherish throughout the year. Perhaps you'd like a family grouping around your own Christmas tree. I can make just such a picture for you right in your own home — using latest professional equipment to give professional results.

Call me on the phone (Main 3934) and I'll come to your home any time during the Christmas holidays. It's convenient for you. I'll make a picture of your Christmas tree, house decorations, or whatever else you want to remind you of Christmas 1941. The cost is really very small.

Why not phone me now and get complete information and rates.

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Main 3934

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AT THE LOWEST PRICES!

Berghash Prices are Rochester's Lowest. Berghash guarantees to meet or beat ANY advertised Liquor Price. That's YOUR assurance of real savings when you buy at BERGHASH.

"LONDON INN" GIN

90 PROOF LONDON DISTILLED DRY GIN

You'll save plenty on this favored gin. Made from an old recipe, London Inn Distilled Dry Gin makes good cocktails and good 'straight' drinking too.

\$1.55

4.5 Quart

Case of 12 ... \$18.00



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ROCHESTER'S FAVORITE PRIVATE STOCK WHISKEY

Anyone who knows whiskey can appreciate the worthwhile saving on this exceptionally fine whiskey blended with 4 year old liquor.

Case of 12 ... \$25.50

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A mighty fine Scotch ... at a better-than-ever saving. Good to the taste and good to the wallet.

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An unusually low price for a full flavored Scotch. ... Only at Berghash do you find these bargains.

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IMPORTED "JOHN BIGGS" SCOTCH

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Your Holidays won't be complete without good Rum. At Berghash, you'll get the best ... for the least money.

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'CHATEAU BRISAC' 100% Pure California Wine

Buy it now for Holiday entertaining. — Your choice of 12 varieties of fine California wine ... at a saving.

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Full Gal.



NUYEN'S AMERICAN VERMOUTH, Sweet or Dry, 30 oz. bottles ... 98c
CALIFORNIA SWEET WINES ... Pints 25c
GORDON'S MARTINI COCKTAIL, Extra Dry ... 1/4 Quart \$1.69

In addition to the items above, Berghash features a wide variety of cleverly wrapped gift-packaged liquors. Excellent for the hard-to-please man. Berghash wraps and delivers free any item you select. BUY NOW AT BERGHASH AND SAVE REAL MONEY !!!

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A delightfully mild-tasting whiskey... Seagram keeps the toughness out... blends extra pleasure in. Seagram's 5 Crown is ideal for a highball, Manhattan or Old Fashioned. Always a welcome gift, it is packaged in a cheerful Christmas box.

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Rich and full-flavored—without a trace of heaviness, this exquisite whiskey is delicious in a highball, a Christmas egg nog, punch or a Tom and Jerry. Here is Seagram's finest American whiskey—encased in a stunning Christmas gift box.

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Here is imported whiskey at its finest. 7 years old. The perfect highball whiskey, delicate and fragrant. A magnificent Christmas gift—presented in a luxurious container which is cleverly designed to serve as a glove, jewelry or cigarette box.

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SEAGRAM DISTILLERS CORPORATION, NEW YORK, N. Y.

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Delivered Every Thursday

To 75,200 Rochester Homes

FIFTH YEAR—No. 8

Rochester Sun—Shopping News Special 'Last Minute Gift Edition' for Monday, Tuesday, Wednesday Shopping.

If You Do Not Receive Your Copy Regularly PHONE STONE 6001



"And visions of 'Christmas' danced in their heads"

Christmas is fun. 'Specially for us kids. I guess we love Christmas more than anything, pretty near. Like the way I love my dog, Mike, I guess. Mike is a lot of fun all the time, except sometimes when I have to give him a bath. But even then, I sure like Mike. I couldn't get along without him.

I couldn't get along without Christmas, either. Every year I start looking forward to it as soon as it's over. And sometimes I think about what Dad tells me on Christmas Eve. "It's not just any old time for getting all the presents a guy wants," he'll say. "It's a time to think about being a man—'bout growing up." Dad says we have Christmas to remind us 'bout mistakes we make. He makes 'em, too, he'll even say. Dad says that if we all thought hard about what Christmas really means every day in the year, we'd soon have a world without all the bad things like war 'n' gangsters. And I think he's right. I think if everybody was like my Dad this old world would be s-s-swell!

Well, I guess the only other thing to say is: "Merry Christmas to everybody from me, Johnny!"

This greeting is reproduced by The Sun—Rochester's Shopping News as one of the most original and appealing yet written. Its message carries with it the best wishes of the season to all our readers.

Shyball or Highball?



Say "Merry Christmas" with the whiskey that's Flavor-Protected

THREE FEATHERS

THE WHISKEY THAT'S FLAVOR-PROTECTED



BLENDED WHISKEY, 86.8 PROOF, 72 1/2% GRAIN NEUTRAL SPIRITS • OLDETYME DISTILLERS CORPORATION, N. Y.

For a Holiday of Good Cheer choose GREEN RIVER...

'The Whiskey Without Regrets'

As far back as most folks can remember, Christmas was never complete without Green River! And this Christmas there's even greater cause for celebration . . . for today, on its 50th Anniversary, this famous whiskey tastes finer than ever. Give Green River—grandest of gifts!

***9 out of 10 Like it**

*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."

America's Smoothest Whiskey



THE WHISKEY WITHOUT REGRETS . . . by *piece*



Grand guy, Dad. Always remembers every member of the family, every Christmas.



How about remembering him . . . with the whiskey he remembers best—Green River!



...The gift-whiskey as traditional as Christmas itself... "The Whiskey without Regrets"

GREEN RIVER BLENDED WHISKEY, 86 PROOF, 75% GRAIN NEUTRAL SPIRITS. OLDETYME DISTILLERS CORP., N. Y.

PAGE TWO

Christmas Ballet At Eastman December 27

Rochester's dancing talent will be on display at its most colorful in the Christmas Ballet to be given matinee and evening in the Eastman Theatre, Saturday, December 27.

Jointly sponsored by the Civic Music Association and the Western New York Council of Dancing Masters, the performances will enlist the directing and choreographing abilities of

seven of the city's leading dance teachers as well as a total of more than a hundred dancers.

There will be specialties as well as fully choreographed ballets, many of which will be appropriate to the holiday season. Furnishing the musical share of the performances will be the Rochester Civic Orchestra, under direction of Guy Fraser Harrison.

One of the features of the program will be the dancing of the "Christmas Tree Suite," with dancers from the studios of the Misses Appelbaum, Bliss and Miller. Miss Biracree will contribute three excerpts from "The Children's Corner Suite" by Debussy. Olive McCue and her dancers will be seen in the

"Slavonic Dances" by Dvorak, and Miss Denio's group will dance a Mazurka.

In all there will be dance numbers characteristic of Chi-

na, Poland, Austria, Germany, Roumania, Spain, Czechoslovakia, Russia, France and Finland, in addition to several American works.

LAST MINUTE SUGGESTIONS

... That Mean Quality if they come—
"from Smith Ceramic."



Open every night 'til 9 before Christmas for you who need last minute service. We suggest Lamps, Vases, Crystalware and hundreds of other unique and welcome gifts. Beautifully wrapped if you wish... or Gift Wrappings sold separately.

SMITH CERAMIC STUDIOS
902 MONROE AVENUE

Mrs. Frances Pike, 290 Versailles Rd.

Smart Rings

THAT WILL ALWAYS PLEASE



MEN'S AND WOMEN'S BIRTHSTONES
10-K yellow gold settings. Choice of any birthstone. Women's style is set with two fine side diamonds.
14⁹⁵ Ea.
50c Down
50c Weekly



BOYS' AND GIRLS' BIRTHSTONES
Handsome styles in 10-K yellow gold. Choice of any birthstone. Rings that will delight young Americans.
7⁹⁵
50c Down
50c Weekly



CAMEO RING AND PENDANT
Beautiful, new cameo ring with matching pendant. This set may also be had with onyx. A thrilling gift for any woman.
18⁹⁵
1.00 Down
1.00 Weekly



MAN'S HEMASTEEL RING
Smart, massive setting with large Hemasteel cameo with a deep, rich lustre. A ring he'll be proud to own.
10⁹⁵
50c Down
50c Weekly



PEARL AND DIAMOND
Two genuine cultured pearls and sparkling diamond in new, modern setting.
47⁵⁰
1.00 Down
1.00 Weekly

RUDOLPH'S
CORNER EAST MAIN AT SOUTH AVE.
In Batavia 109 Main St. Open Evenings Until Christmas

She'll Thrill
to the Magic of
**ELECTRICAL
GIFTS**



**Complete
Lady Dover
KITCHEN
MIXER**
AND PORCELAIN FINISH TABLE

18⁹⁵
1.00 DOWN,
1.00 WEEKLY

She will save time and effort and get better results. The good-looking table is a practical addition to her kitchen.



**7 Piece
Complete
TOASTMASTER, JR.
HOSTESS SET**
12⁹⁵

50c DOWN, 50c WEEKLY
Two-slice toaster, tray and stand, three jam jars and plate—everything included at this price.



**Electric
PERCOLATOR SET**
Chrome finish electric percolator with large tray, sugar, creamer.
13⁹⁵
50c DOWN
50c WEEKLY



**Billowing Sails
CLOCK**
Handsome Sessions clock to decorate any room. Chrome sails and trim.
8⁹⁵
50c DOWN
50c WEEKLY



**Automatic
TOASTMASTER**
This famous two-slice Toastmaster makes just the kind of toast you want—every time.
17²⁵
1.00 DOWN
1.00 WEEKLY

RUDOLPH'S
CORNER EAST MAIN AT SOUTH AVE.
In Batavia 109 Main St. Open Evenings Until Christmas

We're In It We'll Win It!



On Sale at all Banks, Post
Offices, Saving and Loan
Associations and many
Retail Stores.

This message is printed as a contribution to National Defense
by The Sun-Rochester Shopping News

Choose

—YOUR LAST MINUTE GIFTS

WHERE SELECTION IS EASIEST

FROM

ROCHESTER'S LARGEST

AND FINEST ASSORTMENTS

SIBLEY, LINDSAY & CURR CO.

OPEN TONIGHT,
MONDAY AND TUESDAY
EVENINGS UNTIL 9

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THE SPORT SHOP

CHRISTMAS GIFTS Of Smart Practical SPORTS APPAREL

Ladies' Suede or Leather JACKETS

• Zipper Fronts
• Button Fronts
• Short and Long
Models
• Colors, Brown, Beige,
Green, Blue and Red
• Largest Selection in
Rochester To Choose
From

\$4.95
to **\$15**



Rochester's Largest Complete RIDING SHOP FOR ALL THE FAMILY

BREECHES & JOHDPURS **\$2.95**
To \$20

JOHDPUR BOOTS **\$2.95**
To \$10

RIDING BOOTS **\$4.50**
To \$16.95

Riding Coats **\$8.95**
Plaids — Checks — Tweeds
150 To Choose From! To \$25

CROPS & BELTS **\$1.00**
To \$5

Ties — Scarfs & Accessories **\$1.00**
To \$3.50

Complete Line of Authentic
WESTERN RIDING TOGS



MEN'S SUEDE-LEATHER JACKETS

\$7.95
To
\$20

- Aviation Models
- Zipper Fronts
- Button Fronts
- Long and Short Models
- Belted Models
- All Famous Makes
- Capes — Calves — Imported Leather
- Rochester's Largest Selections



STILL COMPLETE STOCK To Choose From

LADIES' GIFTS — MEN'S GIFTS —

BLouses — \$1.95-\$4.50
Flannel, Silk, Plain, Wool
GLOVES—MITTS \$1.00-\$2.50
Wools — Leather, All Colors
SPORT HOSE \$5.95-\$1.95
Ski-Skating
CAPS—PARKAS \$1.00-\$2.95
All styles for all winter sports
SKATES \$3.95-\$6.95
Whites, Figure and Tubes

McCREGOR SWEATERS \$2.95-\$10.00
Every style and color
GLOVES \$1.95-\$3.50
Cuffs — Pies — Mocha Lined and Unlined
SCARF SETS \$1.95
Special! Pure Wool
WOOL JACKETS \$3.95-\$10.95
Two-tones, Leather Fronts
WOOLRICH COATS \$10.95
All weights

LADIES VESTS, Wool, Suede, Gabardine, \$1.95-\$3.95

LADIES SPORT COATS from \$7.95

LADIES SLACKS, Wools, Corduroys \$3.98-\$5.95

LADIES AND GIRLS SKI SUITS,
Wools, Gabardines, All Colors \$10.95 to \$21.50

Ladies & Girls Skirts, 9-17, 12-38 \$2.98 to \$7.95

Ladies & Girls Sweaters, all styles, \$1.98 to \$5.95

LADIES & GIRLS REVERSIBLE COATS
Regular \$12.95 Special Sale \$8.95

MEN'S SKI BOOTS, 5 qualities to
choose from \$4.50 to \$12.00

MEN'S SPORT SHIRTS—Gabardines —
Corduroy—Wool \$2.95 to \$8.00

Men's Ski Pants—Part or All-Wool, \$5.95 to \$12.00

Hundreds of Other Gifts for the Outdoor-Loving!

The SPORT SHOP

23 CLINTON AVE. S., Opp. HOTEL SENECA
OPEN EVERY EVENING
FREE GIFT BOXES WITH EVERY PURCHASE

Slenderizing Frocks For Busy Women



Blouse and Jumper for larger
sizes No. 2844, sizes 14, 16, 36, 38, 40,
42 and 44. Size 36, 1 1/2 yards of 64-
inch fabric for jumper; 1 1/2 yards of
39-inch fabric for blouse.
Full Skirted House Dress No. 3093,
sizes 12, 14, 16, 36, 38 and 40. Size
16, 3 1/2 yards of 39-inch fabric; 3 1/2
yards of braid; 5 1/2 yards of binding.

Send FIFTEEN CENTS (15c)
(coin preferred) for EACH pattern.
Write plainly YOUR NAME, AD-
DRESS AND STYLE NUMBER. BE
SURE TO STATE SIZE YOU WISH.
Address: PATTERN DEPART-
MENT, Rochester Sun, 420 Burke
Bldg., Rochester, N. Y.

Youth Groups To Sponsor Gala New Year's Fete

A gala New Year's Eve semi-
formal dance will be held at the
Chamber of Commerce this
year on Dec. 31 from 10 to 2.

The affair, annually spon-
sored by the YM-YW Council
and the Youth Federation, is
expected to attract a record
throng of merrymakers.

Pat Bassett's orchestra will
furnish music, a floor show has
been scheduled and light re-
freshments will be served.
Noisemakers, check room facili-
ties and all features of the
dance are included in the \$2.50
per couple admission price.

Tickets are available at the
Federation of Churches office,
1010 Temple Bldg., Y.W.C.A.,
190 Franklin St., and at all
branches of the Y.M.C.A.

Does your crochet needle
work thru the basket and be-
come lost from time to time?
Keep a cork on the end of the
needle when it is not being used
and this will never happen.

\$350,000 Quota For Rochester Set By Red Cross

Rochester's share of the \$50-
000,000 drive of the American
National Red Cross is \$350,000,
according to an announcement
made to local Red Cross mem-
bers this week by Harper Sib-
bey, president of the Commu-
nity Chest and George E. Hawks,
chairman of the Rochester
Chapter of the Red Cross.

The drive in Rochester will
be handled by the Community
Chest and the quota has been
guaranteed by that organiza-
tion.

A special call for pledges to
the fund, in advance of the regu-
lar Community Chest drive
next May has been issued by
Chest officials. Contributions
will be credited as received
against the \$350,000 Rochester
quota.

Contributions will be received
at the Chest headquarters, 70
Water St. N.

DOLANS . . . Where You Buy the Best at the Lowest Prices . . .

TURKEYS
THE BEST OF EVERYTHING
FOR YOUR HOLIDAY DINNER
DOLANS
Mrs. Mary Sullivan, 423 Tremont St.

Plump, Tender, Young Tom
and Hen Northwestern
TURKEYS
29c Lb.
To 35c Lb.
600 JEFFERSON AVE.
cor. Bartlett
Telephone Genesee 1417

LATE SHOPPERS GIFT - LIQUOR Specials DRY WINES 95c gal.

"Lord Hilton" WINE \$1.49 gal.
Port, Sherry,
Tokay, Muscatel,
White Port, 20%
by volume.

A Hiram Walker Straight
Bourbon Whiskey Brand **\$1.79** qt.
BOTTLED IN BOND STOCK:

5 YR. OLD "TOM MOORE"
Kentucky **\$2.49** qt.
100 Proof. Reg. \$2.58

HIRAM WALKER—100 Proof
Straight Rye **\$2.45** qt.
5 yrs. old. Limited
quantities.

MARTINI COCKTAIL \$1.99
MADE WITH IMPORTED MARTINI & ROSSI
VERMOUTH AND HIRAM WALKER GIN

BENNETTS #10 GIN 90 Proof, Grain Spirits **\$1.89** qt.
Imported \$2.50 Val. \$1.79 Fifth

PUERTO RICAN RUM Imported \$1.79 Fifth

20-YR. OLD COGNAC BRANDY From France, No. 489 Fifth

FRENCH VERMOUTH Imported, Also Cointreau, \$1.59 qt.

SCOTCH WHISKY Famous House of Lords \$3.19 Fifth

CHECK OUR PRICES ON
ABOVE PRICES CONTINUE THRU XMAS AND NEW YEARS
PARISIAN LIQUOR STORE
1517 LAKE AVE. at RIDGE ROAD
Open 'Til Midnight All Day Xmas
FREE DELIVERY

LAST MINUTE GIFT SPECIALS —WITH— LAST-CHANCE FEATURES



ACCORDING
TO A U.S.
GOVERNMENT
NOTICE JUST
RECEIVED—
PRODUCTION
OF RANGE
ACCESSORIES
WILL BE
STOPPED AS
OF JANUARY
1st—1942
THIS IS YOUR
LAST CHANCE
TO BUY
RANGES
COMPLETELY
EQUIPPED!

- ★ Installed For Christmas!
- ★ Completely Equipped!
- ★ Easy Seneca-Stores Terms!

Give A NORGE RANGE

CHOOSE FROM OUR COMPLETE SELECTION

Christmas Special!
\$20 For Your **OLD STOVE**



Big value! Full size 36"
range. 4 Spiro-Speed
Burners 2 pull-out uten-
sil drawers. Pull-out
drop-front broiler —
smokeless grille. (Model
N-220)

\$113.95

Price Less Condiment Set

Christmas Special!
\$20 For Your **OLD STOVE**



36" range. Divided top and
oven visualiser. Oven equipped
with glass door and has an
electric light with switch on
control panel. 4 Spiro-Speed
burners. 2 swing-door utility
compartments with shelves.
Broiler same as N-220. Flush-to
wall design.

\$144.95

Price Less Condiment Set



HERE'S A DANDY GIFT!

Emerson RADIOS \$22.95



AC-DC Superheterodyne — Full-
vision slide-rule dial — Electro Dy-
namic speaker — Automatic volume
control — Tone control — Handsome
striated walnut cabinet, hand rubbed.

50c WEEK

OTHERS 16.95 to 199.50

SENECA STORES

CREDIT JEWELERS

149 MONROE AVENUE

OPEN 'TIL 10 EVERY EVENING

Shop LINCOLN'S for a Thriftier Christmas

MAIN ST. EAST AT ST. PAUL

ON SANTA CLAUS LANE

Gift Specials For Last Minute Shoppers

On Sale
Monday 9 A.M.

Open Mon. & Tues. Eves.



GIRLS' 8 TO 16
Chenille

House Coats

Washable all over chenille swirling skirts \$1.98



100% Wool Gift
CARDIGANS
and
SLIPONS

SWEATERS

\$1.29

Short sleeved novelty and classic styles. Sizes 32-40.



Women's Toilet Sets
12-pc. set—8 bath salts, talcum, and perfume. Plus 10% tax. 25c



80 Square Percale
BIB or COVERALL

APRONS
29c

Also 5 panel, 7 panel, tulip and gingham type check aprons.



GIRLS' 1 TO 6X
"MITZI"

DRESSES

\$1.00

Slub broadcloths, poplins, 80 square percales... guaranteed fast color. Boleros, swings, Princess frocks jumpers. Extra-wide hems.



Christmas Gift
BLOUSES

\$1.29

Novelty and tailored styles, long and short sleeves. Sizes 32 to 40.



Gift Stationery
Neatly boxed double drawer type stationery. 50c



Men's Shaving Sets
Shaving soap, talcum, lotion, safety razor. 25c plus 10% tax

Gay New
Percale or Poplin

HOUSE
DRESSES

\$1.29

Includes button fronts, coat styles, peasant frocks, long torso styles, softly flaring skirts. Sizes 12-52.

Buy All The "Audrey" Silk
Hose You Want



The Perfect Gift
RINGLESS
CHIFFONS

Smart 3 and 4 thread ringless chiffons with little reinforced foot and welt for longer wear. Latest shades. 69c

RINGLESS
CREPES

Full fashioned 3-thread delightfully sheer crepes that usually sell for \$1. 89c

Longer Wearing
CLAIR de
CHINES

A new patented twist gives perfect fit, snag resistance, dull beauty. Sizes 8 1/2-10 1/2. \$1

First Quality Nylons \$1.25



Women's
Imported
Capeskin
Back
GLOVES

Sporty and Dressy Styles. Sizes 6-7 1/2. 69c



Your own initials on these Rayon Crepe
SCARVES

Initials put on while you wait. All colors. 59c



MEN'S Sanforized
White Broadcloth
and
Fancy Printed
Shirts

With Wrinkle-Free Collars

\$1.19

Candy stripes, spaced stripes, figures—score of collars. Your money can't buy any better shirt. Sizes 14-17.

Men's Plaid Flannellette Shirts\$1.39
Flannellette or Broadcloth Pajamas\$1.29
Men's Fur Lined Gloves\$1.98
Men's Gloves and Muffler Sets\$1.98

Special
Prices
on
Toys

STARTING
MONDAY MORNING

31-pc. Tea Sets78c
Assorted Games78c
Tool Kits ..88c and \$1.79
Sleds\$1 and \$1.98
Stuffed Panda Bears ..88c
Stuffed Dogs88c
24" Dressed Doll ..\$1.79

GIVE "HER"
LINGERIE

RAYON SATIN

Slips

\$1.29

Plenty of popular styles, including well-known "Lucky Girl" brand, with Nylon seams. Tailored, lace trimmed and embroidered. Sizes 32 to 40.



RAYON SATIN
or
SUEDE CLOTH

Robes

\$2.49

Regularly \$2.98

Two distinctive styles to choose from—full slipper front, or wrap-around effect. Wine, blue, open, aqua and pink. 12-44.



Better Quality
SUEDE ROBES \$3.49
Sizes 12-44. Reg. Price \$3.98

LACE TRIMMED
GIFT SLIPS \$1.79



MEN'S GIFT
TIES

Full cut, all wool lining. Hundreds of patterns. 50c



MEN'S FLANNEL
or BROADCLOTH
PAJAMAS

Favorite notch and middy styles, A to D. \$1.29



Men's Button Front
Two-Tone Coat
SWEATERS

\$1.98

2-tone combinations of camel-green, camel-brown, brown-teal. Sizes 38-46.



MEN'S GIFT
SCARVES

100% all wools and paisley figures or all white rayons. 49c



Women's 100% Wool
MITTENS

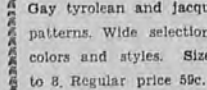
49c

Gay tyrolean and jacquard patterns. Wide selection of colors and styles. Sizes 6 to 8. Regular price 59c.



Boys' Delmar Jr.
SHIRTS

Fancy prints and white broadcloths. 8-14 1/2. Regular price 79c. 69c



Men's Travel Sets

Zip top of brush, have a razor, toothpaste, brush, shaving cream, comb, etc. \$1.00



Men's Travel Sets

Zip top of brush, have a razor, toothpaste, brush, shaving cream, comb, etc. \$1.00



Men's Fleece
Lined or Unlined
CAPEKIN
GLOVES

39c

Snap and slip-on styles in black, brown or natural. \$1



Children's Knit
GLOVES and
MITTENS

39c

Assorted fancy novelty weaves. Large selection of style and color combinations. Sizes 4 to 6.



Through Faith Alone Can Hope Survive

IT GOT around that it was somehow unmanly to believe in God. Sissy to say your prayers.

Those were the queer, sick years between the two wars. When morality had to do with vice, drinking and the other fellow; when it was all right for even free governments to get away with making promises the instruments of their own renunciation. Those were the years when we forgot justice for "progress" while the world's conscience slipped softly into decline.

So now the half gods rule, loosed in a tempest of our own making. It is the day of the Black Faith, religion of neglect and despair. The creed of brutality and force drives its millions with the fury of a holy war. Humanity is pretty sick, and while planes, tanks and battleships may save the patient—just this once again—they cannot ever cure the disease.

Free men are face to face with a mighty decision. Either they must meet the Black Faith with a great Faith of their own—or surrender to the deluge.

The choice is plain. To oppose the fanatic religion of negation and force with the Faith of their fathers. To learn to live by the creed of decency and justice, righteousness, sympathy and understanding. To find resolution in their belief in the Fatherhood of God and the Brotherhood of Man. Or to deny all hope.

Decent men in their hearts are sick of kindness and charity just at Christmastime and greed and suspicion the rest of the year. They are weary of a

world that has produced telephones and printing presses but has forgotten honesty and the Ten Commandments. They are tired of being told it is "necessary" to oppose working people if they are employers, to hate the "employing class" if they are workers. They are tired of free governments that have so forgotten Jefferson and Lincoln that they encourage class hate in the name of progress.

Decent men want to think of other men as fellow human beings.

It is high time for free America to find again the ideals of its founders. To take pride in mothering the oppressed. To reach out for the meaning of mercy, sympathy and love. To share in proud humility a simple belief in God.

For greater far than all the questions of defense that now face America are the problems of the years to come, the enormous, challenging problems that we shall have to solve as the great free people of the post-war world. We shall have to solve them in the spirit of helpfulness and brotherhood. We shall have to dedicate our strength and our free ideals in wisdom to bring about the lasting peace that will find no nation a pawn, no man a scape-goat, but all peoples neighbors and friends. We tried it the other way once. And it did not work.

Perhaps, even now, unnoticed, the ground swell is beginning. We like to think that, quietly, out of these racking times there may stem a new dignity, never yet attained, for all mankind; rooted in Faith and flowering, not in mere tolerance or respect, but in kindness and sympathy; in a real wish to understand our fellow men.

weis & fisher

SINCE 1889

Christmas

Open a 90 Day
Charge Account



Bentleys— English Style Christmas Plum Pudding

Made With the Finest Brandy

Made from an old English recipe with the choicest ingredients. Rich and fruity. Spiced to perfection. Luscious finale to your Christmas feast! Packed in pottery bowl, individually boxed.

99c

Symphony Sweet Double Dipped Chocolates

2.29 3 lb. Box 1.39 5 lb. Box

Your Choice of:

- ★ Cherries in Cordial
- ★ Almonds
- ★ Full Nut Cream Caramels
- ★ Caramel Creams
- ★ Brazil Nut in Cream
- ★ Mint Sponge
- ★ Filled Chocolate Sticks
- ★ Nut Neutags
- ★ Nut Butter Crunch
- ★ Vanilla Butter Creams
- ★ Italian Creams
- ★ Peppermint Creams
- ★ Orange Creams
- ★ Pineapple Creams
- ★ Plantations
- ★ Apricot Walnut Jellies
- ★ Vanilla Walnuts
- ★ Fruit and Nut Clusters



★ Peanut Butter Creams
★ Fancy Assorted Chocolates

3-lb. Tin Fancy Hard Candies

- A tremendous assortment of fancy filled hard candies including:
- ★ Black Walnut Chips
 - ★ Fruit and Nut Filled Centers
 - ★ Midget Bridge Mixture
 - ★ Filled Raspberries
 - ★ Chocolate Filled Straws
 - ★ And Others

99c

5-lb. Box Half & Half Assorted CHOCOLATES

1.69



Wonderful assortment of cream, chewy and nut centers. Half are milk chocolate coated. . . half are dark chocolate coated. Packed in a lovely Christmas box, ready to give.

Assorted CHOCOLATES

4 lb. Box 99c

The loveliest of Christmas boxes, filled with luscious chocolate coated creams, crisps, chews and nuts. The family will love them!



Miniature CHOCOLATES

1-lb. box 69c 2-lb. box 1.38 3-lb. box 1.98

100 pieces in a pound box . . . over 40 different centers featuring creams, chews, nut, crisp fruit and crunchy candies. Chocolate coated.

EDWARDS—Street Floor

Entire Store Open Monday
and Tuesday 'til 9 P. M.

Look! 950 Sq. Yds. of INLAID LINOLEUM REMNANTS

Regular 1.39 and 1.69 Grades

59c and 98c
Sq. Yd. Sq. Yd.

A buying opportunity if there ever was one! A value that's rare . . . even for Western New York's largest floor covering department! Sizes 1'-6" by 6' to 6' by 10' . . . ends of rolls from our best selling patterns of the season! The lengths are large enough for bathroom floors, grade entrances, stairs, counter tops, etc. Choose fro tile, marbleized and plain colors while 950 square yards last!

No Down Payment — Balance Weekly or Monthly

EDWARDS—Fourth Floor

EDWARDS BASEMENT STORE

Men's, Womens' and Girls' Hockey SKATES 4⁴⁴



Women's & Girls'
High White Skates

Chrome Canadian hollow ground blades; hard toes; narrow heels; plaid linings. Sizes 1 to 9

Men's Black
Hockey Skates

Built-in ankle support; Canadian hollow ground blades; plaid lining; hard toes. Sizes 6 to 12

Men's, Womens' & Boys' ICE SKATES.. 5⁴⁴



Women's Figure
SKATES

If she's ice-minded give her a pair of these beautiful skates. White with plaid lining.

Men's & Boys'
Hockey Skates

Fast and rugged. Box toe construction. Will give years of good service.

EDWARDS—
Basement

From
Edwards

NEW 1942

Emerson with "Miracle Tone"

Famous for performance—with life-like "Miracle Tone" and plenty of power. Quality-built. Beautifully styled. Outstanding for value. That's why millions prefer Emerson. So get in line. . .



NEW STREAMLINED BEAUTY
with MAGNI-VISION DIAL

Latest perfected slide-rule dial for easy tuning! Extra large (6") Oval Dynamic Speaker. . . Automatic Volume Control. . . Tone Control. . . Highly polished figured walnut bakelite cabinet. A Superhet with "Super-Loop" Antenna for perfect AC or DC reception. \$1995

CONVENIENT TERMS



MODEL 482

EMERSON PHONORADIO

Has everything . . . superb Superhet radio with Illuminated Full-Vision Dial . . . and a phonograph that plays all size records including 12 inch. . . Sturdy case, finished in rich two-toned brown simulated leather. \$3995



MODEL 444

ALL-AMERICAN VALUE SENSATION
AC-DC Superheterodyne. Included "Super-Loop" . . . Beam Power Output. . . Beautifully styled walnut bakelite cabinet with carrying handle. \$1695
Use it anywhere in the house!

EDWARDS—Sixth Floor.



Helena Rubinstein Apple Blossom Twins

Cologne and Body Powder
special package 1.50

Helena Rubinstein pairs off two of her most popular Apple Blossom delights! Sparkling Apple Blossom Cologne to keep you fragrant, and misty Body Powder to keep you cool. Ideal for travel, as a vacation or hostess gift!

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Your Choice of Letter
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24 Sheets Folded
Paper, 24 Envelopes

59c
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Stationery as fine as "Crenatweed" is news in itself at 59c . . . BUT, add monogramming (not a penny extra) and you have value that's worthy of all the praise you can muster!

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RON ROMERO RUM \$1.75
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100% Scotch whiskeys, 86.8 proof. A really good Scotch — just the thing for the holidays.

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DRY: 95c **SWEET: \$1.45**

GIFT SPECIAL
Beautiful Decanter Bottle
Variety of **WINES 3 QTS. \$1.20**

Case Prices on Nationally Famous Brands Are As Low or Lower Than Anywhere Else In The State.

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Strange Facts About Christmas

DO YOU KNOW THAT:

The world celebrated Christmas thousands of years before the birth of Christ?

For almost four hundred years before Christ's birth, many of His followers observed Christmas on January 6th?

Our custom of gift-giving, feasting, home decorating at Christmas comes to us from the ancient Roman Feast of Saturnalia?

Our traditional "kiss under the mistletoe" is a survival from pagan rites of the Druids and their skin-clad Britons at mysterious Stonehenge?

Thousands of years before the birth of Jesus, the spirit of Christmas was an influence in the world, on each December 25th — the day we Christians now celebrate as Christmas Day. That spirit goes far back into the history of ancient and remote peoples; the Druids in their oak forests, cutting the sacred mistletoe; the Gauls, drinking their horns of mead around roaring fires in their frozen northland; the Romans, wildly celebrating the culmination of their Saturnalia; the early Egyptians, with their Mithraic Feast to the Sun. Yes, even the Jews, with their festival of Hanukkah.

But, though these ancient peoples held celebrations on December 25th, none of them called that day "Christmas." How could they, when the birth of Jesus was still an undreamed-of event in a far distant future of which they had no knowledge?

These were pagan people celebrating pagan festivals. To some of them the celebration was for one thing; to others, for another. But these various festivals may be divided roughly into two classes: celebration to pagan gods, as in the Saturnalia; celebrations to nature, as in the observance of the Druids, the Gauls, the Egyptians, the Jews.

To this latter group December 25th was the festival which marked the passage of the sun from its winter solstice. For on that day, dark and cold as it might be — long and chill as was the night — the sun commenced its slow swing toward Spring, season of earth's fertility. Snows would melt, days grow warmer and longer, flowers bloom, domestic animals would bear their young and grains and fruits and all the products of the soil spring forth again.

Slowly, the centuries marched across the pages of history. Jesus Christ was born in a manger in Bethlehem. And, just as slowly, this December 25th festival to the sun, "Light of the World" to all pagans, became the festival of the birth of Jesus, that true "Light of the World" to all Christians.

Yet, for almost four hundred years after Christ's birth, His followers were uncertain whether to celebrate Christmas on December 25th, January 6th or some other date. As a matter of fact, Christmas was not even included among the festivals of the early Christian church, and when it was so included, the actual date was so obscure, due to the use of varying calendars among various peoples and other confusing causes, that the celebration, as stated, was held on different days by various branches of the church.

Then, slowly, opinion crystallized. Theophilus of Antioch, in 180 A. D., recorded that the Gauls of the North observed Christmas on December 25th. Twenty-two years later Hippolytus declared it as fact, that "Jesus was born in Bethlehem on a Wednesday, December 25th, in the 42nd year of Augustus."

But it required yet another 150 years before December 25th was recognized on any Christian calendar, as Christmas Day. In the "Calendar of Philocalus," 354 A. D., it is recorded that "In the Year One, Christ the Lord, Jesus Christ, was born on December 25th, which was a Friday, and the 15th day of the new moon." (Note even then the difference in opinion as to the exact day of the week).

This declaration in the calendar of Philocalus appears to have swung the observance very definitely toward December 25th, and in that same year

ancient Druids handed down that tradition to you, thousands of years ago.

So Christmas Day, December 25th, came gradually to the world, out of age-old pagan celebrations; through the mists of doubt as to the exact day of celebration. Throughout Europe, in England, then across to America, Christians the world over united, as they will unite again this December 25th, to celebrate on that day the birth of Jesus Christ, "Light of the World."

Only once in all these centuries has the traditional observance of Christmas been broken — and then by an act of the British Parliament it was actually declared unlawful to celebrate Christmas!

Cromwell's Puritans did it. It happened that in 1644 Christmas Day fell on a Wednesday, the last Wednesday in the month. It happened also that the Puritans observed every last Wednesday in each month as a solemn fast day. Nothing, not even Christmas Day, must be allowed to interfere with a fast day. And so Parliament decreed that there must be no feasting, no celebrating.

Eight years later Parliament went the limit by decreeing that "No observation shall in future be had of the 25th of December, commonly called Christmas Day." Heavy punishment, by fine, imprisonment, or both,

was the lot of any who defied this law.

Then came the Restoration. Cromwell's Puritans were swept from office. The Stuarts were set on the Throne of England, and the law against Christmas observance was declared null and void by Charles II. So Christmas Day came once more into its own, never again to be obscured.

Sugar and Spice

Bread puddings take on new glamour with the addition of 1/4 teaspoon of ginger and a teaspoon of cinnamon. Chip semi-sweet chocolate into it for a favorite cold weather dessert.

On icy mornings when appetites are keen add a half-teaspoon of nutmeg to your French toast mixture. Be sure to use enriched bread with its dependable store of B-vitamins and iron.

When unexpected guests drop in for an afternoon chat serve chocolate toast and cups of hot tea. This unique party toast is made by spreading triangles of toast made from enriched bread with a creamy mixture of butter, chocolate sirup and confectioners' sugar.

Plan to serve gingerbread often during January's gray days. Bring it to the table hot from the oven. Have a pitcher of thick, tart lemon sauce on the table and let the family and guests help themselves.

FAIRCHILD'S POPCORN
Fairchild's Fairy Fritters 5c... 6 for 25c

Pink, Green, Red Popcorn Balls 5c—4 for 25c
Pink Sugared Corn — Plain Popcorn For Stringing
Cheese Popcorn — Caramel Corn
We Sell Canada Dry — Saratoga Vichy — Clicquot Club

CORN FOR POPPING
Large Yellow 15c, 2 lbs. 25c
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MERRY CHRISTMAS

... AND HAPPY NEW YEAR

We've been saying it for 53 years — and this year it means more than ever before. Thanks to all of you for your loyal patronage and your friendship. Season Greetings from

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MAIN 238 OPEN EVENINGS

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Enjoy A Vacation of Perfect Days

and the pleasures of cool tropical nights at Clearwater Beach Hotel. Located directly on the Gulf of Mexico — there's a private white sand beach and facilities for swimming, boating, golfing, dancing and all forms of recreation — at this delightful resort. Clearwater Beach Hotel is famous for excellent food tastefully prepared and temptingly served. Reasonable American Plan Rates. Write or wire for information or reservations —

Preston Beatty, Manager

Clearwater, Florida
ON THE GULF OF MEXICO.

The Night Before Christmas — by Mr. Hi and Mr. Hatt



Our stockings were hung by the chimney with care, In hopes that our Xmas gifts soon would be there. For rumors had spread that our socks would be filled, With Kessler's, the whiskey that's smoothly distilled And blended with lightness and mildness to spare, The whiskey that men say is "rich, and so rare!"

Now if you are planning a gift or a present, For Christmas, there's nothing so nice or so pleasant As Kessler's, the drink that is smooth and delicious — It's really the smart way to send your best wishes.

KESSLER'S
BLENDED WHISKEY

SMOOTH AS SILK
but not "High Hat"



KESSLER'S PRIVATE BLEND, 75% Grain Neutral Spirits, 85 Proof, Julius Kessler Distilling Co., Incorporated, Baltimore, Md.; Lawrenceburg, Indiana.

WALKER'S ALL-CHICKEN PIES
And Beefsteak Pies
No vegetables — filled with choicest chicken only. Delivered by dozen. Special prices on quantity orders.
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Rochester Sun—Shopping News Special 'Last Minute Gift Edition' for Monday, Tuesday, Wednesday Shopping.

GOOD APPLES.

The Cortland apple is particularly good for use in salads as its flesh when peeled or chopped holds its white color better.

Bright young students who carry lunch baskets to school will enjoy sandwiches of enriched bread spread with a mixture of equal parts of peanut butter and raspberry jam.

This can happen to YOU



IF after January 1, 1942 you are involved in any automobile accident resulting in personal injury or property damage in excess of \$25—whether your fault or not—unless you show proof of financial responsibility. An insurance policy assumes your responsibility.

Chas. F. Buelte

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Use Our Lay Away Plan \$1.00 Weekly

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409 Chili Avenue
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Author's Family Portrayed In 'Little Women'

So dear to her relatives was Louisa May Alcott's "Little Women," a stage version of which will be presented here by the Clare Tree Major Children's Theatre at the Eastman Theatre on Saturday, January 3, that for many years after the author's death those who controlled her estate adamantly refused permission for stage production of the story. It was the fear of the surviving Alcotts, living in and around Boston, that "Little Women" would be spoiled in the process of dramatization, and to let the story live exactly as Miss Alcott had created it was a desire shared by all branches of the family. That the Alcotts treasure "Little Women" as an heirloom is quite natural as the book is fundamentally the story of the Alcott family, together with some of their closest friends.

Through an exclusive arrangement with the Educational Committee of the Rochester Civic Music Association, The Rochester Sun offers its readers a special discount coupon for the "Little Women" performance. Clip coupon on another page of this paper and present at the theater box office. It entitles the holder to a ten-cent discount on any price seat. Tickets may be purchased for as little as 15 cents plus tax with the special Sun coupon. Because of the ever-increasing popularity of the discount coupon, the management of the theater has found it necessary to restrict their use only up to 6 p. m. Friday, Jan. 2. No coupons will be honored at the box office on Saturday. So, if you plan to benefit by the reductions offered through its use, be sure to purchase your ticket before 6 p. m. Friday, January 2. Box office is open daily between 9 a. m. and 6 p. m.

In 1912, however, after many eager producers had given up as hopeless the possibility of ever portraying Beth, Meg, Jo and Amy behind footlights, Miss Jessie Bonstelle, at that time conducting her own stock company at the Star Theatre in Buffalo, succeeded in assuring the Alcotts of her sympathetic

COUPON

This Coupon Is Worth

10c

Towards Price of Admission To See

"LITTLE WOMEN"

EASTMAN THEATRE

Saturday, Jan. 3, 1942

3 O'clock

Seats: 25c, 35c, 50c, 75c (Plus Tax)

Present this coupon at theatre box office, before 6 p. m. Friday, January 2. Good for 10c reduction on any priced seat in the theatre for the performance herein specified.

Name

Address

Age

understanding of the sentiment, as well as the characterization, in "Little Women" and permission was granted her for its dramatization.

Marion deForest, drama critic on the Buffalo Express wrote the stage version and William A. Brady, one of the country's leading producers, first brought the story to the stage. Ever since that first performance "Little Women" has ranked as one of the stage story "greats". It was a similar hit as a movie several seasons back.

The company which is playing the story here at the Eastman produces a well-finished performance and one that has been a hit wherever it has played. The story is essentially that produced first by William Brady.

Make Mould For Brown Bread From Baking Powder Cans

Baking powder cans make good moulds for brown bread. Set the cans on a rack in a kettle, with water enough to come up two-thirds the depth of the moulds, then cover the kettle. Water should be boiling gently before the cans are put in.

To stop thumb sucking and nail biting, place a toy in the hand of the child. Use no force or scolding. Do not use thumb guards or biters, etc. That will only serve to irritate him and impress on his mind a bad habit. Remove all causes of strain, excitement and tension and see to it that the baby has calm and serene surroundings.

Lake Ave Florists Open Monroe Branch

A branch of Blanchard Florist, 58 Lake Ave., has been opened at 1458 Monroe Ave., Brighton. The store, formerly occupied by Havill & Lines is considered one of the most modern florist shops in the city.

Opened to afford their east side and Brighton residents with an even faster service, Blanchard Florist will feature the finest in fresh cut flowers, plants, dish gardens and flower arrangements at popular prices. Novelty gifts in pottery and glassware will also be featured. The Blanchard Flower Shops are operated by Donald E. Blanchard who opened the Lake

Ave. shop in 1926. Four trucks with uniformed drivers serve Blanchard customers.

Blanchard is a member of the 4th Degree, K of C; Ad Club, Rochester Club, Northwest Kiwanis, Elk's, Moose Club, Redmen's Club and Rochester Turners.

An embroidery needle can be threaded with ease if you take a short piece of sewing thread, put two ends together and push through the eye of the needle. Then put the yarn through the loop formed and pull both thread and yarn through the eye.

THE BEST COAL-VALUE IN THE CITY
BLACK MAGIC
Long Burning — Low Ash
QUALITY
COAL Egg Stove Nut
Buckwheat \$8.25 Ton
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Established Over 23 Years
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TRY AND BEAT THESE
ROCK BOTTOM PRICES
WE'RE SIMPLY OUT TO BRING EVERY CUSTOMER OUR
LOWEST PRICES ON FINE WINES & LIQUORS

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LASTS AT THIS PRICE
"House of Lords"
SCOTCH
\$3.19
100% finest Scotch Whiskies bottled by Whiteley and Co. Scotland. A value you can't afford to pass up.
GENUINE \$4.50 VALUE
"AROUND THE WORLD"
KING RANSOM SCOTCH \$4.29
100% Scotch Whiskies. 94 Proof. One of the really great Scotchies. Never before sold at this low price! REG. \$5.75

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Bottled in Bond—100 Proof
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OLD GENERAL
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A smooth, mellow blend of straight whiskies all 4 yrs. old or more. Conservative value \$2.85.

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IRISH WHISKEY \$2.99
Distilled and bottled in Dublin by Dublin Distillers. Est. 1787. Fine, mellow Pot. Still. Value \$4.50

FAMOUS "HOLLOWAY'S"
COCKTAILS
★ DRY MARTINI
★ OLD FASHIONED
Just chill and serve. 44 proof. Regular \$2.75.
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"Adel" 20 Years Old
COGNAC BRANDY \$4.98
Imported from France. Remarkably low price for this great imported French Cognac Brandy. Now IMPOSSIBLE TO REPLACE! 84 Proof. \$7.50 Value.

'Sherryrock' Rock 'N Rye 50c
Belmont Bourbon 100 Proof. Case \$150.00
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Our tremendous stocks of Champagne include all domestics and many imports.

"CLINTON" CALIFORNIA
WINE 50c Quart
A varieties to choose from. Lowest prices.

"THREE MASTS"
Apricot Liqueur 44c
Reg. 75c Each
Half Pint 2 for 85c

HOLLOWAY'S
SLOE GIN 89c
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"BELLOWS"
"Treasure Cove"
12 Years Old
RYE \$3.95
Imported. Distilled in Canada. 90 proof. R & G. \$5.75.

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The Red Cross Needs Your Help

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DRIVE IS \$350,000

Do Your Share—Give

This message contributed by Rochester Shopping News to the Red Cross effort.

Season's Greetings

EVEN in a nation at war, traditional holiday "Best Wishes" have their place. These are ours, to you and yours, plus our pledge . . . to render all possible service to our community in this emergency, as we did in the last.

Central
Trust Company

There's Always Been Candy

Ancient Egyptians ate candy in 2000 B. C. Cleopatra ate a honey-date candy (perhaps even made it for Marc Antony). Marzipan was invented way back in the 11th century. In the 14th century the Romans made "sugar-meat" statues big as castles which took six men to carry into banquet halls, and a few years ago tiny one-bite sizes came out. Now we eat over two billion pounds of candy a year! (Some sweet tooth, eh sugar?)

But nobody wants to hear or talk about candy. They want to EAT it! So do you—especially at Christmas—for Christmas without candy is like—oh, so unthinkable there's no simile for it.

The way to eat it is to get right at making it, providing yourself with good recipes, with ingredients which guarantee its turning out right every time.

Set your jaws for a good time, and drool as you read, then try these:

CHOCOLATE BRAN SURPRISE SQUARES

1 ounce semi-sweet chocolate, 1 cup bran cereal sweet chocolate, 1 cup marshmallows. Line bottom and sides of 8x4-inch loaf pan with waxed paper. Melt chocolate over hot water and stir in bran cereal. Cut marshmallows into eighths. Pour half of chocolate mixture into pan; cover with a layer of marshmallows. Spread remaining chocolate over the top. Let harden and cut into squares. Yield: 12 squares (1-1/3 x 2 inches).

SURE-FIRE FUDGE

2 cups milk, 1 cup light karo, 1 cup butter, 1 cup granulated sugar, 1/2 cup vanilla sugar. Mix all ingredients except vanilla. Cook, stirring constantly until mixture boils. Stir occasionally thereafter to see that it does not burn, until it reaches 238 degrees F. (soft ball stage). Remove from heat and cool. Add vanilla and beat until fudge is thick and surface begins to dull. Pour into oiled pan. When cold cut in squares. Makes 1 1/2 pounds.

VARIATIONS

Cocoanut Fudge: Stir 1 cup cocoanut into fudge just before pouring into pan.
Brown Sugar Fudge: Omit chocolate from recipe and use 2 cups brown sugar instead of white sugar.
Raisin Fudge: Stir in 1 cup seedless raisins just before pouring into pan.

Peanut Butter Fudge: Add 4 tbsps. peanut butter to fudge while hot; beat when lukewarm.

CANDY-MAKING CUES
If your candy is grainy instead of smooth and creamy, borrow a bonbon from the candy-making experts and use karo—it prevents the formation of large sugar crystals. Measure it carefully for perfect results.

If your caramels burn, next time cook them in a heavy utensil over a low heat and stir constantly to prevent curdling and scorching.

Don't dabble in your fudge and fondant syrup during cooking. Stir thoroughly to blend and dissolve the crystals, then leave it alone until the mixture reaches desired temperature. Then remove it from the heat and cool to the touch before beating.

To avoid a taffy catastrophe, use the largest saucepan you have to allow plenty of room for "boiling up." When pulling taffy, use the thumb and fingers rather than the whole hand.

Be sure the sugar is thoroughly dissolved before syrup begins to boil if its smooth candy you want. Place over low heat and stir constantly until every crystal disappears.

SOFT SHELL GEORGIA
PECANS
19¢ Lb.

BOX OF 25
XMAS CARDS
50c Value
23¢

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GOODMAN
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ROCHESTER'S MODERN
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Fountain PENS
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CUDDLY JUMBO TOYS—KIDS LOVE 'EM

Giant Size

CHOICE OF
DOLL—TEDDY—MONKEY
WHILE THEY LAST!
\$1.75 Value
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5 Lb. Box
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DESK LAMP
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Plastic base with walnut finish, two grooves for pens, clips, etc. The fountain pen has a stainless steel smooth writing point.
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Mazda Light Set
Complete with 8 mazda bulbs.
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Outdoor Mazda Set
With large c-9 1/2 mazda bulbs.
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C-7 1/2 bulbs — each works independently.
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FOR A GENTLEMAN
Williams Luxury Shaving Cream, double size .50
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YELLOW BOLE FRANK PUREX **\$1.00**
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Lemon Juice Recipe
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the flashlight that gives you
FREE USE OF BOTH HANDS
Campers! Housewives! Motorists!
Snap it on your wrist—it throws a
500-foot beam right where you
want it. Zephyr-light plastic with
unbreakable lens, G.E.
prefocused bulb. Red, Green, Black, Dark
Blue and Khaki.
98¢


SAMSON ELECTRIC VIBRATOR
Regular \$3.98
Model **\$1.95**

YARDLEY PREPARATIONS

FOR HIM


SHAVING BOWL \$1.00
SHAVING CREAM .50c
AFTER SHAVING 65c
LOTION \$1.00
TALCUM .85c
HAIR TONIC .85c

FOR HER


LOTUS LAVENDER, \$1
BATH SALTS \$1.10
LIPSTICK \$1.00
PERFUME \$1.10
DUSTING PWD. \$1.35
BRILLIANTINE .55c

COMPLETE SETS
From \$1.00 to \$5.00

COMPLETE SETS
From \$1.50 and Up

POUND
TOBACCOS
XMAS WRAPPED


EDGEWORTH . . . \$1.01
OLD BRIAR . . . \$1.13
MODEL81c
BLUE BOAR . . . \$1.70
PRINCE ALBERT . . 74c
HALF and HALF . . 74c
Union Leader, 14-oz 61c
GEO. WASHINGTON 61c
KENTUCKY CLUB . . 74c
Willoughby Tay'r, 1.25
VELVET74c
DILL'S BEST . . . 74c
GRANGER 71c
BRIGGS (Canister) \$1.17
SIR W. RALEIGH . 74c

TOBACCO in HUMI-JAR
KENTUCKY CLUB 74c
PRINCE ALBERT 98c
VELVET 74c
Refined tobacco fresh

WAGNER'S

Last Minute Liquor Specials
AT LOWEST PRICES IN TOWN

★ ★ ★ ★ **SCOOP!**
FAMOUS BLENDED WHISKEY
(Sorry—we can't mention the name!) One of
Continental Distilling Co.'s favorites blended from
straight whiskeys 5 YEARS OLD or more. A whiskey
you'll be proud to give or serve! A fortunate
purchase enables us to offer this premium stock
at this absolutely unheard of price. No deliveries
at this price. Limit 3 to a customer.
\$2.29 Quart

ROBBIE BURNS
IMPORTED SCOTCH
86.8 Proof. — \$3.75 Value.
\$2.89 Quart

HIRAM WALKER
5 YR. OLD RYE
100 Proof. Bottled in Bond. Sorry — Only 3 to a
customer.
\$2.39 Quart

RON CARAY RUM
Imported from Puerto Rico. 86 Proof. \$2.60 Value.
\$1.69 Fifth

5-STAR BRANDY
IMPORTED
Limit 2 to a customer.
\$2.89 Fifth

AMERICAN DRY GIN
90 Proof. Distilled from grain. A \$2.20 value.
\$1.69 Quart

SPECIAL CASE PRICES on nationally known brands. Seagrams, Schenley, Frankfurt, Calvert, Carstairs, Wilson, Park & Tilford, etc.

Complete line of California and New York State Wines at specially reduced prices. Also imported wines including Sandeman, Ramirez and Duff-Gordon's.

LAWRENCE "LAURIE" WAGNER
FORMERLY HUMPHREY'S
677 Monroe Ave. cor. Summer Park Monroe 1187
PLENTY OF PARKING SPACE
WE DELIVER

Sears
Roebeck and Co. Two Stores Rochester, N. Y.
Monroe Ave. at S. Union Ridge Road near Dewey

Both Stores Will Be Open
MONDAY and
TUESDAY TIL **9:30**

Close Wednesday, December 24 at 5:30
Plenty of Free Parking — Buy On Our Budget Plan.

ROCHESTER'S SHOPPING NEWS

The Rochester Sun

Delivered Every Thursday

ROCHESTER, N. Y., FRIDAY, DECEMBER 26, 1941

To 75,200 Rochester Homes
If You Do Not Receive Your Copy Regularly PHONE STONE 6001

Fashionably Formal—Keynote of New Year's Eve Attire

Rochester hotels and night clubs, as well as hundreds of individual hosts and hostesses have made gala plans to greet the New Year next Wednesday night in the best of tradition. Many expect this year's celebrations to outdo any previously seen.

Formal attire will be in great profusion this year, in fact world conditions, for some peculiar reason have given a great impetus to formal entertaining.

Sketched on this page are some of the leading shop's favorite fashions for New Year's Eve celebration. Created to flatter every type of mood and figure, here are the fashions we predict will receive the compliments.

One stunning fashion has a full black net skirt with an embroidered bouquet of violets and silver ribbon. A fitted bodice top, softened by double ruffles, gives the wearer that "utterly feminine" look.

A sequin belt glitters on the breath-taking white jersey gown with the softly and expertly draped bodice. The puffed sleeves are also draped.

Evening wraps are overwhelmingly velvet. And red velvet is the top favorite. The "Red Riding Hood" evening wrap sketched here has dramatic sleeves, almost skin tight until they blossom at the top. Zipper closures complete the picture.

(Continued on page 4)



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!

\$30,000 Stock To Be Sold Far Below Worth!

DOORS DO NOT OPEN
TIL 10 FRIDAY MORN

LAUER'S OPEN FRIDAY EVENING 'TIL 9 P.M.

BEDROOM FURNITURE

Reorganization Closeouts

- \$319 6-PC. BLOND MAHOGANY BEDROOM SUITE... \$189
- \$98 3-PC. MODERN WALNUT BEDROOM SUITE... 59
- \$229 3-PC. MOD. SOLID MAHOGANY BEDROOM SUITE... 134
- \$179 4-PC. MODERN WALNUT TWIN BEDROOM SUITE... 98
- \$149 3-PC. MODERN WALNUT BEDROOM SUITE... 97
- \$198 3-PC. MAHOGANY BEDROOM SUITE... 100
- \$134 3-PC. MAHOGANY BEDROOM SUITE... 97
- \$98 3-PC. MAPLE BEDROOM SUITE... 55
- \$76 3-PC. MAPLE BEDROOM SUITE... 49

LIVING ROOM SUITES

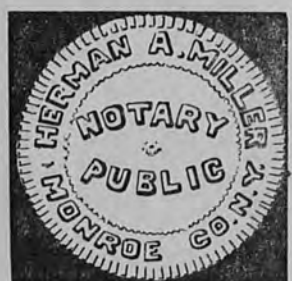
Reorganization Closeouts

- \$189 CHESTERFIELD SOFA AND CHAIR... \$94
- \$269 JAMESTOWN CHESTERFIELD SOFA... 124
- \$210 KID MOHAI CHIPPENDALE SOFA... 99
- \$114 THREE PIECE SECTIONAL SOFA... 79
- \$139 MODERN TUXEDO SOFA... 66
- \$188 TRADITIONAL MODERN SOFA AND CHAIR... 119
- \$159 MODERN DAVENPORT AND CHAIR... 72
- \$129 VELOUR DAVENPORT AND TWO CHAIRS... 88
- \$149 REGENCY SOFA... 64

RUGS AND BROADLOOM

Reorganization Closeouts

- \$3.95 FIGURED BROADLOOM... \$1.95
- \$39.75 9x12 AXMINSTER RUGS—ALL COLORS... \$29
- \$1.69 LINOLEUM REMNANTS 6' TO 15' LENGTHS... 79c
- \$8.95 PEBBLETONE BROADLOOM CARPETING... 5.95
- \$265.00 12x16 GREEN SANTOY BROADLOOM... 98.50



Notary Public
Proof Of Savings

Every item in this advertisement has been certified before Herman Miller, Notary Public, to be sold exactly as advertised herein... Either below wholesale cost or reduced 25% to 35%.

Subscribed and sworn to by
JOSEPH W. LAUER
Before me this 23rd day of December, 1941.
HERMAN A. MILLER
Notary Public

Signed
JOSEPH W. LAUER
President

BELOW MANUFACTURER'S WHOLESALE COST

- | REGULAR PRICE | SALE PRICE |
|-----------------------------------|------------|
| \$139 MODERN LIVING ROOM SUITE | \$59 |
| \$149 MODERN WALNUT BEDROOM SUITE | \$64 |
| \$298 BLOND MAHOGANY DINING SET | \$169 |

LAUER'S • 50 STATE ST

British Oak... 25% Off

We're selling out our complete stock of Living Room Furniture, Living Room, Bedroom and Dining Room pieces. You save 25%.

DRAPERY DEPARTMENT

Reorganization Closeouts

- 77 PAIR DRAPERIES
Reg. \$1.98 to \$15 a pair. Certified Below 1/2 OFF
Manufacturer's Wholesale Cost Price
- \$3.35 RAYON MARQUETTE CURTAINS... \$1.98
- \$2.49 DOTTED MARQUETTE CURTAINS... 1.66
- \$2.25 SHOWER CURTAINS... 1.00
- \$3.98 PART WOOL TWO-TONE BLANKETS... 2.15
- \$7.49 QUAKER LACE CURTAINS... 3.00
- \$2.98 RUFFLED OR TAILORED CURTAINS... 2.19
- \$3.98 EXTRA HEAVY BATH RUGS... 2.98

OCCASIONAL PIECES

Reorganization Closeouts

- \$69.50 EXTRA LARGE LOUNGE CHAIR... \$34
- \$50 CHAMPAGNE MAPLE TABLE, 2 CHAIRS... 28
- \$59.75 MAHOGANY OR WALNUT KIDNEY DESK... 39
- \$69 ENGLANDER 4'6" BOX SPRING AND MATTRESS... 44
- \$48 PLEATED BACK BARREL CHAIR... 21
- \$69 SIMMONS STUDIO COUCH... 35
- \$39.75 INNERSPRING SLEEP CHAIR... 18
- \$139 CRIB, DRESSER, CHAIR AND STAND... 59
- \$39.75 SEVEN DRAWER MAPLE DESK... 19
- \$42 SOLID MAPLE CHINA CABINET... 18

DINING ROOM SUITES

Reorganization Closeouts

- \$295 9-PC. MOD. WAL. DINING SUITE... \$218
- \$198 9-PC. MOD. WAL. DINING SUITE... 145
- \$134 7-PC. ENGLISH OAK DINETTE... 98
- \$210 BLOND MAHOGANY DINETTE... 119
- \$59 MAPLE TABLE, CHINA, 4 CHAIRS... 29
- \$173 7-PC. MAPLE DINETTE... 97
- \$500 9-PC. BRITISH OAK DINING SUITE... 298

ANNUAL FIRST BABY of the YEAR CONTEST

VALUABLE PRIZES TO THE WINNER

Every firm whose name appears on this page is presenting a valuable prize to the winning new-comer 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 3rd.



FOR THE DAD
OF 1942's FIRST
BOUNCING BABY



Being a New Dad is a great event—worthy of celebration with a box of our fine cigars. Pick up all your tobaccos here—They're the best—and fresh.

100 CIGARS GIVEN
TO ROCHESTER'S FIRST
FATHER OF 1942

**BIG ELM
CIGAR STORE**

47 ELM ST.

JOE SANTORA, Prop.

HARMIN'S

We take this opportunity
to wish all our friends and
customers.

**A VERY HAPPY
NEW YEAR**



FREE SILVER BABY CUP

Our gift to the first baby born in 1942 a beautifully engraved Rogers Silver Baby Cup. Something Baby will treasure forever.

Remember . . . Better Jewelry at Harmin's costs no more, may be had on easiest terms with no extra charge for credit.

Harmin's
CREDIT JEWELERS
21 MAIN STREET E.

Bundles
for
BABIES



Here are warm, snugly, comfortable clothes and blankets for baby. We have plenty—all wool, scientifically clean—with grand assortments of colors and new ideas in baby's things. Looking for something different and practical? We have it!

GIFT FOR FIRST BABY:

BEACON BLANKET

Soft and warm, with cute nursery designs. Your choice of colors.

LINCOLN'S

A Once A Year Sale
FRIDAY and SATURDAY ONLY

3 SIZE 5x7 BUFFTONE
PORTRAITS **\$1.95**

Regularly \$5.50

Take advantage of this once-a-year event to get lovely portraits at about one-third their regular price.

Our expert photographer
will take 12 lovely poses of
you and we'll show you all
12 proofs. No appointment
necessary so hurry in!

Edwards
PHOTO STUDIO
In The Green Room

A Beautiful
8 x 10 Portrait
FREE

To 1942's First Baby

We will issue a certificate good
anytime during 1942 to the
parents of Rochester's first
1942 baby . . . good for one
free portrait.

Mrs. Carrie Russell, 25 Zimmer St.



HAWRMPPH

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**CHENILLE
CRIB SPREAD**

Given To First

1942 BABY

Young in life 1942'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

**Your Health
and His . . .**



The new baby will add hours of extra toil to your daily routine—you must be careful not to overwork. We suggest a Bendix Home Laundry to convert diaper drudgery actually into fun! Just flip a switch—the Bendix does everything! Or a Gibson Refrigerator to keep baby's food pure and safe—Or a Quality Range for ease and convenience in cooking. A Motorola Radio will help keep both you and baby happy! We distribute these modern conveniences to dealers all over the city. Stop at your appliance store and look them over. If you buy you invest in Health and Happiness.

FREE GIFT TO BABY: ELECTRIC BEANERY
Can be quickly and conveniently turned into an efficient bottle warmer. Many other uses.

Kemp Equipment Co.

DISTRIBUTORS OF

Bendix — Motorola — Gibson — Quality Range

Gala New Year's EVENING DRESSES

\$7.94

- FLATTERING SHEERS! • LONG SLEEVED JERSEYS!
- CRISP RAYON TAFFETAS! • JACKET TYPES!
- GLEAMING NAIL HEAD TRIMS!

A glorious holiday collection of evening dresses to make you look your very prettiest when you step out on New Year's eve. The styling, the finishing, the details will more than surprise you for the modest price of \$7.94. Plenty of whites and blacks as well as exquisite pastels and holiday red. Sizes from 9 to 17 and from 12 to 20.

Evening Skirts of Rayon Crepe
or Bengaline . . . \$3.95, \$5.95



Put Color in Your EVENING GLOVES

Colors to match or contrast
with your gown! Fine fab-
rics in ultra smart elbow
length. Widest color choice.
Just 59c

aisle 8

Irregulars of \$1.65 FAMOUS BRAND HOSE

Sheer 3-thread crepe chif-
fons in a host of delectable
colors to enhance your
smartest evening ensem-
bles. Just 98c

aisle 10

Gold or Silver Color EVENING SLIPPERS

Twinkling slippers for your
dancing feet! Flat, Cuban
or high heels. Comfort-
able, good looking mesh.
Just \$2.29

aisle 6



Sale!

Our Best Selling
Regular \$1.19 and \$1.29

**"LEWELLA"
CORSETS**

\$1.09

Our famous "Lewella" 2-way stretch
foundations, panty girdles and regu-
lation girdles to give your figure new
glamour for the holidays . . . at a price
to save you money. Types for every
figure! Sizes for everyone! Fine
cotton, rayon and lastex fabrics.

aisle 10 center

Sibley, Lindsay & Curr Co.
BASEMENT NEWS

'Little Women' Role Won Acclaim For Katherine Cornell

When the story of "Little Women" is unfolded on the stage of the Eastman Theatre on Saturday afternoon, January 3, beginning at 3 P. M., the audience will be seeing the play which first brought Katherine Cornell public recognition as a great actress. Miss Cornell received her first real acclaim for her performance of Jo, in the London company playing the show in 1919. That London company was headed by Miss Jessie Bonstelle, one of the stage's greatest actresses several years back.

Through an exclusive arrangement with the Educational Committee of the Rochester Civic Music Association. The Rochester Sun offers its readers a special discount coupon for the "Little Women" performance. Clip coupon on another page of this paper and present at the theatre box office. It entitles the holder to a ten-cent discount on any price seat. Tickets may be purchased for as little as 15 cents plus tax with the special Sun coupon.

Because of the ever-increasing popularity of the discount coupon, the management of the theater has found it necessary to restrict their use only up to 6 p. m. Friday, Jan. 2. No coupons will be honored at the box office on Saturday. So, if you plan to benefit by the reductions offered through its use, be sure to purchase your ticket before 6 p. m. Friday, January 2. Box office is open daily between 9 a. m. and 6 p. m.

The performance here of "Little Women" is the second of this season's children's plays presented by the Clare Tree Major Children's Theatre of New York and sponsored by the Educational Committee of the Civic Music Association.

COUPON

This Coupon Is Worth

10c

Towards Price of
Admission To See

"LITTLE WOMEN"

EASTMAN THEATRE

Saturday, Jan. 3, 1942

3 O'clock

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

(Plus Tax)

Present this coupon at theatre

box office before 6 p. m. Fri-

day, January 2. Good for 10c

reduction on any priced seat

in the theatre for the performance

herein specified.

Name

Address

Age

The play follows the original story closely and the character Meg, Beth, Jo and Amy recreate the familiar scenes of Louisa May Alcott's immortal story which is essentially the story of the Alcott family together with some of her closest friends.

Always a favorite with children, the Saturday production is expected to attract many adults. Because "Little Women" is a story that interests all ages, it was a smash hit as a movie starring Katherine Hepburn nine years ago.

Brighten up your dingy towels with a bath in cold water, soap and lemon juice. Heat the mixture gradually till it boils, then rinse the towels in lukewarm water and go on with the bluing as usual.

FUR COATS JANUARY SALE

Values To \$100—While They Last!

\$49.50

Other Furs At 30 to 40% Savings

Clifford Fur Co.

1233 Clifford Ave.

1 Block off Portland

CLIFFORD FUR SELLERS FOR LESS

WOMEN!

RELIEVE NEEDLESS SUFFERING

If functional periodic complaints

make you moody, nervous and irri-

table, try CHI-CHES-TERS PILLS for

relief from unpleasant pain and

discomfort. They are SAFE to

take as directed. Contain no

habit-forming drugs. Sold

at all drug stores.

See up

In Bulletin over fifty-five years.

CHI-CHES-TERS DIAMOND BRAND PILLS



SAVE IN OUR AFTER-CHRISTMAS CLEARANCE

Save 1/4 to 1/2 And Even More!

On Needs for You, Your Home, and Family

Junior Dresses

Originally	Clearance Price
\$7.95 to \$8.95—Wool dresses	\$4
\$10.95 to \$12.95—Wool dresses	\$7
\$14.95 to \$22.95—Wool dresses	\$9 to \$11
\$10.95 to \$12.95—Rayon crepe dresses	\$7
\$14.95 to \$22.95—Rayon crepe dresses	\$9 to \$11

JUNIOR SHOP, SECOND FLOOR

Junior Coats

Originally	Clearance Price
\$45 to \$49.95—Fur-trimmed coats	\$39
\$69.95—Fur-trimmed coats	\$49

JUNIOR SHOP, SECOND FLOOR

Daytime Dresses and Uniforms

Originally	Clearance Price
\$7.95—Rayon dresses	\$4.19
\$6.50—Rayon dresses	\$3.19
\$1.69—Cotton dresses	50c
\$2.00—Uniforms	50c

DAYTIME DRESS SHOP, THIRD FLOOR

Better Dresses

Originally	Clearance Price
\$14.95 to \$19.95—Dresses, misses', women's and half sizes	\$5
\$16.95 to \$22.95—Dresses, all sizes in group	\$8
\$16.95 to \$29.95—Dresses, broken sizes in group	\$10

DRESS SHOP, SECOND FLOOR

Gown Shop Dresses

Originally	Clearance Price
\$29.95—Dresses	\$15
\$29.95 to \$39.95—Dresses	\$19
\$39.95 to \$49.95—Dresses	\$25

GOWN SHOP, SECOND FLOOR

Fur Trimmed Coats

Originally	Clearance Price
\$49.95 to \$65—Misses' size coats	\$37
\$65 to \$79.50—Misses' and women's size coats	\$57
\$89.50 to \$98.50—Misses' and women's size coats	\$67
\$119 to \$195—Misses' and women's size coats	\$99

Some Coats Subject to Tax

COAT SHOP, SECOND FLOOR

Sportswear

Originally	Clearance Price
\$7.95—Wool sport jackets	\$5
\$10.95—Wool sport jackets	\$7
\$12.95—Wool sport jackets	\$8
\$19.95—Wool sport jackets	\$12
\$7.95—Casual dresses	\$5
\$10.95—Casual dresses	\$7
\$12.95—Casual dresses	\$8
\$3.00—Sport blouses and classic shirts	\$1.90
\$3.95—Blouses and shirts	\$2.90
\$5.00—Blouses and shirts	\$2.90
\$5.95—Blouses and shirts	\$3.90
\$2.00—All-wool sweaters, classic and novelties	97c
\$3.95—All-wool sweaters	\$2.90
\$5.95—All-wool sweaters	\$3.90
\$10.95—All-wool sweaters	\$6.90

SPORTSWEAR SHOP, SECOND FLOOR

Thrift Shop Dresses

Originally	Clearance Price
\$6.95—Misses' McKettrick classics	\$4
\$5.95—Misses' rayon twill dresses	\$3
\$7.95—Misses' rayon crepe, wool and rayon covers	\$4
\$8.95—Misses' rayon crepes, wools, and rayon velvets	\$5
\$10.95—Misses' rayon crepe street dresses	\$7
\$12.95 to \$15.95—Misses', casual and date dresses	\$9
\$6.95—Women's McKettrick classics	\$4
\$8.95—Women's afternoon rayon crepes	\$5
\$10.95 to \$14.95—Women's daytime dresses	\$7 and \$9

THRIFT SHOP, SECOND FLOOR

Girdles and Foundations

Originally	Clearance Price
\$3.50 to \$3.95—Famous-name foundations and girdles, for all figure sizes	\$1.89
\$5 to \$7.50—Famous-name foundations and girdles	\$3.89
\$10.00 to \$12.50—Girdles and foundations, all figure types	\$5.95
\$2 to \$3—Brassieres, all figure types	\$1.49
\$1 to \$1.50—Brassieres, all figure types	89c

CORSET SHOP, SECOND FLOOR

Neckwear Greatly Reduced

Neckwear, scarfs, odd jackets and skirts, blouses, all drastically reduced for quick clearance.

GIFT CENTER AND NECKWEAR, AISLE 1

Winter Hats Less Than 1/2 Price!

Originally	Clearance Price
\$2 to \$4—Casual hats in bright, wanted winter colors	90c to \$1.90
\$5.95 to \$10.95—Hats for all ages, in all winter colors; brims, pompadours, turbans, to wear throughout the season	\$2.90 to \$4.90

MILLINERY SALON, SECOND FLOOR

Jewelry

Originally	Clearance Price
\$2—Jewelry, including earrings, necklaces, bracelets, clips, pins	\$1.39
\$1—Jewelry, including pins, clips, necklaces, bracelets, earrings	69c

Great Reductions on Better Jewelry Pieces (Items plus tax)

HAIR N. MAIN FLOOR

Handbags at Half Price

Originally	Clearance Price
\$10.50 to \$49.95—Better handbags	Half Price

HAIR M. MAIN FLOOR

Fur Coats at 20% Off!

Originally	Clearance Price
\$89.50 to \$655—Entire stock of Fur Coats	\$71.60 to \$524
\$98.50 to \$325—Fur Jackets	\$78.80 to \$260

(Items plus tax)

FUR SALON, SECOND FLOOR

Winter Gloves

Originally	Clearance Price
\$2.50 to \$5—Imported kid gloves in plain and novelty types	\$2.19
\$2.25 to \$3—Domestic suede and capeskin gloves	\$1.89
\$2 to \$2.50—Double woven cotton gloves	\$1.29
\$1.25 to \$1.65—Fabric gloves	87c

HAIR L. MAIN FLOOR

Infants' Wear

Originally	Clearance Price
\$5.95 to \$25.00—Infants' Coat Sets, Sizes 1 to 3	\$3.97 to \$16.97
\$8.95 to \$27.50—Children's Coat Sets, Sizes 3 to 6	\$5.97 to \$18.97
\$11.00 to \$5.95—Children's Dresses, Sizes 1 to 6	69c to \$3.97
79c to \$5.00—Toys	49c to \$2.97

CHILDREN'S SHOP, THIRD FLOOR

Girls' Wear

Originally	Clearance Price
\$2.00 to \$12.95—Girls' Dresses, Cotton and Rayon Crepe, Sizes 12 to 16	97c to \$3.97
\$10.95 to \$35.00—Girls' Coats, Sizes 7 to 14	\$7.97 to \$22.50
\$16.95 to \$45.00—Girls' Coats, Sizes 12 to 16	\$10.97 to \$29.97
\$17.00 to \$27.50—Girls' Coats in Chubby Sizes 12 1/2 to 16 1/2	\$11.97 to \$18.97
\$2.00 to \$4.00—Girls' Felt Hats	97c to \$1.97

GIRLS' SHOP, THIRD FLOOR

Boys' Wear

Originally	Clearance Price
\$1.00—Ski Caps	50c
\$1.00—Hickok Belt and Football Sets	50c
\$1.25—String Glove and Scarf Sets	75c
Boys' & Students' Overcoats	Reduced 1/2
Boys' Knicker Suits	Reduced 1/2
Boys' Knickers	Reduced 1/2
Odds and Ends—Boys' Jackets	Reduced 1/2
Table Odds and Ends	Greatly Reduced

BOYS' AND STUDENTS' SHOP, THIRD FLOOR

Handkerchiefs to Clear

An assortment of men's, women's and children's handkerchiefs at drastic reductions.

GIFT CENTER, AISLE F

Knit Underwear

Originally	Clearance Price
59c and 79c—Rayon undies	39c
\$1 to \$1.25—Rayon bed jackets, gowns	69c
\$1 to \$1.25—Rayon undies	69c
\$1 to \$1.25—Children's undies	69c
\$2 to \$2.50—Silk undies, rayon gowns, rayon pajamas, woolies	\$1.19
\$3 to \$3.50—Woolen undies	\$1.89
\$3 to \$3.50—Rayon gowns and pajamas	\$1.89

KNIT UNDERWEAR, MAIN FLOOR

Fabrics

Originally	Clearance Price
\$1.00—Silk Prints	49c
89c—Rayon Prints	49c
79c—Spun Rayon Travelers Prints	49c
69c—Sandmaid Rayon Dress Crepe	49c
89c to \$1.39—Silk and Rayon Remnants, 1/4 yd. to 2 1/4 yd. lengths	39c

FABRICS, MAIN FLOOR

Ribbons

Originally	Clearance Price
10c to 25c—Novelties and Christmas ribbons by bolt	3 for 25c

Household Cottons

Originally	Clearance Price
16c—Heavy unbleached muslin in 1 to 5-yd. pieces	11c
22c—Striped outing flannel	14c
39c—Fine pillow tubing	29c
1.39—Oilcloth table cloths, 54x54", blue only	69c
10c—Oilcloth shelf edging	4c
35c—Oilcloth chair cushions	29c

COTTONS, THIRD FLOOR

Fancy Linens

Originally	Clearance Price
\$1.35—Hand-embroidered bridge sets	98c
\$1.19—Linen crash scarfs 16x45"	60c
\$1.39—Peasant-weave 17-pc. oblong lunch sets	89c
69c—Printed rayon scarfs	35c
25c—Spun rayon doilies	15c
15c—Ecu napkins with colored borders, 15x15"	10c
\$2.79—Spun rayon printed table cloths 52x52"	\$1.98
\$9.98—Hemstitched linen damask dinner sets	\$7.49

LINENS, MAIN FLOOR

Steel Utility Closets With Shelves

Originally	Clearance Price
\$8.98—Closet	\$4.00
\$8.98—Closet	\$5.00
\$4.98—Closet	\$2.98
\$8.98—Closet	\$6.00
\$7.98—Closet	\$6.50
\$3.50—Closet	\$2.00
\$7.49—Closet	\$4.00
\$8.00—Closet	\$5.00
\$7.49—Closet	\$6.00

HOUSEWARES, NEW FOURTH FLOOR

Save on These Toiletries at Clearance Prices!

Powders	Gift Sets	Creams	Toilet Water
Bath Salts	Lotions	Bath Powders	Perfumes
	Perfume Novelties	Colognes	

TOILETRIES, MAIN FLOOR

Sheets and Towels

Originally	Clearance Price
49c—Odd turkish guest towels	33c
25c—Turkish bath towels	17c
49c—Bath-size turkish towels, solid colors	33c
59c—Turkish guest towels	44c
\$1.98—Lady Pepperell percale sheets, 72x108"	\$1.49
\$2.09—Lady Pepperell percale sheets, 81x108"	\$1.64
49c—Lady Pepperell percale pillow cases, 45x48 1/2"	38c
\$1.65—Tower Brand sheets, 63x99"	\$1.24

LINEN, MAIN FLOOR

Quality Bedding

Originally	Clearance Price
\$9.98—North Star pure wool blankets, 72x84"	\$7.98
\$6.98—All-wool blankets, size 72x84"	\$4.98
\$8.98—Heavy wool blankets, slightly counter-tossed, 72x84"	\$6.98
\$3.98—Nashua winter-weight blankets, 72x90"	\$2.89
\$2.69—Bed pillows	\$1.89
\$2.98—Colonial jacquard bedspreads	\$2.44
\$4.98—Feather pillows	\$3.99
\$5.98 to \$7.98—Fine chenille spreads, mostly one of a kind	\$4.98 to \$6.49
\$7.98—Saxony wool blankets, 72x84"	\$6.66
\$4.98—Cannon Mills Blankets, 50% wool, 50% cotton	\$3.49
\$6.98—Rubber foam pillows	\$4.78
\$2.98—Heavy cotton-filled winter comforters	\$2.19

BEDDING, MAIN FLOOR

Miscellaneous Housewares

Originally	Clearance Price
\$2.98—Clocks	\$1.98
\$2.98—Clock	\$1.00
\$2.98—Clock	\$1.50
\$2.98—Electric clocks	\$1.98
\$1.19—Hammered aluminum tray	50c
\$2.98—Hammered aluminum trays	\$1.50
\$1.98—Hammered aluminum trays	\$1.00
\$1.98—Hammered aluminum candy dish	\$1.00
\$1.98—Hammered aluminum salad bowls	\$1.00
\$2.98—Hammered aluminum relish trays	\$1.50
\$1.00—Dog collars	75c
75c to \$2.50—Dog collars	40c to \$2.00

HOUSEWARES, NEW FOURTH FLOOR

Unpainted Wood Furniture

Originally	Clearance Price
\$4.49—Bookcase	\$2.50
\$4.49—Bookcase	\$2.98
\$5.29—Chest of drawers	\$3.00
\$4.29—Chest of drawers	\$1.98
\$3.49—Bookcase	\$2.00
\$1.69—Chair	98c
\$1.39—Chairs	69c
\$5.49—Bookcase	\$3.98
\$2.49—Chairs	98c

HOUSEWARES, NEW FOURTH FLOOR

Kitchen Tables and Cabinets

Originally	Clearance Price
\$ 8.98—Table	\$6.00
\$28.95—Table	\$23.95
\$28.95—Table	\$15.00
\$24.95—Table	\$15.00
\$22.95—Table	\$15.00
\$24.95—Table	\$19.95
\$23.98—Cabinet	\$20.00
\$22.98—Cabinet	\$18.98
\$16.98—Cabinet	\$11.89
\$14.95—Cabinet	\$8.00
\$27.98—Cabinet	\$15.00
\$19.98—Cabinet	\$14.98
\$ 8.98—Cabinet	\$4.00

HOUSEWARES, NEW FOURTH FLOOR

This can happen to YOU... IF after January 1, 1942 you are involved in any automobile accident resulting in personal injury or property damage in excess of \$25—whether your fault or not—unless you show proof of financial responsibility. An insurance policy assumes your responsibility.

Chas. F. Buelte
AUTO INSURANCE SPECIALISTS
512 Genesee Valley Trust Bldg. Main 680-681
Phonics Indemnity Company New York City

YOU CAN BUY A WHOLE OF A LOT OF HOT WATER—FOR 4¢ A DAY!

DUO-THERM
fuel oil
Water Heaters
Now COST LESS!
The new Duo-Therm now costs less to buy! It has always cost less to run! Gives all the hot water an average family can use for less than 4¢ a day! Fully automatic—no gas or electricity needed—burns cheap fuel oil! Extra-big storage capacity and faster heating insure plenty of hot water at all times!
NO DOWN PAYMENT
\$3.00 PER MONTH
PAY WHAT YOU SAVE

KEMP EQUIPMENT CO.
WHOLESALE DISTRIBUTORS
ON SALE AT YOUR PLUMBERS or APPLIANCE DEALERS

WAGNER'S
SPECIALS FOR YOUR
NEW YEARS EVE
CELEBRATION
AT ROCK-BOTTOM PRICES
BIGGEST VALUE IN TOWN
A fortunate purchase enables us to offer this premium whiskey at this almost unheard of price. We can't mention the name but it's a Continental Distilling product. A blended whiskey made from straight whiskeys 5 YEARS OLD or more. No deliveries at this price and only 2 to a customer.
\$2.29 Quart

HIRAM WALKER \$2.39
5 YR. OLD RYE
100 Proof, Bottled in Bond. Sorry, only 3 to a customer.

ROBBIE BURNS \$2.89
IMPORTED SCOTCH
60.8 Proof — 63.75 Value

5-STAR BRANDY \$2.89
IMPORTED
Limit, 2 to a customer

RON CARAY RUM \$1.69
Imported from Puerto Rico, 86 Proof, \$2.60 Value

AMERICAN DRY GIN \$1.69
90 Proof, Distilled from grain. A \$2.39 Value

SPECIAL CASE PRICES on nationally known brands. Seagrams, Schenley, Frankfort, Calvert, Carstairs, Wilson, Park & Tilford, etc.

LAWRENCE "Laurie" WAGNER
FORMERLY HUMPHREY'S
577 Monroe Ave. cor. Summer Park
Plenty of Parking Space
We Deliver

Stockings and shoes should not be handed down from one child to another, since misfits may cause deformed feet. Want the baby to drink from a cup or glass? Let him see, handle and play with an unbreakable cup beforehand.

SALE
Washable WINDOW SHADES 39¢
Your choice of colors — harmony with any color scheme. New rollers are included. Full 36 inches wide by 4 feet long. Replace your worn shades NOW.
Venetian Blinds \$1.59 up
Variety of MIRRORS \$4.95
Ovals, circles, squares, rectangles — gilded or metal frames. Complete selections with all the latest designs. Approximately and individually boxed for Xmas gifts.
Lucas
80 ST. PAUL ST.
Next To Grand Theatre
Mrs. Ann Montgomery, 28 Cypress St.

Andy Says...
SEE FURSTOSS FIRST
LOWEST PRICES
IN TOWN
18 MONTHS TO PAY
FRIGIDAIRE — PHILCO RADIOS —
QUALITY RANGES, GLENWOOD RANGES
ZENITH RADIOS — VACUUM CLEANERS
AND OTHER ELECTRICAL APPLIANCES
FURSTOSS APPLIANCE INC.
409 Chili Avenue Gen. 2070
Open Evenings for Your Convenience

Good Luck **ELSCO** LA CHOY
PIE CRUST QUALITY FOODS
2 for 25¢ Chinese
Dinner 39¢

FRENCH'S
BIRD SEED 14¢
BIRD GRAVEL 9¢
LIFEBUOY SOAP 7¢
LUX TOILET SOAP 7¢
SWAN SOAP Medium 6¢
SWAN SOAP Large 2 for 19¢
RINSO Large 23¢
RINSO Small 10¢
GOLD DUST Lge. Pkg. 18¢
SPILY 1-Lb. 24¢, 3 lbs. 65¢
CHIPSO
Lge. 23¢ - Med. 10¢
P & G WHITE NAPTHA SOAP 2 for 9¢
DUZ Lge. Pkg. 23¢
CAMAY SOAP 7¢
Ocean Spray CRANBERRY SAUCE, 2 17 oz. cans 27¢
LUX FLAKES Large 24¢
LUX FLAKES Small 10¢

PILLSBURY'S
Best Flour, 5 lb. bag 31¢
SNO SHEEN CAKE FLOUR Package 24¢

LIPTON'S FAMOUS TEA
YELLOW LABEL
1/4 lb. 22¢
1/2 lb. 43¢
20 Lipton's Tea Bags, 21¢

IVORY FLAKES or SNOW
Lge. 24¢, Med. 10¢

HIGH-TEST OXYDOL
Lge. 23¢, Med. 10¢

SILVER DUST
With BIG Cannon Dish Towel
Large Pkg. 24¢

CRISCO
3 lb. can 65¢; 1 lb. can 24¢
FOR BETTER HEALTH
SCOTTISSE 3 rolls 22¢
WALDORF 4 rolls 19¢
SCOTTOWEL 1 roll 10¢

Formals...
(Continued from page 1)

Then for the tailored woman there is a stately dinner gown of black jersey. Severely plain, its only ornaments are a slender silver belt and glistening rhinestone pin. The gathered sleeves are important to give that contrast so desirable.

Some will want to wear dance frocks. Especially the "jitterbug juniors." For them there is a frock born for triumph. A gown that will cause a stir in the room when you enter is in the popular apricot shade. The tight fitting bodice is one blaze of sequins. The shoulder straps may be eliminated for the ultra-sophisticated wearer.

Silver-gray will be seen in the smart spots, too. One subtle gown in this shade features a gathered skirt falling straight and true. Its clever basque top has handsome buttons down the front and jewel-like epaulettes at the shoulders.

Still another shade is Dublin green, featured in a dinner creation. The skirt is a whirl of yards and yards of taffeta to mark well the smallest of waistlines. The long sleeves are tight and built up at the shoulders.

Now time is getting short, so you'd better start right downtown today to make your selection of party wear. You'll find hundreds more interesting, breath-taking models, and the price range is wide enough to include every purse.

A simple way to make two small feather pillows from one large one, without removing the feathers; Push the feathers to both ends of the pillow, leaving the space in the center without feathers. Stitch through this space twice and cut between the rows of stitching. You will have two pillows.

Lincoln's Award Bonus To All Regular Employees

The Christmas spirit was shown in very concrete form this week at the Lincoln Stores Inc. Employees of the local unit shared in a Christmas bonus announced by John W. Kapples, treasurer of the organization. Throughout the chain all regular employees received

TONIGHT!
Princeton Triangle Club Revue
"ASK ME ANOTHER"
Eastman Theatre — 8:30
Tickets \$1.10 up, at Eastman Box Office

seven percent of their annual salary as their share in the firm's profits for the year. But this year's amount was the highest on record, according to Arthur W. Kane, general manager of the Rochester unit. This continues the bonus plan begun several years ago by the Lincoln organization.

Saturday Matinee and Evening, Dec. 27
Colorful CHRISTMAS BALLET
Eight Dancing Groups on Program with
ROCHESTER CIVIC ORCHESTRA
Guy Fraser Harrison Conducting
PRICES MATINEE: 39c, 55c, 83c, \$1.10 Tax Incl.
EVENING: 55c, 83c, \$1.10 Tax Incl.
EASTMAN THEATRE of University of Rochester

Sears
Roeback and Co. Two Stores Rochester, N. Y.
Monroe Ave. at S. Union Ridge Road near Dewey

Both Stores Will Be Open
Friday, Dec. 26th and
Saturday, Dec. 27th 'Til **9:30 P. M.**
PLENTY OF FREE PARKING -- BUY ON OUR BUDGET PLAN

KEY COUPON
IVORY SOAP
Med. Size—Limit 3
3 FOR 13¢

KEY COUPON
HILLS COLD TABS
30c Size
Limit, 1
11¢

KEY COUPON
CANDY & GUM
ALL 5c
Limit, 4
2 FOR 5¢

KEY COUPON
TODDY
Lb. Can
Limit, 2
25¢

BRIDGE OR PINOCHLE PLAYING CARDS
Reg. 30c
23¢

MENNEN ANTISEPTIC OIL
50c Size
43¢

BAUME BENGAY
Reg. 75c
59¢

SCHICK - Injector BLADES
Pkg. of 12
46¢

SQUIBBS COD LIVER OIL
12 oz. Bottle
98¢

SAL HEPATICA
60c Size
49¢

THIS WEEK'S SPECIALS AT
KEY
ROCHESTER'S MODERN CUT RATE DRUG STORES
TODAY THRU NEW YEAR
Stock-up! DEFEND YOUR HEALTH

KEY COUPON
SANITARY NAPKINS
Box 12
Limit, 2
12¢

KEY COUPON
FACIAL TISSUE
Reg. 35c
Box 500
Limit, 1
13¢

KEY COUPON
BORAXO
15c Size — Limit, 2
2 FOR 21¢

KEY COUPON
WAX PAPER
CUTTER BOX
100 Ft.
Limit, 2
10¢

KOTEX, JR.
63c Value
Box of 30
48¢

BOST TOOTH PASTE
Giant 40c Size
2 FOR 42¢

LYDIA PINKHAM
\$1.25 Size
Vegetable Compound
79¢

Hills Nose Drops
35c Size
19¢

FEENAMINT
Laxative Chewing Gum
35c Box
19¢

PABLUM
Large 50c Size
39¢

UPJOHNS
ACCESSORINE 11¢
Tissue-10 oz. 30¢
CREPELINE Comp. \$1.34
Tablets-30's 1.34
Vaseline 8-8 oz. 1.24
JECULIN 1.24
Tissue 12 oz. 2.00
Capitons-8's 2.00
YEAST TABLETS 49¢
Bottle of 100 2.49
MYELADOL 2.49
Tissue 24-oz. 2.77
SUPER-8 2.77
Concentrate, 8 x 8 2.77

PARKE-DAVIS
HALVER OIL 43¢
HALVER OIL 74¢
With Vaseline, 8 x 8 57¢
SATOIA 1.29
Reg. 8-8 x 8 1.29
Reg. 8-8 x 8 1.29
HERADOLA 1.29
Tissue 12.25 Size 1.06
METATONE 53¢
Oil-8 x 8 53¢

HALIBUT LIVER OIL
SQUIBB-ABBOTT PARKE, DAVIS (Plain)
Box of 50... 79¢
Box of 100... \$1.29
Box of 250... \$2.59
Box of 500... \$4.69

VITAMINS & MINERALS
Get BOTH in
Three Year Improved
Higher Potency
ALVITA CAPSULES
The complete vitamin
preparation that gives
you all these vitamins
A, B, C, D, E, K, P, PLUS ESSENTIAL
Acid and other B Complex
Factors present in Liver
Extract.
Bottle of 50—\$1.69
Bottle of 100 2.98
Bottle of 250 6.98

MEAD'S OLEUM
Percormorphum, 10c. 67¢
WHITE'S (100%) 1.19¢
Cod Liver Oil Tablets, 89¢
RAY "D" YEAST
Pkg. of 200 Tablets 89¢

FULL LINE
SUPER "D" PERLES
Upjohn's, \$1.35 Size 86¢
NAVITOL, SQUIBB 57¢
10 cc. Reg. 65c Size 57¢
COD LIVER OIL 69¢
Mead's, Half-Pint Size 69¢

ABBOTT'S
HALVER MALT 97¢
With Vaseline, 8 x 8 1.29
DULCET—Malt 100's 1.29
Dulceton Phosphate 1.19¢
Vita-Fortified, 12 oz. 1.29
VITA-KAPS 1.29
Reg. 8-8 x 8 1.29
VITESTROL 53¢
Reg. 8-8 x 8 53¢
OLADOL 57¢
Concentrate, 10 x 8 57¢
HALVER OIL 43¢
Plain-10 x 8 43¢

WAGNER'S
SPECIALS FOR YOUR
NEW YEARS EVE
CELEBRATION
AT ROCK-BOTTOM PRICES
BIGGEST VALUE IN TOWN
A fortunate purchase enables us to offer this premium whiskey at this almost unheard of price. We can't mention the name but it's a Continental Distilling product. A blended whiskey made from straight whiskeys 5 YEARS OLD or more. No deliveries at this price and only 2 to a customer.
\$2.29 Quart

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5 YR. OLD RYE
100 Proof, Bottled in Bond. Sorry, only 3 to a customer.

ROBBIE BURNS \$2.89
IMPORTED SCOTCH
60.8 Proof — 63.75 Value

5-STAR BRANDY \$2.89
IMPORTED
Limit, 2 to a customer

RON CARAY RUM \$1.69
Imported from Puerto Rico, 86 Proof, \$2.60 Value

AMERICAN DRY GIN \$1.69
90 Proof, Distilled from grain. A \$2.39 Value

SPECIAL CASE PRICES on nationally known brands. Seagrams, Schenley, Frankfort, Calvert, Carstairs, Wilson, Park & Tilford, etc.

Complete line of California and New York State Wines at specially reduced prices. Also imported Wines including Sandeman, Ramirez and Duff-Gordon's.

LAWRENCE "Laurie" WAGNER
FORMERLY HUMPHREY'S
577 Monroe Ave. cor. Summer Park
Plenty of Parking Space
We Deliver

Edwards After Christmas Sales

TELEPHONE STONE 2300

Sharp Reductions In Every Department for Friday and Saturday

Fur Trimmed COATS

At After-Christmas Prices

For many years Western New Yorkers have waited for these famous After-Christmas Sales at Edwards. They've learned that their dollars go remarkably far in these money-saving events. And! This year is no exception. Special purchases plus drastically reduced merchandise from our own stock make up the Sale assortments!

Open A 90-Day Charge
Pay As Follows:
1/3 Jan. 10th 1/3 Feb. 10th 1/3 Mar. 10th
Use Your Charge-Plate In the Red Case



300 Coats
Were \$59.95 & \$65
NOW **\$38**

200 Coats
Were \$69.75 & \$79.95
NOW **\$58**

Your Choice Of:

Silver Fox Blue Fox
Mink Armour Fox
Skunk Lynx Dyed Fox
Persian Kit Fox
LondonDyed Squirrel

Sizes: 11 to 15
12 to 20
35 1/2 to 47 1/2

More Than Half of These Coats
Are Not Taxable

EDWARDS—Third Floor



Save Up to \$49 In This After-Christmas Sale of 121 LUXURIOUS Fur Coats

At Mark Down Prices

Have you thought that the federal fur tax would put a fine fur out of your financial reach? You'll surely reconsider when you see the enormous savings that Edwards offers in this annual event!

32 Coats
Were \$98 & \$119
NOW..

\$89

Opossum
Black Caracul
Mendoza Beaver
Dyed Coney
Mouton Lamb
Persian Paw
Pony

26 Coats
Were \$128 & \$148
NOW..

\$119

Grey Caracul
Brown Caracul
Silvertone Muskrat
Cross Persian Lamb
Marmot
Persian Paw

14 Coats
Were \$158 & \$178
NOW..

\$149

Grey Persian Paw
Black Persian Paw
Sable Dyed Muskrat
Chekiang Caracul
Skunk
Indian Lamb

25 Coats
Were \$198 & \$228
NOW..

\$179

Hollander Blend Muskrat
Grey Kid
Russian Marmot
Siberian Grey Squirrel
Fine Moire Persian Paw
Dyed Skunk
South American Weasel
Russian Pony

19 Coats, were \$278 and \$298.. Now \$249
5 Coats, were \$378 and \$398.. Now \$349

Buy Furs On EDWARDS Budget Plan
No Down Payment... Balance Weekly or Monthly
EDWARDS—Third Floor.

CURTAIN REMNANTS

★ Usable Lengths of Curtain and 1/2 Off
Draperies Remnants Reduced AND MORE

★ Ruffled Curtains From Our Displays (Slightly Soiled) Reduced 1/2 Off

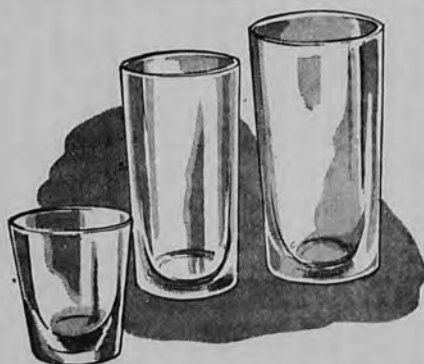
★ A Few Chintz Boudoir Chair Covers In Blue, Red or Green.. Reg. 1.79 Now **1.19** ea.

EDWARDS—Fourth Floor



Clear Crystal
Liquor Bottles.. **1.49**

Worthy of holding the oldest vintage you know of. Choice of rye, gin, bourbon or scotch bottles — made in appealing, beautifully executed lines. Brilliant crystal with liquor names. Buy now!



Crystal Dinner Glasses
with "Libbey" Safety Edge

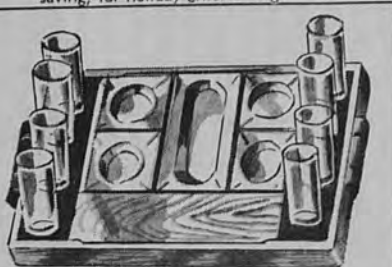
Old Fashioned 10-oz. High Ball 12-oz. Highball
\$1 doz. **\$1 doz.** **1.25 doz.**

They don't tip over easily... all have heavy s... bottoms. Buy now, at a saving, for holiday entertaining.

15-Piece HOSTESS SETS

3.98 Complete

You'll be as proud of these sets as we are. 15 pieces—blonde colored, 14x21, wooden tray; 8 tall crystal glasses; 5 crystal relish dishes; and a generously sized cutting board.



EDWARDS—Second Floor



After Christmas Sale of 700 Smart - New Dresses

At This Mark Down Price

Were
8.95 and
10.95

NOW...

7.49

They're gala enough to go to your holiday parties... brilliant enough to make an impression on the cocktail crowd... but see, only 7.49 in this fabulous Edwards sale. — Be early for several. Save lavishly on each!

Materials:

Rayon Crepes — Sheer Wools — Wool Jerseys

Colors:

Aqua — Blue — Green
Navy — Beige — Black
Green — Combinations

Sizes:

12 to 20 — 38 to 44 — 18 1/2 to 24 1/2

EDWARDS—Third Floor

\$3350 CASH

will be awarded in the
New York Mirror.
**Charming Child
Contest**

America's most charming
child may be your own little
darling. If so, the Mirror
wants his or her picture and
will pay \$1,000 in cash for it.
2nd prize, \$250; 3rd prize,
\$100, and 80 prizes of \$25
each for pictures printed in
the Sunday Mirror each
week.

For Details See The
NEW YORK MIRROR

Next time you refill a feather. Oil should never be given to
pillow, crush a small block of little children in milk. The dis-
camphor and mix it with the agreeable taste of this mixture
feathers, which will then last may cause a permanent dislike
a whole lot longer. [for milk.]

4 Day Removal Sale - Fri.-Sat.-Mon.-Tues.
Entire Stock Fine Hand-Knitting Yarns
Sample Afghan and Blankets in-
cluded in this sale.
1/3 TO 1/2 OFF Jeanne-Louise, 15 Gibbs St.

Mrs. Evelyn Smith, 45 Lakeview Pk.
THE BEST COAL-VALUE IN THE CITY
BLACK MAGIC
Long Burning - Low Ash
QUALITY
COAL Egg TON
Stove Nut CASH
Shovelled Off
Buckwheat \$8.25 Ton
Poa Coal \$9.35 Ton
Established Over 25 Years
SEMET-SOLVAY COKE \$11.00
GEN. 586
PAYNE & DUNHAM

**N. Y. Paper Conducts
"Charming Child" Contest**

The New York Mirror is cur-
rently conducting a contest to
find America's most charming
child. Cash prizes totalling
\$3350 are being offered for
photographs of children.
The contest rules are simple
and easy to follow. All that is
necessary to enter your child is
to send his or her photo to the
Mirror together with certain
information about the child.
The contest will begin on Decem-
ber 28 and end on February 28.

**Philly Sphas
Next Seagram
Court Foe**

The Philadelphia Sphas, 1939-40-41 champions of the
American Professional Basketball
League will show their wares
against the Seagrams at the
Sports Arena Sunday night.

Boasting such offensive
threats as Casie Schectman,
Red Rosan, Inky Lautman,
Shikey Gotthofer, Red Wolfe,
Petey Rosenberg and Irv Tor-
goff, the Sphas have the fore-
most scoring combination ever
assembled.

These same men have been
playing together nine years
with the exception of Rosan,
who is starting his seventh full
season. Petey Rosenberg, now
in his fourth full year, and Irv
Torgoff, who was selected on
every All-American college
squad while playing with the
National collegiate champion-
ship Long Island U. team.

Coach Eddie Malanowicz of
the Seagrams plans strenuous
workouts for his squad this
week and, while the local pros
displayed a smoother working
combination in beating the
Harlem Yankees last week,
Malanowicz is pointing for per-
fection against the Philly vis-
itors. Probably nothing less
than perfection will win this
game.

"Break" hard water by add-
ing the juice of a lemon to a
tub of water.

DAVIS BAKING POWDER
NOW
8 oz 10¢
12 oz 15¢
24 oz 25¢

CAIN'S
Mastermist
MAYONNAISE
CAIN'S IS THE NAME FOR BETTER SAUAGES

CLEARWATER BEACH HOTEL



Enjoy A
Vacation of
Perfect Days

and the pleasures of cool tropical nights at Clearwater
Beach Hotel. Located directly on the Gulf of Mexico—
there's a private white sand beach and facilities for
swimming, boating, golfing, dancing and all forms of
recreation—at this delightful resort. Clearwater Beach
Hotel is famous for excellent food tastefully prepared
and temptingly served. Reasonable American Plan
Rates. Write or wire for information or reservations—
Preston Beatty, Manager

Clearwater, Florida
ON THE GULF OF MEXICO



**OPEN
AS USUAL -
CHRISTMAS
DAY**

**Win Your Own Present At
The NEW PARK HALL**
928 JEFFERSON AVE. - NEAR PLYMOUTH

Take Either Plymouth or Jefferson Bus To The Door

THURS. DEC. 25	FRI. DEC. 26
25¢ At New Park Hall When you buy a book of special and a triple board.	25¢ New Park Hall
25¢ SAT. DEC. 27 New Park Hall	25¢ SUN. DEC. 28 New Park Hall

REG. GAMES \$5-\$7 ★ SPECIALS \$20-\$40
23 GAMES 28¢ INCLUDING TAX!

DE LUXE BINGO
EVERY MONDAY NITE
BEST GAME IN ROCHESTER
Grand Prize **\$500** And 20 More **\$50**
Games Up to
K of C AUDITORIUM - Chestnut St.

Why Don't You Try
UNION LEAGUE HALL
GREGORY ST.
MON. NITE **2 Big Jackpots** SUN. NITE
EACH NITE
WED.-FRI.-SAT. AFTERNOONS
JACKPOT EACH GAME
DEFENSE BONDS AND STAMPS TOO

FRIDAY, DEC. 26

GRAND OPENING!

We Are Pleased to Announce

BINGO PARTIES EVERY FRI. - 7 P. M.
& SAT. - SUN. at 5 P. M.

SPONSORED BY

The FLOWER CITY POST
of the AMERICAN LEGION
221 DEWEY AVENUE

Play this NEW and fascinating game of Bingo in a clean-pleasant atmo-
sphere. Seats for everyone. Admission only 30c. including tax.

FREE PARKING

Our Yuletide Greetings

We hope our Service
throughout the year has
helped to make your
chores lighter and your
life brighter.

**ROCHESTER GAS
& ELECTRIC Corp.**

Mrs. Mildred Norton, 80 Beckwith Ter.

**FLASH-OUR ANNUAL
CHRISTMAS PARTY**
Will Be at TOWNERS Thursday, Dec. 25

A Christmas Present for You—
Coupon Good Thursday, Dec. 25, at Towners
Worth **45c** Only When Purchasing a Book Of
Specials and a Triple Board

USE THESE COUPONS!

★ ★ ★
They're Worth **45c** When purchasing a book
of specials and a special
board. Subject to Fed-
eral Tax.

Bingo The New Year
In At Towners-Rexy
Wednesday Dec. 31
With Our

**'HELLZAPOPIN'
NITE**

Sat., Dec. 27—Worth
HUDSON 45c

BINGO
\$6
On Reg. Games

**MERRY XMAS
from
NICK & NORM**

CHILI RECREATION HALL
509 CHILI AVE.
Monday & Saturday Nites

MONDAY JACKPOT \$50 SATURDAY JACKPOT \$65
Seating Capacity - 400 ONLY.
NO THURSDAY GAME

\$5 - \$9 On Reg. Games \$40 - \$20 SPECIALS
In accordance with our annual custom we will not be open Wed.
and Thurs., Dec. 24 and 25th.

MERRY CHRISTMAS
TED BROWN

Big Games Fri. & Sat. • Jackpot **\$205**
HOLLYWOOD BINGO 35 FULLMAN AVE.
OFF LAKE & RIDGE

PENN VACUUM STORES—ONE OF AMERICA'S LEADING VACUUM CLEANER CHAINS

Beautifully Rebuilt

HOOVER
plus BRAND NEW Famous Make
HAND CLEANER

Both for... **\$14.95** FULL CASH PRICE
LIBERAL TRADE-IN ALLOWANCE ON YOUR OLD CLEANER
EASY TERMS

FULLY GUARANTEED
For the Same Time as a New Hoover!
If You Can't Come In, Write,
or Phone for FREE HOME DEMONSTRATION
Mail Orders Filled
Send \$1 Deposit

PENN VACUUM STORES
30 SOUTH AVE. OPEN EVENINGS UNTIL 9 P. M. STONE 6747

IMPORTANT! ASK US ABOUT THE THREE ADVANTAGES OF BUYING FROM VACUUM CLEANER SPECIALISTS. WE SELL NOTHING ELSE!

PARISIAN LIQUOR STORE SAYS
HAPPY NEW YEAR
WITH THESE LIQUOR VALUES

READY MIXED
MARTINI COCKTAIL \$1.99 Reg. \$2.79
Made with Imported Martini & Rossi Vermouth and
Hiram Walker Gin.

'HOUSE of LORDS'
SCOTCH \$3.19 Fifth
A time honored name in im-
ported Scotch whisky.

5 Yr. Old Bottled in Bond
KENTUCKY BOURBON \$2.49 qt.
Bennett's No. 10
90 Proof, \$2.50 Val. **GIN \$1.89** qt.
French Cognac Brandy
20 YEARS OLD **\$4.89** Fifth

LORD HILTON CALIFORNIA WINE \$1.49 Gal.
Port, White Port, Sherry, Tokay,
Muscatel; alcohol 20% by vol-
ume.

5 Yr.-Old Hiram Walker
100 Proof Rye Bottled in Bond
Imported **PUERTO RICAN RUM \$1.79** Fifth
Imported French
VERMOUTH \$1.59 Bot.
Also CINZANO
ITALIAN
VERMOUTH
at this price

**A HIRAM WALKER
STRAIGHT BOURBON \$1.89**
Sold at \$2.65. Check This Brand Name! FULL QUART

FINE NEW YORK STATE
CHAMPAGNE
Famous "SEAL" **\$2.19** Fifth
\$2.85 Value

WELL KNOWN DELICIOUS
FRIARS' \$1.75
Champagne Fifth

Check Our Prices On Seagrams, Calverts, Schenley,
Wilson and all your favorite brands.

PARISIAN LIQUOR STORE
1517 LAKE AVE., at RIDGE RD. GLEN. 4152
OPEN NEW YEAR'S DAY PROMPT FREE DELIVERY

**FAST
HELP**
PENETRO
for colds' miseries

Penetro's special formula brings you double help double quick Acts two ways at once, inside and outside. Inside medicated vapors break up mucous congestion in breath passages. Outside, steps up local circulation in congested areas. For grown-ups, children miserable with sneezy stuffiness—cough-tortured, aching chest muscles—use as directed, rub chest, throat and back with Penetro. 25c. double supply 35c.

**Where To Play
BINGO**

Beeley's Bingo
MON., TUES., FRI., SAT. at 8:15 P. M.
SUNDAY at 2:30 and 8 P. M.
WED. at 1:30 P. M.
EXTRA BOARD FREE
WITH TRIPLE BOARD
142 GENESEE ST. IN REAR

PLYMOUTH HALL
PLYMOUTH & TROUP ST.
EVERY SAT. NITE 8:30

\$500 OR MORE
ALL GAMES
This Coupon Good For One Ticket
On \$15.00 Game
JACKPOT \$100.00
23 Games 28c Incl. Tax
\$15.00 GAME COUPON

BINGO
19th WARD CLUB HOUSE
257 HAWLEY ST.
Thurs., Fri. and Sat. Eve. 8:15
Fri. 1:45
Extra Board (FREE)
With Triple Board

A B C PARTIES
2011 E. MAIN
Tues., and Sat. Nite At 8:30
2 Big Jackpots

WEST AVE. MANOR
165 West Ave.
MONDAY, TUESDAY - 1:30
SUNDAY 2:30 P. M.
Wed., Thurs., and Fri. 8:30 P. M.

Happy New Year From Mr. Hl and Mr. HATT

Let's make a resolution, pal,
for 1942....

We'll stick to Kessler's silky blend
No matter what we do!



KESSLER'S
BLENDED WHISKEY

SMOOTH
AS SILK
but not "High Hat"

KESSLER'S PRIVATE BLEND, 75% Grain Neutral Spirits, 85 Proof.
Julius Kessler Distilling Co., Inc., Baltimore, Md.; Lawrenceburg, Ind.

RING OUT THE OLD
RING IN THE NEW

NEW YEAR GREETINGS TO YOU—1942

Celebrate New Year's Eve
AT THESE PLACES

Special
Entertainment
For You

BLACK CREEK HOTEL
Scottsville Rd. at Paul Rd.
FLOOR SHOW
AND
ORCHESTRA
EVERY SATURDAY NIGHT
Favors and Satisfies New Year's Eve
Open All Night
Make Reservations Now
Call Genesee 7691

MAIN 8287
BROWNIE'S MARBLE BAR
The Brightest Holiday
Spot In Town For
New Years!
2 FLOOR 2
\$3 PER COUPLE
PLUS TAX
ALL NITE LICENSE
NEW YEAR'S EVE.
Dancing "Till"
63 STATE STREET

Here's The Spot!
OPEN HOUSE
ALL NIGHT AT
Ben Helfer's
Minimum Charge Only \$1
Music, Dancing, Food
FLOOR SHOW AND
EVERYTHING ELSE!
Phone Monroe 9147

CHOW MEIN
TO TAKE HOME FOR
YOUR NEW YEAR'S
PARTY
Open all Night New Year's
Eve. Full course Chinese and
American dinners New Year's
Day from 12 noon 'till closing.
Lin Far
Chinese-American Restaurant
83 EAST AVE.

POST GRILL
Gala All-Night Entertainment
Music and Dancing
FLOOR SHOW
Turkey Dinner — 50c
For Reservations
Phone Main 9012
384 CENTRAL AVE.

DODGE'S GRILL
1479 LYELL AVE.
★
"MICKEY & HER BOYS"
★
"BABE CAHILL, M. C."
★
GLEN 7291
OPEN HOUSE—ALL NITE LICENSE



The PILLARS
For New Years Eve
All Night License
★ ★ ★
STEAKS • CHOPS
• SEAFOODS •
CHOICE WINES AND
LIQUORS
12 EXCHANGE ST.

BENN'S GRILL
OPEN ALL NIGHT!
MUSIC ★ DANCING
ENTERTAINMENT!
Phone Culver 5812
628 WINTON RD. N.

**TIMES SQUARE
SUPPER CLUB**
38 Exchange Street
Main 7631
**Super - Duper
FLOOR SHOW**
Favors and Fun

OPEN HOUSE
NEW YEAR'S EVE PARTY
(ALL NITE LICENSE)
TURKEY or STEAK SUPPER
MINIMUM CHARGE \$1.00
ORCHESTRA — NOISE MAKERS — FAVORS
COBBS HILL GRILL 1104 MONROE AVE. MON. 9299

BARNARD GRILL
2822 DEWEY AV. NEAR STONE RD.
GLEN 7297
Come out and celebrate New Year's Eve
with us; Turkey Dinner and all the trim-
mings, \$4.00 per couple including tax.
Stop in anytime and enjoy one of our
delicious meals or tasty lunches at all
hours.
Open House—All Nite License
PEPPY ORCHESTRA — NOISEMAKERS — FAVORS

LIVADAS

Bigger AND Better WINE AND LIQUOR

When you make your new years purchases at LIVADAS' you are not only assured of the highest quality—but the LOWEST BED-ROCK PRICES at which fine liquors can be sold! OUR REPUTATION FOR QUALITY AND LOWEST PRICES IS A WELL KNOWN FACT THROUGHOUT NEW YORK STATE!

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
\$2.25
Full Quart
\$3.75 Value
You're sure of getting
sound quality at bed-rock
prices when you buy this
famous Meadwood straight
Bourbon. You'd pay far
more for a Bourbon not
nearly so robust and palat-
able. Stock up now—
you'll thank yourself for
your foresight.

A SENSATIONAL BUY!
"BRIAR OAK"
4 Yrs. Old BOURBON
\$1.79
Full Qt.
This whiskey embodies the
qualities distinguished in
GOOD whiskey. NOTE:—
We can't say how long this
stock will last—there-
fore we advise that you
buy plenty at this low
price NOW. 80 Proof.

COME TO LIVADAS
FOR THE LOWEST PRICES
ON CASE LOTS!

Our Tremendous Stocks of
Nationally Known Brands
Many of Them in Beautiful Holiday
Packages — Include the Following:
• Park & Tilford • Three Feathers
• Seagram's • Mount Vernon
• Calvert's • Old Overholt
• Schenley's • Four Roses
• Hiram Walker • Paul Jones
• Old Taylor • Julius Kessler
• Wilson • Martin's VVO
• Old Grand Dad • Ballantines

★ Whitney Club Straight
5 Yrs. Old RYE **\$1.90**
Full Quart
85 Proof. If you insist on a very fine Rye,
here it is at a very low price. We want
you to try it. We know you'll recognize
its high quality instantly.
Compare! \$2.65 Value!

FAMOUS NEW YORK STATE
FRIARS CHAMPAGNE
One of N. Y.'s most popular brands. We honestly believe
this to be one of the finest domestic brands.
The Renowned, Imported "Trichter"
ITALIAN VERMOUTH
Compare! \$1.50 Value!
CABERNET
GOLD SEAL "RON RUM"
85 Proof, Compare! \$3.50 Value!
A GREAT VALUE!
PETE HAGEN'S LIQUORS
• Apricot • Blackberry • Cherry • Peach

SPECIAL SALE For a Few
Days More
**KING GEORGE IV
SCOTCH**
\$2.99
Fifth
LOWEST PRICES EVER! NO
FINER QUALITY! A great name
in Scotch—and a great buy at
this spectacularly low price.
World-famous for its mellow
charm. Blended and bottled in
Scotland. 84.4 proof.
Reg. \$4.25 Value!

Renowned 1935 Vintage
Pure California
ROMA WINE
• Claret • Burgundy
• Haut Sauterne • Rhine
• Sauterne
To those who have always
preferred imported wines,
here's a domestic brand we'll
highly recommend as super-
ior to many foreign imports
at a price you can afford to
pay.

Limited quantity
of the following orig-
inal; now very scarce.
IMPORTED CORDIALS
• Cointreau • Benedictine
• Benedictine & Grand Mariner
• Brandy • Drambuie
• Chartreuse
★ ★ ★
French Cognacs
AT LOW PRICES
• Croizet
• Hennessy
• Martell

LIVRO GIN
\$1.90
Full Qt.
No Finer Quality
At Any Price
100% Grain Neutral
Alcohol
Compare!
\$2.65 Value!
No matter how par-
ticular you are
you're sure to like
this Gin. It's smooth
and mellow and
made from 100%
grain spirits. Please
don't judge it by its
price; let your taste
be the test! You'll
realize instantly
what a sensational
value it is. Livadas
assures the
consumers of the
quality of Gin that
there is no finer at
any price.

LIVRO RYE WHISKEY
2.50
Full Qt.
Our Famous Brand
And What Value
Compare!
\$3.75 Value
A real bargain in
fine whiskey. Please
note it is a full
quart—not a fifth.
The straight whis-
key in this fine
drink is 51% mellow
4 year old stock to
give a distinctive
flavor; the remain-
ing 49% is pure
neutral spirits. We
have sold thousands
and thousands of
bottles of this Rye
because of its qual-
ity and outstanding
low price.

Tremendous
Stocks Of All The
Great
SCOTCHES
At The Well-Known
Livadas Lower Prices
• White Label • Johnny Walker
• Green Stripes • Martin's V.V.O.
• White Horse • Vot 69
• Ballantine • Black & White
• Haig & Haig
Buy by the case and save
even more!

★ BALBOA WINES ★

**ROCHESTER'S
GREATEST
WINE
VALUE!**
You'll want this choice
quality for New Years
Celebration — and
what a value!

DRY
• Burgundy
• Zinfandel
• Claret
• Barbera
• Rhine
• Sauterne
\$1.10
Full Gallon

SWEET • MUSCATEL • SHERRY
PORT TOKAY
3 FULL
QUARTS
\$1.25
Alcohol
20%
By
Volume
\$1.49
FULL
GALLON



OPEN EVERY NIGHT UNTIL MIDNIGHT
LIVADAS
183 MONROE AVENUE
N. Y. License L-4229



FLOOR FINISHING
The present trend in floor finishing is toward the use of penetrating floor seals especially designed to go only a short distance into the pores of the wood and to harden at the surface, sealing the floor against moisture, dirt and stains. Floors finished in this way can be renewed at the worn areas without refinishing the entire floor.

RUGS 9x12 \$1.00
CLEANED and STEAMED
Rugs, Stained, Cleaned, Washed,
Sized, Moth, Damp and
Germ-proofed \$3.00
ELTER CO. Est. 1872
Glenwood 2466 — 44 Arthur St.

**LARGE 8x10
PICTURE**
Of Your
Christmas Tree And
Home Decorations
Made In Your Own Home
REASONABLE PRICES
CALL ART BROWN
MAIN 3934
For Full Details,
Prices And Appointment

**The Army
Calls for
BREAST-O-CHICKEN
Tuna Fish**

AND housewives and grocers realize that call must be answered first. Government nutritionists have "enlisted" this better-tasting tuna for delicious, nourishing meals just like those you serve at home.

**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

**DOLANS ... Where You Buy
THE CUTS OF CHICKEN YOU PREFER**
Just The Thing For Your New Year's Party
Breasts lb. 49c | Livers lb. 45c | Necks lb. 12½c
Wings lb. 23c | Giblets lb. 19c | Legs .. lb. 20c
DOLANS 600 JEFFERSON AVE.
cor. Bartlett
Telephone Genesee 1417

AS
**PURE
AS MONEY CAN
BUY**

You can't buy aspirin that can do more for you, so why pay more, and why ever accept less than the St. Joseph Aspirin guarantee of quality. The world's largest seller at 10c.

**ST. JOSEPH
GENUINE PURE
ASPIRIN**

HOMO
FIVE STAR BRAND

**COUGH MEDICINE FOR
QUICK, EFFECTIVE
RELIEF FOR COUGHS
DUE TO COLDS**

Homo Cough Medicine is a scientifically compounded remedy for coughs resulting from colds and for minor throat irritations. Priced at 60c and \$1.00.
Other Homo Five Star Brand products for the relief of colds are: Homo Nose Drops, 35c; Homo Vapor Salve, 35c; Homo Pain Tablets, 25c; and Homo Mouth Wash and Gargle, 35c and 75c.
ON SALE AT YOUR DRUGGIST OR WRITE
HOMO DISTRIBUTING CO.
580 South Park Ave., Buffalo, N. Y.

Known For Quality

Sale!

SAVE AT NOETH'S JUST IN TIME FOR NEW YEARS CELEBRATION A REAL SALE OF FINE **WINES AND LIQUORS**

HERE ARE PRICES THAT WILL MAKE YOU A REGULAR NOETH CUSTOMER

OPEN EVERY NIGHT TIL MIDNIGHT

A TRULY EXCEPTIONAL VALUE! "STEWART"
4 Year Old Whiskey
90 proof. A smooth, mellow blend of straight whiskies all 4 years old or more.
\$1.89 Fifth
CONSERVATIVE VALUE \$2.85

Only while supply lasts at this price
"House of Lords"
SCOTCH
\$3.19 1/2 Quart
100% finest Scotch Whiskies bottled by Whiteley and Co. Scotland. A value you can't afford to pass up.
GENUINE \$4.50 VALUE
"AROUND THE WORLD"
KING RANSOM \$4.29
SCOTCH
100% Scotch Whiskies, 94 Proof. One of the really great Scotchies. Never before sold at this low price!
1/2 QUART REG. \$5.75

FAVORITE GIN VALUE!
OLD GENERAL
90 proof. Distilled from grain. Conservative value \$2.75 quart.
GIN \$1.89 Quart

Famous Imported
'Rum Ricoro'
Delicious! 85 Proof. Regular \$2.35 value.
\$1.79 Fifth

HERE'S ROCHESTER'S GREATEST VALUE!
Bottled in Bond-100 Proof
"Old Ripy Kentucky"
STRAIGHT BOURBON \$2.19
Special purchase sale. Stock up while it lasts. Conservative value \$3.95.
FIFTH

NEVER BEFORE! PERHAPS NEVER AGAIN!
25 YEARS OLD
Imported "DORLANT" Very Scarce
BRANDY \$2.99 1/2 Qt.
This famous brandy is a distillate of grapes. It was accompanied at the time of importation by a Portuguese Government Certificate stating that the Brandy is 25 years old. Imported from Portugal, 84 proof.
GENUINE \$6.50 VALUE!

RARE!
Sauternes 1934
Grand Vin de Bordeaux **\$1.49** Fifth
or
Saint Julian 1933
CHAMPAGNES Imported From France
Pommery & Greno
Nature Vin Brut **\$3.98** Your Choice
CUNARD - DUCHENE
1939 Vintage — Special Cuvee Large Bottles
EACH A \$7.00 VALUE

"CLINTON" CALIFORNIA
WINE 50c Quart
3 varieties to choose from. Lowest prices.
"OLD DONEGAL"
10 YEARS OLD
UNBLENDED
IRISH WHISKEY \$2.99 Fifth
Product of Irish Free State. Distilled & bottled in Dublin. Fine, mellow. F-1. 80 U.S. Value \$4.50.

IMPORTS!
FINE VERMOUTHS:
Italian "Contratto" 30 oz. **\$1.29**
French "Cinzano" 30 oz. **\$1.29**
Imported "RIO ROYAL" **\$1.29** 1/2 Quart
Tawny or Ruby.
IMPORTED SHERRY
"Pedro Domecq" **\$1.49** Fifth
Renowned 'Guitar' \$2.50 Value

WE ARE KNOWN TO HAVE LOWEST CASE-LOT PRICES
★ ★ ★
LOWEST PRICES
On Seagrams, Calvert, Hiram Walker, G & W, Bellows and other well known brands.
ADET COGNAC BRANDY 30 Years Old, Made in France, Fifth **\$4.98**
APRICOT LIQUOR Half Pint Reg. 75c Each **44c** 2 for 85c
HOLLOWAY'S SLOE GIN 80 Proof, Snow Top, Pints **89c**
SHERRY ROCK ROCK'N' RYE 30 Ounce Bottle **50c**
AMERICAN DRY VERMOUTH Lge. Bottle "Fleur Monopole" **79c**
N. Y. STATE CHAMPAGNE Lge. Bottle "Fleur Monopole" **\$1.69**
Our Tremendous Stocks of Champagne Include All Domestic and Many Imports!
Holloway's Dry Martini or Old Fashioned Just chill and serve. Reg. \$2.75. **\$1.69** Fifth

PAUL NOETH
DELIVERY • 19 CLINTON AVE. S. • MAIN 874

Under The Weather?

Take Beechams Pills Tonight for a Change!

For thorough, pleasant relief from temporary constipation, depend on this purely vegetable compound. No calomel (mercury). Millions of packages sold annually throughout the world. Buy today! Only 30¢—also 25¢ and 60¢ sizes.

**BEECHAMS
LAXATIVE PILLS**

GUARANTEED PENNSYLVANIA
HARD COAL \$11.75 CASH Short Off Grade "A"
EGG STOVE NUT
PEA COAL \$9.95 TON SHOWN OFF
COKE OR NUT **\$11.00**
LAKE COAL CO. GLEN 538
255 LYLE AVE.
BUY DEFENSE STAMPS WITH THE SAVINGS
COUPON
THIS COUPON ENTITLES YOU TO A LIBERAL DISCOUNT ON 1 TON OR MORE OF OUR GUARANTEED COAL OR COKE

DAW'S ORIGINAL CUT-RATE DRUGS

Clinton Ave. S. 56 Opposite 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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75c FITCH'S SHAMPOO 49c
A generous size bottle of Fitch's new Quinol Hair Tonic given free with each purchase of shampoo.

BIG Three Day SALE
Today Thru Saturday (Right Reserved to Limit Quantities)

DAW'S COUPON
CHOCOLATE-FLAVORED
MALTED MILK 19c
REG. 50c 1-LB. CAN (Limit 2)

FREE
Dr. Miles Weather CALENDAR
New 1942 Weather Calendar. Full 1-foot size with large, readable figures. Ask for yours at DAW'S this week-end NO PURCHASE NECESSARY! (While Supply Lasts)

DAW'S COUPON
OXYDOL 18c Large Box (Limit 1)

DAW'S COUPON
FAMOUS P & S FORMULA
Tooth Powder 14c
Large 4-oz. Size Originally Made To Sell At 50c (Limit of 2)

BUY DEFENSE BONDS & STAMPS

DAW'S COUPON
Shoe Polish 7c Giant 15c Size (Limit of 2)
Black • Tan • Brown • Ox-Blood

25c Size
PHILLIP'S Milk of Magnesia Tooth Paste 12c

BABY POWDER 12c
Mother Goose, Lge. 25c Size
JOHNSON'S 2 for 25c
Baby Soap 19c, 39c
MENNEN'S 19c, 39c
SIMILAC Baby Food, 12.25 Size 76c
ZINC STEARATE . . . 13c
Powder, 25c Size
MEAD'S OLEUM . . . 67c
Percomorphum, 10 c.c. 49c
THERMOMETERS Oral or Rectal, \$1.00 Value. 49c
CAL-BIS-MA Powder, 35c Size 29c
CAPUDINE For Headaches, 60c Size 49c
ESKAY'S 8-Oz. Neutrophosphates 98c
CITROCARBONATE Upjohns, \$1.00 Size 57c
PERTUSSIN For Coughs, 60c Size 49c
BEEF, IRON & Wine Tonic, \$1.00 Size 49c

CALON 21c
Tooth Powder, 30c Size
DR. BUTLER'S Tooth Brush, 30c Value 36c
LISTERINE Tooth Paste, Reg. 25c Size 21c
IPANA Tooth Paste 21c, 39c
WERNET'S 60c Powder for Plates 49c
BOST 40c 2 for 32c
Tooth Paste
CASARA SAGRADA Aromatic, 4-oz. Size 27c
TR. BENZOIN Compound, 2-Oz. 36c
WINTERGREEN Oil, For Rubbing, 4-Oz. 29c
PURE GLYCERINE Reg. 25c, 4-Oz. Size 18c
BROWN'S MIXTURE For Coughs, 4-oz. 29c
CAMPHORATED Oil, 4-Oz. Size 19c
BENEDICT'S Solution, 15c Pint Size 36c

Pint
MILK OF MAGNESIA 13c
Pure U. S. P.

30c Size
VICK'S NOSE DROPS 24c

1/2 PRICE
WILDROOT AND "PLASTIC BACK" PRO-PHY-LACTIC 75% HAIR BRUSH \$1.79 Value **89c** BOTH FOR REGULAR FORMULA OR WITH OIL

Alka-Seltzer
60c SIZE 49c

60c Size
KREML HAIR TONIC 29c

28c Size
LOVALON Hair Rinse 16c

25c Size
GLYCERINE SUPPOSITORIES 11c
Infant or Adult

15c Size
CASTILE SOAP 7c

LUDEN'S COUGH DROPS 2 5c

50c Size
PINE TAR & HONEY COUGH SYRUP 26c